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NATIONAL CONFERENCE

on

Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction

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On

"Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction"

29th April 2026

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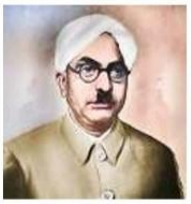

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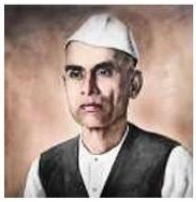

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About Society:

The K.L.E. Society was established in 1916 by seven selfless teachers, the "Saptarshis, " with a vision to uplift the downtrodden and illiterate. Today, the society encompasses over 310 institutions, providing education from kindergarten to post graduation in diverse fields including arts, commerce, science, management, and medical disciplines. Under the dynamic leadership of Dr. Prabhakar Kore, K.L.E. Society has achieved global recognition and is well-equipped to meet challenges in the field of education.

About Collge:

K.L.E. Society's, Jagadguru Tontadarya College, Gadag Betgeri, was established in 1958. The college is named after the Principal Donor His Holiness Shri Gurubasava Swamiji of Jagadguru Tontadarya Math of Dambal- Gadag. The college is multi Faculty College offering the UG Programmes in Arts, Science, Commerce, Computer Application, Business Administration and PG in Physics, Mathematics, Commerce and English. The college is affiliated to Karnatak University, Dharwad and recognized by UGC under 2(B) and 12(f). The Dept. of Collegiate Education, Bangalore, has designated the college as Gadag District Lead College for TQM programme. National Assessment and Accreditation Council (NAAC) reaccredited the college with "A" Grade with CGPA 3.24. The college campus is spread over an area of 32 acres. It is well equipped with sophisticated infrastructural facilites, Classrooms, Laboratories, Language Laboratory, Computer Laboratory, State of the Art Conference Hall, Boy's & Girl's Hostels, Student's Welfare Office, Library, Botanical Garden, Playground, Badminton Court, Indoor Stadium, Swimming pool & Canteen.

About Conference:

The conference aims to provide a dynamic platform for scholars, researchers, academicians, Industrialists and students to discuss emerging trends and key issues in social sciences. It focuses on contemporary socio-economic, political, and cultural challenges, while promoting innovative ideas and future research. By encouraging interdisciplinary collaboration, the conference seeks to enhance knowledge sharing, support policy development, and deepen understanding of ongoing societal changes in a global context

Objectives:

- To provide a platform for scholars and researchers to discuss emerging trends and key issues in Social Sciences.
- To examine contemporary Socio-economic, Political, and Cultural challenges in a global context.

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- To promote innovative ideas and identify future research directions in Social Science, Commerce & Physical Education disciplines.
- To encourage interdisciplinary collaboration and knowledge sharing among participants.
- To contribute to academic development and support effective policy formulation through research discussions.

Call for Papers

Papers can be submitted on the topic and its sub themes or any other themes relevant to the topic

Sub Themes

History

- Freedom fighters of Gadag district
- Historical significance of Lakkundi
- India after 1947: Challenges, Changes, and Continuity
- Rewriting history in the digital age
- Socio-Religious reforms impact and contemporary India
- Growth of Jainism in North Karnataka

Economics

- Digital Economy and Financial inclusion
- Impact of Artificial Intelligence on Economic growth
- and Employment
- Role of Startups and Entrepreneurship in Economic
- Development
- Agriculture Transformation and Rural Development for
- developed India
- Economic strategies for Viksith Bharath @2047
- Role of SHG's In Economic Development

Political Science

- Educational Polices and Constitutional Values
- Contemporary challenges to Indian democracy
- Political Philosophy and India Thinkers
- E-Governance
- Youth and Political participates in Modern democracy
- 75+ years of the Indian Constitution: Achievements &Challenges.

Sociology

- Impact of Social Media on Social Relationships: A Sociological Perspective
- Changing family structure in contemporaneity Indian
- Society Women Empowerment on Social Change in India
- Urbanisation and Its Impact on Social Life in India
- Education and Social Mobility in Temporary Society

Journalism & Mass Communication

- The Impact of Social media influence on public opinion
- Journalism curriculum in the age of AI
- Journalism in The Era of Short Form Content

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- ✧ Automation Algorithms and Editorial Bias
- ✧ Fact Checking as National Responsibility

Physical Education & Sports

- ✧ Future of Physical Education and Sports
- ✧ Research, Innovation, & Challenges and Opportunities in
- ✧ Physical Education and Sports
- ✧ Sports Training
- ✧ Diet and Nutrition
- ✧ Sports and Women
- ✧ Yoga

Library & Information Science

- ✧ Emerging Technologies and their impacts on Libraries
- ✧ New roles of Libraries and Librarians in Viksith Bharath 2047
- ✧ Knowledge management and online resource management in
- ✧ Academic libraries
- ✧ Integration of AI, Machine Learning, and Automation in
- ✧ library work flows.
- ✧ Strategies and challenges in archiving and sharing research

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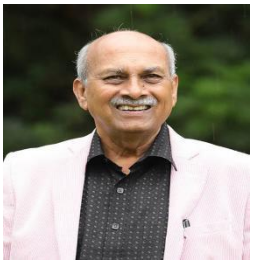

Dr. Prabhakar Kore
Padmashri Awardee
Honarary Chairman, K.L.E. Society
Chancellor of KLE Technological University, Hubballi

MESSAGE

It gives me immense pleasure to learn that K.L.E. Society's Jagadguru Tontadarya College, Gadag, is organizing a One Day National Conference on "Contemporary Perspectives in Social Science, Commerce and Physical Education: Issues, Challenges and Future Directions" on April 29, 2026.

K.L.E. Society has consistently upheld its commitment to providing value-based and quality education while fostering academic excellence across disciplines. In today's rapidly evolving global environment, marked by technological advancements and socio-economic transformations, it becomes imperative to examine emerging issues through interdisciplinary perspectives. The theme of this conference is highly relevant as it integrates insights from social science, commerce, and physical education to address contemporary challenges and future possibilities.

I am confident that this conference will provide a vibrant platform for scholars, researchers, academicians, and students from across the country to share knowledge, present innovative ideas, and engage in meaningful academic discussions. The publication of selected research papers will further enhance the scholarly contribution and long-term impact of this initiative.

I congratulate the Principal, Organising Secretary, faculty members, and all those involved in organizing this academic event. I extend my best wishes for the grand success of the conference and hope it will inspire further research, collaboration, and intellectual advancement.

With best wishes,

Padmashri Awardee , Dr. Prabhakar Kore

Honarary Chairman, K.L.E. Society, Belagavi.

29th April 2026

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Shri.Amith P Kore

Chairman, K.L.E. Society, Belagavi

MESSAGE

It gives me great pleasure to know that K.L.E. Society's Jagadguru Tontadarya College, Gadag-Betageri, is organizing a One Day Multidisciplinary National Level Conference on "Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction" on 29th April 2026.

K.L.E. Society has a long-standing tradition of excellence in education, nurturing young minds and fostering innovation across disciplines. In the present era of rapid transformation driven by globalization, technology, and evolving societal needs, such multidisciplinary conferences provide a valuable platform for intellectual exchange and collaborative learning. The chosen theme is highly relevant and addresses pressing issues, emerging challenges, and future pathways in key academic domains.

I am confident that this conference will bring together eminent scholars, researchers, academicians, and students to share their insights, present quality research, and engage in meaningful discussions. Such academic initiatives significantly contribute to strengthening the research culture and promoting holistic development in higher education.

I congratulate the Principal, Organizing Committee, faculty members, and all stakeholders for their dedicated efforts in organizing this important academic event. I extend my best wishes for the grand success of the conference and hope it will inspire further research, innovation, and academic excellence.

With best wishes,

Shri.Amith P Kore
Chairman, K.L.E. Society, Belagavi

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Shri.S. P. Samushimath

Chairman,Local Governing Body

MESSAGE FROM CHAIRMAN, LOCAL GOVERNING BODY.

It gives me immense pleasure to know that K.L.E. Society's Jagadguru Tontadarya College, Gadag-Betageri, is organizing a One Day Multidisciplinary National Level Conference on "Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction" on 29th April 2026.

Education today demands a holistic and interdisciplinary approach to address the dynamic challenges of society. Conferences of this nature play a crucial role in bringing together academicians, researchers, and students to share knowledge, exchange ideas, and explore innovative perspectives. The theme of this conference is both timely and relevant, reflecting the need to critically examine contemporary issues and future directions in the fields of social science, commerce, and physical education.

I am confident that this academic gathering will provide a meaningful platform for intellectual interaction and contribute significantly to the development of research and academic excellence. Such initiatives strengthen institutional growth and enhance the quality of higher education.

I congratulate the Principal, Organizing Committee, faculty members, and all those involved in organizing this conference. I extend my best wishes for the grand success of the event and hope it will inspire fruitful discussions and scholarly contributions.

With best wishes,

Shri.S. P. Samushimath

Chairman,Local Governing Body

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ACKNOWLEDGEMENT

It gives me immense pleasure to place on record my deep sense of gratitude for the successful organization of the One Day Multidisciplinary National Level Conference on "***Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction.***" The conference has emerged as a significant academic platform fostering critical dialogue and interdisciplinary engagement among students, faculty members, research schalors,industrialist and academicians.

At the outset, I express my profound gratitude to Hon'ble Padmashree awardee Dr. Prabhakar Kore , Honorary Chairman of KLE Society for his visionary leadership, unwavering commitment to education, and constant encouragement, which continue to inspire us to pursue academic excellence.

I also express my profound gratitude to Hon'ble Chairman Shri.Amith Kore , Chairman of KLE Society for his visionary leadership, unwavering commitment to education institutional support in promoting research-oriented academic initiatives.

I also extend my sincere thanks to the respected Directors of KLE Society for their continuous guidance and institutional support in promoting research-oriented academic initiatives.

My heartfelt gratitude goes to the Chairman and Members of the Local Governing Body for their valuable encouragement, support, and cooperation in organizing this academic event successfully.

I further acknowledge the dedicated efforts of the Conference Convener, Co-Ordinator, Organizing Secretary & members of the organizing committee, faculty members, and student volunteers whose meticulous planning and teamwork ensured the smooth conduct of the conference. I also extend my appreciation to all resource persons, paper presenters, and participants whose scholarly contributions enriched the deliberations.

I also convey my gratitude to Dr.Ramesh V Bhole Chief Editor, Journal of Research and Development.

I gratefully acknowledge the support of all staff members and well-wishers who have directly and indirectly contributed to the success of this conference.

I sincerely hope that the academic discussions and research presented during this conference will contribute meaningfully to the advancement of knowledge in social sciences, commerce, and physical education.

With warm regards and best wishes for continued academic excellence.

Prof. P G Patil.
Principal

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EDITORIAL

It gives me immense pleasure to present the proceedings of the One Day Multidisciplinary National Level Conference on "Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction," organised by the Department of Social Science, Commerce & Physical Education of K.L.E. Society's Jagadguru Tontadarya College, Gadag.

The contemporary world is witnessing rapid transformations in economic structures, social systems, and technological domains. These dynamic changes demand a multidisciplinary approach to understand emerging issues and evolving challenges. This conference Volume (1and2) reflects such intellectual engagement, bringing together scholars, academicians, researchers, and students from diverse fields including Social Sciences, Commerce, and Physical Education.

The papers included in these volumes have undergone a rigorous peer-review process to ensure academic quality, originality, and relevance. The selected research contributions address a wide range of contemporary themes, including globalisation, digital transformation, sustainable development, socio-economic inequalities, policy challenges, and innovations in education and physical well-being.

As an editor, I believe that this compilation will serve as a valuable academic resource and promote interdisciplinary dialogue. It not only bridges theoretical perspectives with practical insights but also encourages critical thinking and future research initiatives. The diversity and depth of the contributions reflect the vibrant academic culture and commitment to excellence.

We express my sincere gratitude to the management of K.L.E. Society, the Local Governing Body, the Principal, Convener, Co-ordinator, Organising Committee, and faculty members for their continuous support and encouragement. I also extend my heartfelt thanks to all the authors for their valuable contributions and to the reviewers for their constructive suggestions in maintaining the quality of this publication.

We hope these volumes will inspire further research and contribute meaningfully to academic discourse and policy formulation.

Editors
Dr. Nagaraja O
Assistant Professor in Economics
Shri.Jagadeesh Naik
Librarian

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Public Policy in India for a Viksit Bharat

Prof. K.S. Hari

Keynote Speaker

Gokhale Institute of Politics and Economics, Pune,Maharastra India

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This study examines the evolution, framework, and contemporary direction of public policy in India, with the broader goal of achieving developed-nation status under the *Viksit Bharat 2047* vision. Public policy is conceptualised as a set of government actions and decisions aimed at addressing societal challenges, fostering economic growth, and maximising social welfare. Historically, India's public policy trajectory has transitioned from a state-led planning model (1950–1990), characterised by a mixed economy and import substitution, to a market-oriented framework following the 1991 Liberalisation, Privatisation, and Globalisation (LPG) reforms. The rights-based welfare phase (2004–2014) further expanded social protection through legislation such as MGNREGA, the Right to Education, and the Food Security Act. Since 2014, policy emphasis has shifted toward structural, institutional, and digital reforms, including the replacement of the Planning Commission with NITI Aayog, implementation of GST and IBC, expansion of digital public infrastructure (JAM Trinity, UPI), and targeted social and industrial initiatives.

The paper highlights key growth drivers—capital investment, human capital, technological innovation, and globalisation—within a macroeconomic framework. It also emphasises priority sectors such as industrial growth, digital leadership, sustainability, and human development. The GYAN framework integrates equity with long-term growth, aligning policy with the goals of manufacturing expansion, innovation-led development, infrastructure modernisation, and green transition. Despite significant progress, India faces critical challenges, including employment generation,regional inequality, urbanisation pressures, climate vulnerability, and constraints on institutional capacity. The study concludes that India's evolving policy architecture, supported by digital governance and strategic reforms, provides a robust foundation for achieving the Viksit Bharat 2047 vision, though sustained policy coherence and inclusive growth strategies remain essential.

Prof. K.S. Hari

Professor and Dean,

Gokhale Institute of Politics and Economics, Pune.

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Dr. R. VENNILA,
Invited Speaker

FORWARD

The topic *"Contemporary Perspectives in Social Science and Commerce"* explores the dynamic transformation of these interconnected disciplines in the context of rapid globalization, technological advancement, and evolving socio-economic realities. It provides a comprehensive overview of the evolving interface between social science and commerce in the contemporary global landscape. It emphasizes how rapid technological advancements, globalization, and changing societal needs are reshaping both disciplines and demanding more integrated and interdisciplinary approaches. The discussion highlights the growing importance of understanding complex issues such as inequality, sustainability, governance, and shifting consumer behaviour. It examines the impact of digitalization, financial technologies, and data-driven decision-making on modern commerce, while also underscoring the role of social sciences in interpreting human behaviour, public policy, and inclusive development. Further, it addresses emerging challenges including the digital divide, ethical concerns in technology use, environmental sustainability, and skill gaps in the workforce.

The presentation concludes by outlining future directions that stress innovation, collaborative research, and the integration of academic insights with industry practices to foster resilient, equitable, and sustainable socio-economic systems.

Dr. R. VENNILA,
Professor, School of Commerce,
Jain (Deemed to be) University,
Bangalore.

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Dr. S. Y. Mugali
Invited Speaker

FORWARD

It gives me great pleasure to write this foreword for the proceedings of the One Day Multidisciplinary National Level Conference on "Contemporary Perspectives in Social Science, Commerce & Physical Education: Issues, Challenges and Future Direction."

In the present era of rapid socio-cultural and economic transformation, interdisciplinary dialogue has become essential for a deeper understanding of complex issues. The fields of Social Sciences, Commerce, and Physical Education together offer valuable perspectives in addressing contemporary challenges and shaping future directions. This conference is a commendable initiative that brings together scholars, researchers, and academicians to exchange ideas and contribute to academic advancement.

The papers included in these volumes reflect a wide range of themes, highlighting both theoretical insights and practical approaches. Such scholarly efforts not only enrich academic discourse but also promote critical thinking and research-oriented learning.

I appreciate the efforts of the organizers, editors, and contributors in bringing out these valuable proceedings. I am confident that this publication will serve as a useful resource for researchers and students alike.

I extend my best wishes for the success of this conference and hope it inspires continued academic excellence.

Dr. S. Y. Mugali
Senior Professor
Department of History & Archaeology
Karnatak University, Dharwad

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Digital Democracy: Opportunities and Challenges in Modern Governance

Hanumanthappa N
Assistant Professor, Dept.of Political Science,
K. R Bellad Arts and Commerce College, Mundargi, Gadag District, Karnataka
Email: tnobyadgi@gmail.com

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Abstract

Digital democracy has emerged as a significant transformation in contemporary governance through the integration of information and communication technologies into democratic processes. It enhances citizen participation, transparency, accountability, and public service delivery by enabling continuous interaction between governments and citizens through digital platforms. This study examines the concept of digital democracy, its key opportunities, and the major challenges associated with its implementation. The paper highlights how digital tools can strengthen democratic institutions by improving political engagement and administrative efficiency. At the same time, it identifies critical concerns such as the digital divide, misinformation, cybersecurity threats, privacy issues, and algorithmic manipulation that may weaken democratic values. Using descriptive and analytical methods based on secondary sources, the study emphasizes the need for inclusive digital infrastructure, digital literacy, and strong regulatory frameworks to ensure effective digital governance. The study concludes that digital democracy can strengthen modern governance only when technological innovation is balanced with equity, security, and accountability.

Keywords*: E-Governance, Digital Democracy, Citizen Participation, Transparency, Accountability, Public Administration, Digital India, E-Participation*

Introduction

The rapid advancement of digital technologies has significantly transformed governance and democratic participation in the 21st century. The emergence of the internet, social media, big data, and artificial intelligence has reshaped how governments interact with citizens and how citizens engage with political processes. This transformation has led to the rise of *digital democracy, a concept that emphasizes the use of digital tools to enhance democratic governance. Digital democracy refers to the integration of information and communication technologies (ICTs) into democratic practices to improve participation, transparency, accountability, and efficiency. It represents a shift from traditional forms of governance, where citizen participation was largely limited to periodic elections, to a more interactive and continuous engagement model (Clift, 2004). While digital democracy offers immense potential to strengthen democratic institutions, it also presents significant challenges such as misinformation, cyber security risks, digital inequality, and privacy concerns. This article critically examines the opportunities and challenges of digital democracy in modern governance.

Objectives of the Study:

- To examine the concept of digital democracy
- To analyze the opportunities provided by digital platforms in governance
- To identify major challenges in implementing digital democracy
- To evaluate the impact of digital democracy on citizen participation
- To suggest measures for improving digital governance systems.

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Address for correspondence:
Hanumanthappa N, Assistant Professor, Dept.of Political Science, K. R Bellad Arts and Commerce College, Mundargi, Gadag District, Karnataka

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Research Methodology: This study adopts a descriptive and analytical research design, focusing on both theoretical and practical aspects of digital democracy. We collected the Secondary Data as Like Books, journals, government reports, and online databases

Concept and Meaning of Digital Democracy

Digital democracy, also known as e-democracy, involves the use of digital platforms and technologies to facilitate democratic processes. It encompasses activities such as e-governance, online voting, digital consultations, and open data initiatives (Coleman & Shane, 2012). The core idea behind digital democracy is to empower citizens by enabling more active participation in decision-making processes. Unlike traditional representative democracy, digital democracy encourages direct interaction between citizens and policymakers.

UN E-Government Survey, 2022 stated Digital democracy is closely related to e-governance, which focuses on improving administrative efficiency. However, digital democracy goes beyond service delivery and emphasizes political engagement and participation

Key Features of Digital Democracy:

1. According to Norris the Enhanced Citizen Participation: Digital platforms allow citizens to engage in political discussions, provide feedback, and influence policy decisions
2. Transparency and Accountability: Governments can provide open access to information, increasing transparency and reducing corruption
3. 3.Efficiency in Governance: Digital systems streamline administrative processes and improve service delivery (Heeks, 2006).
4. Inclusiveness: Digital platforms can include marginalized groups in governance processes, although access remains uneven.
5. Data-Driven Decision Making: Governments increasingly use data analytics to improve policy outcomes (Janssen & Kuk, 2016).

Karnataka State Scenario

Karnataka is one of India's leading states in digital governance due to its strong IT ecosystem.

- ✓ Bhoomi Project – Digitization of land records
- ✓ Seva Sindhu Portal – Unified access to government services
- ✓ Mahiti Kanaja – Public information system
- ✓ Mobile governance apps for citizens

Currently Higher internet penetration and digital literacy compared to many states, Strong urban participation (especially in Bengaluru) Increasing adoption of online services in rural areas, but still uneven

Opportunities of Digital Democracy

1. **Increased Political Participation:**

Digital democracy enhances political participation by enabling citizens to engage beyond elections. Online forums, social media, and e-petitions facilitate continuous interaction between citizens and governments (Loader & Mercea, 2011).

One of the most significant opportunities of digital democracy is the expansion of citizen participation. Traditional democracy often limits participation to periodic elections, but digital platforms allow continuous engagement. Citizens can participate through online petitions, e-consultations, and social media discussions. Governments can gather real-time feedback on policies. Youth participation has increased due to digital accessibility. Digital tools make participation more convenient and inclusive, allowing more people to engage in governance processes (Norris, 2001). This leads to a more participatory and responsive democracy.

2. **Greater Transparency in Governance**

Digital democracy promotes transparency by making government information easily accessible. Government portals publish data on budgets, policies, and decisions. Open data initiatives allow citizens to monitor government performance. Digital records reduce corruption and secrecy. Transparency is essential for building trust between citizens and the government. ICTs play a crucial role in creating a culture of openness (Bertot et al., 2010).

3. **Improved Public Service Delivery:**

E-governance systems enable efficient service delivery, reducing administrative delays and increasing accessibility (Heeks, 2006). Digital platforms enable citizens to hold governments accountable. Citizens can report issues through online grievance systems. Social media exposes corruption and misuse of power. Public officials are more answerable due to digital scrutiny.

4. Bridging the Gap Between Citizens and Government:

Digital platforms enable direct communication between policymakers and citizens, improving responsiveness and trust (Coleman & Blumler, 2009). Digital platforms reduce the distance between policymakers and citizens. Leaders can directly communicate with people via social media. Citizens can express opinions instantly. Governments can respond quickly to public concerns. It creates a more interactive and responsive political system.

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5. **Empowerment of Civil Society**

Digital platforms empower civil society organizations to mobilize public opinion and advocate for policy changes (Castells, 2012). Online campaigns raise awareness on social issues. Activists can mobilize support quickly. Digital tools enable advocacy and policy influence. This strengthens democratic participation and social change

6. Innovation in Governance:

Technologies such as block chain and artificial intelligence enable innovative governance practices such as participatory budgeting and collaborative policymaking (Janssen & Kuk, 2016). Digital democracy introduces innovative methods of governance. E-voting systems make elections more accessible. Participatory budgeting allows citizens to decide public spending. Block chain technology can improve transparency and security. These innovations modernize democratic systems and increase efficiency. It supports modern and adaptive governance.

7. Strengthening Democratic Institutions

Digital tools enhance the functioning of democratic institutions through online consultations and digital documentation (OECD, 2020). Digital tools enhance the functioning of democratic institutions. Parliaments can conduct digital consultations and hearings. Courts can use digital systems for case management. Government agencies can improve coordination and communication. Digitalization strengthens institutional capacity and effectiveness (OECD, 2020).his reinforces strong democratic institutions

Challenges of Digital Democracy:

1. Digital Divide

The digital divide remains a major barrier to inclusive digital democracy. Unequal access to technology limits participation, especially in developing countries (Norris, 2001). One of the biggest challenges is the digital divide, which means unequal access to the internet and digital technologies. Many people, especially in rural areas, lack internet connectivity. Poor and less-educated populations may not have digital skills. This leads to exclusion, where only digitally connected citizens can participate, making democracy less inclusive.

2. Misinformation and Fake News

Digital platforms can spread misinformation, influencing public opinion and undermining democratic processes (Wardle & Derakhshan, 2017). Digital platforms, especially social media, can spread false information very quickly. Fake news can mislead voters, Political propaganda can manipulate public opinion. Rumors can create social unrest. This weakens informed decision-making, which is essential for democracy.

3. Cyber security Threats

Digital systems are vulnerable to cyber-attacks, which can compromise electoral integrity and government data (Kshetri, 2017). Digital democracy depends on online systems, which are vulnerable to cyberattacks. Hacking of election systems, Data breaches of government databases Foreign interference in elections. these threats can damage trust in elections and governance.

4. Privacy and Surveillance Concerns

The collection of large amounts of data raises concerns about privacy and potential misuse by governments and corporations (Zuboff, 2019). Governments and companies collect large amounts of personal data. Citizens' data may be misused, Excessive surveillance can control or monitor people Loss of personal freedom and confidentiality. This creates a risk of authoritarian control in a digital form.

5. Algorithmic Bias and Manipulation

Algorithms can influence political discourse by promoting certain content, leading to biased information exposure (Pariser, 2011). Digital platforms use algorithms to decide what content people see. Certain political views may be promoted more than other, Echo chambers" are created, Political ads can target specific groups. This can manipulate public opinion and reduce fairness in democracy.

6. Decline of Trust in Institutions

The spread of misinformation and political polarization can erode trust in democratic institutions (Fukuyama, 2015). Due to misinformation and political polarization: People lose trust in government and media. Confusion about what is true or false increases, Democratic institutions may appear weak, Trust is essential, and its decline harms democracy.

7. Information Overload

Excessive information online can overwhelm citizens and reduce effective decision-making (Bawden & Robinson, 2009). The internet provides too much information. Citizens may feel confused or overwhelmed, Difficult to identify reliable sources, Leads to poor or uninformed decisions. Too much information can be as harmful as too little.

8. Lack of Digital Literacy

Not all citizens know how to use digital tools effectively.Difficulty in identifying fake news
Lack of awareness about online safety, Limited participation in digital platforms
Without digital literacy, people cannot fully benefit from digital democracy.

Findings of the Study

- Digital tools significantly improve access to governance
- Urban populations benefit more than rural populations

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- Awareness and literacy play a key role in participation
- Security and privacy concerns reduce trust in digital platforms

Suggestions

- Improve digital infrastructure in rural areas
- Promote digital literacy programs
- Strengthen cybersecurity frameworks
- Ensure data protection laws
- Encourage inclusive digital participation

Future of Digital Democracy:

The future of digital democracy lies in balancing innovation with regulation. Emerging technologies such as block chain and artificial intelligence will continue to shape governance. However, ensuring inclusiveness, transparency, and accountability will remain essential for sustaining democratic values (OECD, 2020).

Conclusion:

Digital democracy represents a transformative shift in governance. It enhances participation, transparency, and efficiency while posing challenges such as misinformation, cybersecurity risks, and inequality. While digital democracy creates new opportunities for participation and transparency, it also introduces serious challenges such as inequality, misinformation, cyber security risks, and privacy concerns. To ensure its success, governments must: improve digital access, promote digital literacy, strengthen cyber security and regulate digital platforms responsibly Only then can digital democracy become inclusive, secure, and effective. To fully realize its potential, governments must adopt comprehensive strategies that address these challenges. Ultimately, digital democracy can strengthen democratic systems if implemented responsibly and inclusively.

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Kinetic Intelligence: Redefining Physical Education through Intelligent Movement

Basavaraju[1], Nagaraja Y.[2]
[1]Research Scholar, Department of Physical Education and Sports, Central University of Tamil Nadu, India
[2]Assistant Professor, Department of Physical Education, Central University of Tamil Nadu, India
Email: basavarajubasava1999@gmail.com

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Abstract

Physical education in the 21st century requires a paradigm shift beyond traditional approaches that primarily emphasize physical fitness and skill performance. Contemporary learning environments demand the integration of cognitive, neuromuscular, and adaptive capacities to address the complex nature of human movement. This paper introduces the concept of Kinetic Intelligence as a novel theoretical framework for redefining physical education through intelligent movement. Kinetic Intelligence is conceptualized as the integrated ability to execute, regulate, and adapt movement through the interaction of motor competence, cognitive processing, neuromuscular coordination, and environmental responsiveness. Drawing upon theoretical perspectives such as embodied cognition, motor learning theory, and dynamic systems theory, the paper argues that movement is inherently intelligent, context-dependent, and adaptive. It critically examines the limitations of traditional physical education models and highlights the need for a more holistic and learner-centered approach. Furthermore, the paper outlines key implications for curriculum design, pedagogical practices, and assessment strategies, emphasizing the development of intelligent and adaptable movers. The proposed conceptual model provides a comprehensive foundation for future research and practice, positioning physical education as a domain that fosters both physical competence and cognitive engagement. Ultimately, Kinetic Intelligence offers a forward-looking framework that enhances the relevance, effectiveness, and educational value of physical education in contemporary society.

Keywords: *Kinetic Intelligence, Intelligent Movement, Physical Education, Cognitive-Motor Integration, Motor Competence, Adaptive Behavior*

Introduction

Physical education (PE) has traditionally been conceptualized as a domain primarily concerned with the development of physical fitness, motor skills, and sports performance. For decades, curricula across educational systems have emphasized measurable outcomes such as strength, endurance, speed, and technical proficiency. While these components remain essential, such a narrow focus has increasingly been questioned in light of contemporary societal and educational transformations (Whitehead, 2010).

The 21st century has witnessed a profound shift in lifestyle patterns, characterized by increased digital engagement, reduced physical activity, and declining levels of fundamental movement competence among children and adolescents (World Health Organization [WHO], 2020). These changes have not only affected physical health but have also altered the way individuals interact with movement, learning, and the environment. In many contexts, physical education continues to rely on repetitive drills and performance-based assessments, often neglecting the cognitive and adaptive dimensions of human movement. However, movement in real-life and sporting environments is inherently complex and dynamic. It requires individuals to perceive environmental cues, make rapid decisions, anticipate outcomes, and adapt their actions accordingly.

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Address for correspondence:
Basavaraju, Research Scholar, Department of Physical Education and Sports, Central University of Tamil Nadu, India
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This highlights the critical role of cognition in movement performance, suggesting that effective movement is not merely a product of physical ability but also of intelligent processing and decision-making (Schmidt & Lee, 2011). Emerging theoretical perspectives such as embodied cognition further reinforce this view by emphasizing that cognitive processes are deeply rooted in bodily interactions with the environment (Clark, 1999). Similarly, dynamic systems theory conceptualizes movement as an emergent phenomenon resulting from the interaction of multiple subsystems, including the individual, task, and environment (Newell, 1986). These perspectives collectively challenge the traditional separation of mind and body in physical education and call for a more integrated approach.

Despite these advancements, existing frameworks such as physical literacy, while holistic in intent, often lack conceptual clarity and operational depth in integrating cognitive, neuromuscular, and adaptive aspects of movement (Whitehead, 2010). Consequently, there remains a need for a more comprehensive and clearly defined framework that captures the intelligent nature of human movement.

In response to this gap, the present paper introduces the concept of *Kinetic Intelligence* as a novel theoretical construct aimed at redefining physical education through intelligent movement. Kinetic Intelligence emphasizes the integration of motor competence, cognitive engagement, neuromuscular coordination, and adaptability, thereby positioning movement as an intelligent, context-driven process rather than a purely physical activity.

By establishing this framework, the paper seeks to contribute to the ongoing discourse on the future of physical education, offering a more relevant, engaging, and scientifically grounded perspective that aligns with the demands of the modern world.

Conceptual Framework of Kinetic Intelligence

The concept of *Kinetic Intelligence* is proposed as an integrative and multidimensional framework that reconceptualizes human movement as an intelligent, adaptive, and context-sensitive process. Unlike traditional perspectives that view movement as a purely physical or mechanical output, Kinetic Intelligence positions movement as a dynamic interaction between cognitive, neuromuscular, and environmental systems.

At its core, Kinetic Intelligence emphasizes that effective movement emerges not only from physical capability but also from the ability to perceive, interpret, decide, and adapt within continuously changing environments. This perspective aligns with contemporary theoretical advancements that reject the dualistic separation of mind and body and instead advocate for an integrated understanding of human functioning (Clark, 1999; Newell, 1986).

1. **Definition of Kinetic Intelligence**

Kinetic Intelligence may be defined as:

"The integrated capacity of an individual to execute, regulate, and adapt movement efficiently through the interaction of cognitive processes, neuromuscular coordination, and environmental awareness."

This definition highlights three essential characteristics of movement:

1. **Integration** – the coordination of multiple systems
2. **Adaptability** – responsiveness to dynamic conditions
3. **Efficiency** – optimal use of physical and cognitive resources

2. **Core Dimensions of Kinetic Intelligence**

The proposed framework consists of four interrelated dimensions:

1. **Motor Competence**

Motor competence refers to the ability to perform fundamental and specialized movement skills with accuracy, control, and efficiency. It forms the foundational base upon which intelligent movement is built. However, within the Kinetic Intelligence framework, motor competence is not viewed as an end in itself but as a component that must interact with cognitive and adaptive processes.

2. **Cognitive-Motor Integration**

This dimension represents the involvement of cognitive processes—such as perception, attention, anticipation, and decision-making—in movement execution. It reflects the ability to process environmental information and translate it into appropriate motor responses. Research in motor learning suggests that skilled performers are distinguished not only by physical ability but also by superior decision-making and anticipation skills (Schmidt & Lee, 2011).

3. **Neuromuscular Efficiency**

Neuromuscular efficiency refers to the effective coordination between the nervous system and muscular system, enabling smooth, precise, and energy-efficient movement. It involves timing, sequencing, and control of muscular actions, which are essential for optimizing performance and reducing unnecessary energy expenditure.

4. **Adaptive Responsiveness**

Adaptive responsiveness is the ability to modify movement patterns in response to changing task demands and environmental conditions. Drawing from dynamic systems theory, this dimension emphasizes that movement is not fixed but continuously evolving based on constraints imposed by the individual, task, and environment (Newell, 1986).

3. **Interactive Model of Kinetic Intelligence**

The Kinetic Intelligence framework can be conceptualized as an interactive system in which the four dimensions are not isolated but continuously influence one another.

- **Motor competence** provides the structural base for movement

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- **Cognitive processes** guide decision-making and action selection
- **Neuromuscular systems** ensure efficient execution
- **Adaptability** allows modification in response to real-time demands

This interaction results in what can be termed as intelligent movement behavior, where performance is not only technically correct but also contextually appropriate and efficient.

4. **Distinction from Existing Frameworks**

While existing models such as physical literacy emphasize holistic development, Kinetic Intelligence offers several distinct advantages:

- It provides a clear structural framework with identifiable components
- It explicitly integrates cognitive and neuromuscular dimensions
- It emphasizes adaptability and real-time decision-making
- It offers potential for measurable and operational constructs

Thus, Kinetic Intelligence moves beyond general conceptualization toward a more analytical and functional understanding of movement.

5. **Theoretical Integration**

The framework of Kinetic Intelligence is grounded in three key theoretical perspectives:

- **Embodied Cognition** – supports the inseparability of mind and movement (Clark, 1999)
- **Motor Learning Theory** – emphasizes practice, feedback, and adaptability (Schmidt & Lee, 2011)
- **Dynamic Systems Theory** – highlights the role of interacting constraints in shaping movement (Newell, 1986)

The integration of these theories strengthens the conceptual validity of Kinetic Intelligence as a comprehensive model for understanding human movement.

Implications of Kinetic Intelligence for Physical Education

The concept of Kinetic Intelligence has significant implications for the transformation of physical education, particularly in the domains of curriculum design, pedagogical practices, and assessment strategies. By repositioning movement as an intelligent and adaptive process, it necessitates a shift from traditional performance-oriented approaches toward more integrative and learner-centered models.

1. **Curriculum Implications**

The integration of Kinetic Intelligence requires a reorientation of the physical education curriculum from isolated skill execution to context-driven movement learning. Traditional curricula often emphasize standardized skill development and physical fitness outcomes, which may not adequately prepare learners for dynamic real-world situations.

A curriculum grounded in Kinetic Intelligence should:

- Emphasize movement understanding over mere performance
- Incorporate decision-making tasks within physical activities
- Promote variability in practice conditions to enhance adaptability
- Encourage exploration and problem-solving through movement

Such a curriculum fosters learners who are not only physically competent but also capable of responding intelligently to changing environments.

2. **Pedagogical Implications**

Pedagogy in physical education must evolve to support the development of intelligent movement. Teacher-centered instruction and repetitive drills limit opportunities for cognitive engagement and adaptive learning.

Kinetic Intelligence supports the adoption of:

- **Game-based learning approaches**, where students actively engage in decision-making
- **Constraints-led teaching**, which manipulates task and environmental variables to encourage adaptive responses
- **Exploratory learning environments**, allowing students to discover effective movement solutions

In this context, the role of the teacher shifts from that of an instructor to a facilitator of learning experiences, guiding students toward deeper understanding and intelligent performance.

3. **Assessment Implications**

Assessment practices must also be redefined to align with the principles of Kinetic Intelligence. Traditional assessment methods often focus on measurable physical outcomes such as speed, strength, and accuracy, neglecting the cognitive and adaptive dimensions of movement.

An intelligence-based assessment framework should include:

- Evaluation of decision-making ability during movement
- Assessment of movement adaptability in varying conditions
- Observation of coordination efficiency and timing
- Analysis of contextual performance rather than isolated skills

Such an approach ensures a more comprehensive evaluation of student learning, reflecting both physical and cognitive competencies.

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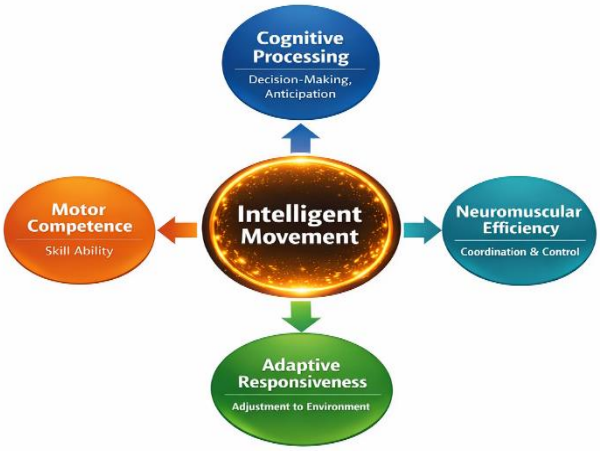
4. **Holistic Educational Impact**

By integrating Kinetic Intelligence, physical education can contribute to broader educational goals, including:

- Development of critical thinking and problem-solving skills
- Enhancement of self-awareness and body control
- Promotion of lifelong engagement in physical activity

Thus, physical education evolves from a performance-based subject to a holistic developmental domain.

Conceptual Model of Kinetic Intelligence



To clearly represent the framework, Kinetic Intelligence can be visualized as an interactive system of four interconnected components:

The conceptual model of *Kinetic Intelligence* illustrates the dynamic interaction between four fundamental components—motor competence, cognitive processing, neuromuscular efficiency, and adaptive responsiveness—which collectively produce intelligent movement. Motor competence provides the foundational skill base, while cognitive processing enables decision-making and anticipation during movement. Neuromuscular efficiency ensures coordinated and controlled execution, and adaptive responsiveness allows individuals to adjust their actions according to changing environmental demands. The continuous interaction among these components results in movement that is not only physically efficient but also contextually appropriate and cognitively informed.

Discussion: Reframing Physical Education through Kinetic Intelligence

The concept of *Kinetic Intelligence* challenges traditional physical education by shifting the focus from physical performance to intelligent movement. It emphasizes that effective movement involves not only skill execution but also decision-making, anticipation, and adaptability.

By integrating motor competence, cognitive processing, neuromuscular coordination, and adaptability, this framework provides a more holistic understanding of movement. Unlike traditional methods that rely on repetitive drills, Kinetic Intelligence promotes interactive and context-based learning, enabling students to respond effectively in dynamic situations.

This approach also enhances student engagement by making physical education more meaningful and cognitively stimulating. However, its implementation requires changes in teaching strategies and assessment methods to capture both physical and cognitive aspects of performance.

Conclusion

Kinetic Intelligence offers a transformative perspective for reimagining physical education in the 21st century. By integrating motor competence, cognitive processing, neuromuscular coordination, and adaptability, it shifts the focus from isolated physical performance to intelligent, context-responsive movement. This framework not only addresses the limitations of traditional approaches but also aligns with contemporary educational needs that emphasize critical thinking, problem-solving, and holistic development.

Furthermore, Kinetic Intelligence enhances the relevance of physical education by promoting meaningful engagement and lifelong participation in physical activity. It encourages learners to become active decision-makers rather than passive performers, thereby improving both learning outcomes and real-world applicability.

Although its implementation may require changes in curriculum design, teaching strategies, and assessment methods, the long-term benefits of adopting this approach are substantial. Ultimately, redefining physical education

through Kinetic Intelligence can contribute to the development of individuals who are not only physically competent but also cognitively aware, adaptable, and capable of responding effectively to dynamic environments.

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OriginalArticle

The Impact of Digital Tools on Science Communication: A Bibliometric Analysis of Global Research Patterns

Vinayak Savatagi[1], Dr. Umesha Naik[2]
[1]Research Scholar, Department. of Library and Information Science, Mangalore University, Mangalagangothri, Mangaluru, D K, Karnataka, India
[2]Professor and Chairman, Department. of Library and Information Science, Mangalore University, Mangalagangothri, Mangaluru, D K, Karnataka, India
Email: vinayakslis@gmail.com

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Abstract

This study examines international research trends in science communication, focusing on how digital technologies are increasingly influencing public involvement with scientific information, communication techniques, and dissemination procedures. In order to comprehend research production patterns, institutional and geographic distribution, cooperation networks, and emerging theme areas, 500 research articles that were indexed in the Web of Science database between 2015 and 2024 were examined using a bibliometric technique. A thorough mapping of the field's intellectual structure was made possible by the use of MS Excel software to show co-authorship patterns, keyword co-occurrence clusters, and citation networks. As a consequence of significant worldwide events like the COVID-19 pandemic, which increased dependence on digital channels for public communication and access to scientific knowledge, the data show a substantial rise in science communication scholarship after 2019. With the help of multidisciplinary research partnerships and high impact institutions, the United States, United Kingdom, and China emerged as the most significant donors. Digital media, disinformation and fact-checking, public trust, scientific journalism, citizen science projects, and the incorporation of artificial intelligence in digital communication contexts are among the important study fields that were discovered using thematic clustering. Overall, the results show that digital innovation, societal information demands, and growing expectations for transparent, accessible, and participatory science communication are driving the development of science communication into a dynamic, globally connected, and interdisciplinary research field.

Keywords: *Science Communication, Digital Tools, Research, Patterns, Bibliometric Global*

Introduction

Education is a complex system that is made up of several interdependent components. The overall efficacy and results of the learning process are both impacted by the quality of each of these components. [1] [2] Learners may have difficulty in gaining a profound comprehension of subjects when traditional, boring educational approaches are used. As a result, the quality of the learning environment is one of the most important aspects that influence a person's ability to learn. [3] Instructional media function as important resources that educators use to enrich learning experiences and to enhance the grasp of concepts. Utilizing the most suitable media may make learning experiences more fun and significant, decrease the amount of tension and anxiety experienced, avoid boredom, and limit the amount of passive memorizing or repeated learning that occurs. [4][5]

Teachers need to have the necessary skills and abilities to adjust their teaching methods as needed in order to guarantee that the learning is in accordance with the characteristics and requirements of their pupils. [6] Science, as a topic that is associated with the competences of the 21st century, need education that facilitates experimentation, inquiry, process-oriented learning, and the application of knowledge to the actual world. [7] [8]

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Address for correspondence:
Vinayak Savatagi, Research Scholar, Department. of Library and Information Science, Mangalore University, Mangalagangothri, Mangaluru, D K, Karnataka, India

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Observing events that occur in the natural world, posing issues, carrying out research, and giving answers are all components of learning about science. [9]

Scientific representation may take on a variety of forms, including diagrams, symbols, and scientific language, all of which serve to enhance a more profound comprehension of concepts. [10] thousand dollars will be paid to the winner. Through the use of hands-on experimentation, learners are able to participate in the process of discovery, gather data, and exchange information with one another. The development of reasoning abilities and motivation is facilitated by these activities, which in turn make the process of learning more accessible, meaningful, and engaging. According to foot note number [11].

Education must progress in tandem with advancements in technology. [12] As a result of the ubiquitous availability of digital technology, there is a growing expectation that learning information will be of a high quality and will also engage and interact with the user. the number [13] [14] By introducing more flexibility, dynamism, and student-centricity to the teaching-learning process, technology has the capacity to improve it. For instance, the findings of the International Computer and Information Literacy Study (ICILS) survey, which was conducted in twelve different countries, demonstrated that eighty-seven percent of eighth-grade teachers believe that information and communication technology (ICT) is beneficial to students' learning by enabling them to learn at a pace that is appropriate to their individual needs. In addition, seventy-eight percent of teachers stated that technology facilitates collaborative learning. [15]

Enhancing educational quality may be achieved via the incorporation and growth of digital learning materials. The flexibility and accessibility of digital learning tools make them ideal for studying on the go. Students are more interested in and motivated to learn about science because of its visual and interactive aspects. [16] [17] Learning experiences maybe enhanced and tailored via the use of multimedia-based training, which permits many kinds of material delivery. [18] in When used properly, digital methods provide more student autonomy, clearer conceptual understanding, and faster information access. [19] [20]

Objectives

1. To examine global publication trends in science communication from 2015–2024.
2. To identify leading countries, institutions and journals contributing to the field.
3. To analyze major research themes, keywords and digital trends using bibliometric mapping.

Research Methodology

1. Research Design

In order to examine the development and influence of worldwide research on scientific communication, this study used a bibliometric and scientometric research methodology. For a quantitative analysis of research production, academic impact, citation patterns, and collaboration networks within the field, a bibliometric technique proved especially well suited. The design made it possible to identify theme developments, productivity trends, intellectual underpinnings, and new study areas over time by using scientometric mapping tools. In addition to measuring the number of publications, the design sought to investigate how public engagement methods, digital technologies, and communication strategies influenced scientific communication research over the studied time frame. This design led to evidence-based observations on how the field changed in response to social and technological changes and offered an organized and data-driven evaluation of the global academic environment using analytical indicators and visualization techniques.

2. Data Source

The Web of Science (WoS) database was the only source of bibliographic data because of its extensive indexing of high-quality academic literature across several fields. The Web of scientific included citation-indexed journals across natural sciences, social sciences, communication studies, education and health sciences, so effectively reflecting the multidisciplinary character of scientific communication research. The database supplied standardized information, including author affiliations, citation counts, keywords, document kinds, and worldwide collaborative networks, therefore facilitating a thorough scientometric study. This study selected WoS to include reliable, peer-reviewed papers that substantially advanced research progress and information dissemination. The sophisticated search capabilities and citation connection mechanism facilitated enhanced understanding of academic impact, research trends, and global knowledge dissemination.

3. Keyword Strategy

The extraction of relevant papers was directed by a strict keyword approach, which also made sure that the dataset represented the variety of scientific communication research. The search included a number of multidisciplinary phrases since the topic covers several facets of media interaction, public involvement, and digital communication. "Science communication," "Popularization of science," "Science awareness," "Technology awareness," "Public understanding of science," "Knowledge dissemination," "Science outreach," "Science journalism," "Public engagement with science," "Science-society interface," "Media and science communication," and "Digital tools in science communication" were among the keywords used in the search. To make sure that the retrieved materials had a clear conceptual alignment with the research, these keywords were added to the title, abstract and author keywords boxes. By

fetching any publication that had at least one search word, the Boolean operator OR guaranteed inclusiveness. This approach made it possible to find studies that included both the theoretical and practical aspects of scientific communication.

4. Sampling and Study Scope

A final dataset of 500 research papers was obtained via the sampling method, and all of them complemented the theme emphasis on digital technologies and public-facing scientific communication techniques. In order to capture an era of fast technology adoption, digital change, and greater academic attention to public engagement with research, the study looked at articles created between 2015 and 2024. The study's worldwide reach mirrored the Web of Science database's international variety, which included papers from several nations and academic organizations. The study was able to evaluate research output, cooperation networks, and theme concentration across geographical settings because of its worldwide inclusiveness. All things considered, the sample reflected the transnational and multidisciplinary aspects of scientific communication research and offered insights into the ways in which academic communities throughout the globe advanced the discipline.

5. Inclusion and Exclusion Criteria

To guarantee the quality and applicability of the dataset, this research used precise inclusion and exclusion criteria. Included were only peer-reviewed journal papers that had a direct connection to scientific communication. Publications have to be retrieved using the predetermined keyword technique and fall within the 2015–2024-time window. Studies that addressed digital scientific communication, media interfaces, public engagement, knowledge distribution, and communication techniques at the science–society border were the main emphasis of the inclusion criteria. To preserve methodological consistency and prevent bias from non-empirical sources, articles from books, dissertations, conference proceedings, editorials, and non-research publications were not included. These standards made sure that the dataset that was kept included reliable and thematically consistent contributions that were crucial to comprehending how scientific communication research has evolved over the last ten years.

6. Data Extraction and Analysis Tools

Data extraction occurred on November 24, 2024, subsequent to which the recovered records were subjected to cleaning, validation, and formatting for analytical purposes. Various bibliometric variables were analyzed, including yearly publishing trends, citation performance, institutional production, and authorship partnerships, to reveal structural patterns and knowledge trajectories in the subject. Scientometric visualization tools, including VOSviewer and Biblioshiny (R-package), facilitated the development of network maps that illustrate keyword co-occurrence, theme clusters, citation links, and transnational cooperation. These graphic representations facilitated the discovery of prominent scholars, key journals, leading nations, and new research areas. Microsoft Excel facilitated data organizing, descriptive analysis, and trend tabulation. Collectively, these analytical instruments enabled a thorough and multi faceted analysis of the worldwide research environment and underscored the transformative impact of digital communication technologies on the scientific communication framework.

7. Data Analysis

Subsequent to data collection, analysis was conducted using VOSviewer, which functioned as the principal scientometric analysis and visualization program. This program was chosen for its robust visualization capabilities, capacity to handle extensive data sets, and appropriateness for creating bibliometric network maps. VOSviewer was used to conduct network analysis and generate visual models depicting the connections among authors, institutions, keywords, and cited references. The program facilitated the creation of co-authorship networks, keyword co-occurrence maps, and citation network structures, aiding in the identification of significant contributors, prevailing research topics, and intellectual connections within the domain. In the analytical phase, many scientometric indicators, including citation count, co- authorship patterns, and keyword clustering, were assessed to get a thorough picture of research production and topic progression. The study yielded several visualization outputs, such as network diagrams, citation maps, and temporal trend graphs, which enhanced the comprehension of trends, emerging topics, and variations in scholarly concentration throughout scientific communication research from 2015 to 2024.

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Results

Table1: Annual Distribution of Publications (2015–2024)

Year	Number of Publications	% of Total Output
2015	18	3.6%
2016	22	4.4%
2017	27	5.4%
2018	33	6.6%
2019	48	9.6%
2020	72	14.4%
2021	81	16.2%
2022	83	16.6%
2023	92	18.4%
2024	24	4.8%
Total	500	100%

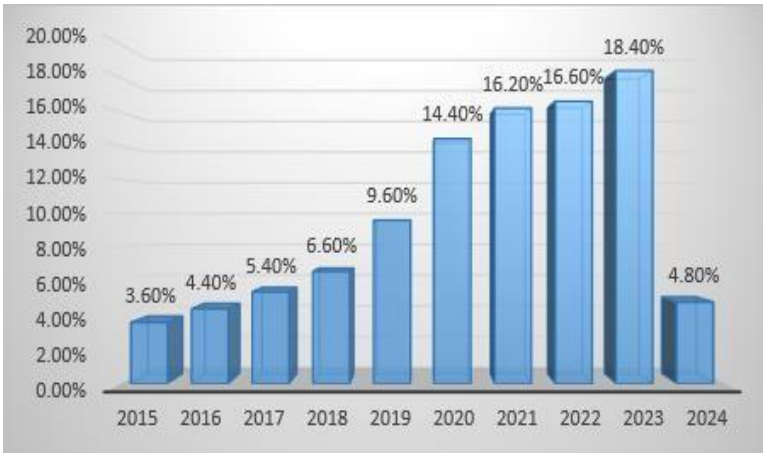

Figure1: Annual Distribution of Publications (2015–2024)

The yearly publication trend indicates a consistent rise in academic interest in science communication research from 2015 to 2024. The first four years exhibit a very low publication output, indicating that research in this domain was still in its nascent stages. A significant escalation started in 2019, followed by a pronounced surge from 2020 to 2023. This peak aligns with global digital transition and the COVID-19 pandemic, during which the need for precise, accessible, and technologically facilitated scientific communication became urgently apparent globally. The decrease seen in 2024 may be ascribed to indexing delays and incomplete database uploads during data extraction, rather than a true reduction in research effort. This upward trend indicates an increasing worldwide acknowledgment of the significance of digital technologies and online participation in influencing public comprehension of science.

Table 2: Distribution of Document Types in the Dataset

Document Type	Frequency	Percentage
Research Articles	368	73.6%
Review Articles	62	12.4%
Early Access/ Online First	26	5.2%
Editorials /Short Communications	22	4.4%
Book Chapters (Indexed in WoS)	14	2.8%
Conference Papers	8	1.6%
Total	500	100%

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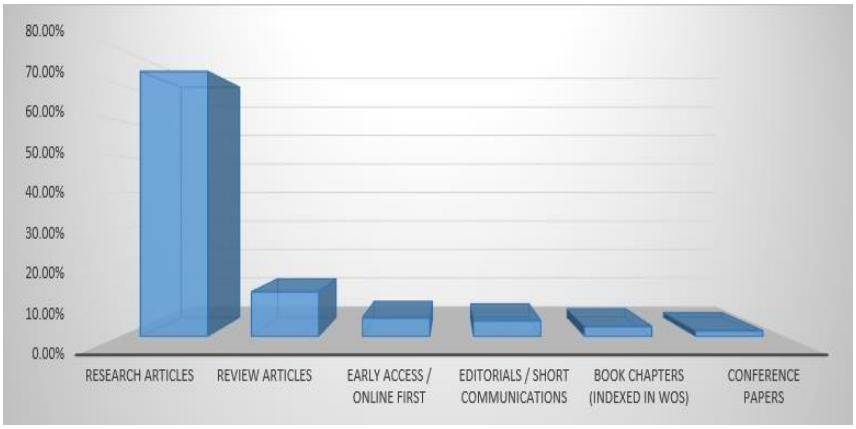

Figure 2: Distribution of Document Types in the Dataset

The examination of document categories indicates that research papers are the predominant portion of the collection, representing more than two-thirds of all publications. This signifies that the domain of scientific communication is characterized by empirical and theoretical contributions, indicating the disciplines maturity and academic rigor. The existence of review papers underscores continuous endeavors to consolidate information and establish conceptual frameworks within the discipline. The reduced quantity of conference papers and book chapters indicates that peer-reviewed journal platforms are the principal means of distributing scientific communication knowledge, aligning with global publication trends in communication and social science research.

Table 3: Top Contributing Countries (Based on Number of Publications)

Rank	Country	Number of Publications	Percentage (%)
1	United States	112	22.4%
2	United Kingdom	76	15.2%
3	China	48	9.6%
4	Germany	41	8.2%
5	Australia	36	7.2%
6	Canada	29	5.8%
7	India	27	5.4%
8	Spain	24	4.8%
9	Italy	21	4.2%
10	Netherlands	18	3.6%
—	Others(31countries)	68	13.6%
Total	—	500	100%

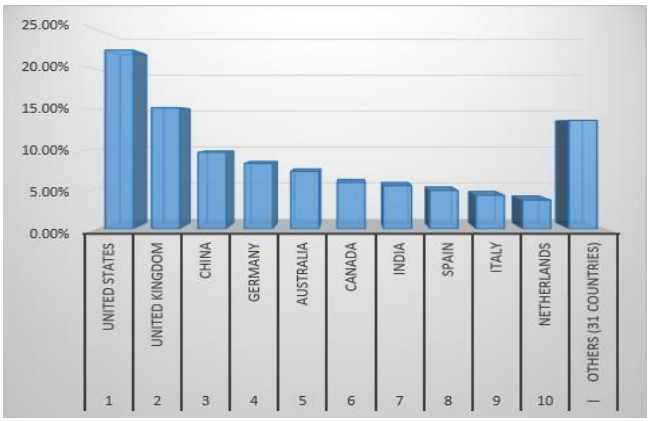

Figure3: Top Contributing Countries

The allocation of research production across countries reveals a significant geographical disparity, with affluent nations like the United States, United Kingdom, China, and Germany generating the bulk of articles. These nations maintain enduring investments in scientific communication, digital literacy, and academic infrastructure.

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Contributions from middle- income countries, such as India, Spain, and Italy, illustrate a burgeoning worldwide development of the discipline. The existence of publications from 31 more nations indicates that scientific communication has emerged as a globally relevant study field, but involvement levels vary across locations.

Table 4: Most Productive Institutions in Science Communication Research

Institution	Country	Number of Publications
University of Oxford	United Kingdom	22
Harvard University	USA	19
University of Queensland	Australia	16
Stanford University	USA	15
Chinese Academy of Sciences	China	14
University of Toronto	Canada	12
Massachusetts Institute of Technology (MIT)	USA	11
University of Amsterdam	Netherlands	10
University of Melbourne	Australia	9
University of Delhi	India	8

Institutional study indicates that prominent universities in the United States, United Kingdom, Australia, China, and Canada dominate the publishing output in scientific communication research. These universities often establish specialized research centers, communication initiatives, and science policy networks that enhance academic output. Their substantial output indicates robust academic capability, financing accessibility, and institutional emphasis on public scientific communication. The participation of institutions from India and the Netherlands indicates a growing worldwide academic diversity, despite production being concentrated in well-funded research universities.

Table5: Subject Category Distribution (Based on Web of Science Classification)

Subject Area	Number of Publications	Percentage (%)
Communication Studies	118	23.6%
Science &Technology Studies	94	18.8%
Education & Learning Research	76	15.2%
Information & Media Science	63	12.6%
Public Health & Medicine	48	9.6%
Sociology & Social Psychology	41	8.2%
Environmental Science Communication	35	7.0%
Digital Media &ICT	25	5.0%

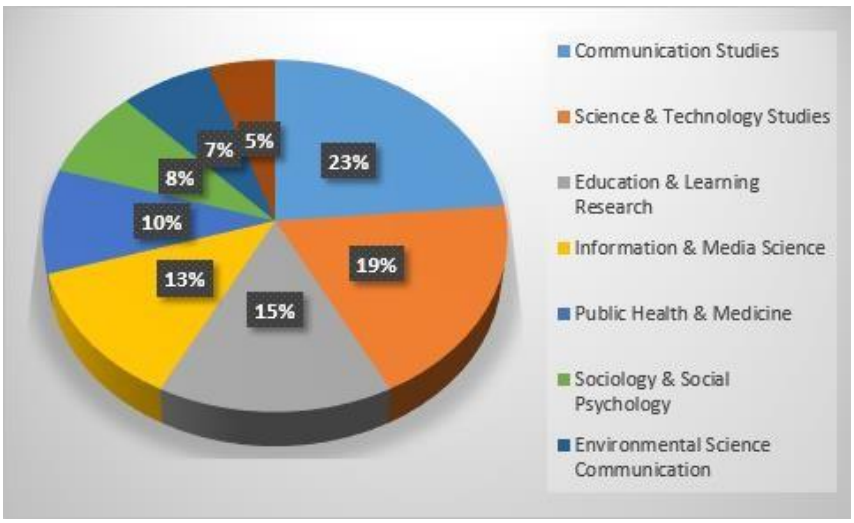

Figure4: Subject Category Distribution

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The categorization of articles into disciplinary classifications indicates that scientific communication research is fundamentally multidisciplinary. Communication studies and science and technology studies constitute the predominant portion, underscoring the essential significance of media, public perception, and science-society interactions in the discipline. Significant participation in education, media science, and public health indicates varied research applications, particularly in digital pedagogy, journalism, and health communication. The combination of environmental science, sociology, and information and communication technology illustrates the broadening thematic scope, especially in addressing global issues like climate change and digital disinformation.

Table 6: Funding Agency Contribution to Science Communication Research

Funding Agency	Country	ber of Supported Publications
National Science Foundation (NSF)	USA	46
European Research Council (ERC)	European Union	38
UK Research and Innovation (UKRI)	United Kingdom	33
National Natural Science Foundation of China (NSFC)	China	29
Australian Research Council (ARC)	Australia	21
Canadian Institutes of Health Research (CIHR)	Canada	17
Horizon2020 /Horizon Europe	European Union	15
Indian Council of Social Science Research (ICSSR)	India	11
Wellcome Trust	UK	10
Gates Foundation	USA	6

According to the results of the funding study, scientific communication research is receiving substantial support from public and international funding organizations, including the National Scientific Foundation (NSF), the European Research Council (ERC), and the United Kingdom Research and Innovation (UKRI). The participation of funding organizations that are particular to certain sectors, such as the Canadian Institutes of Health Research and the Gates Foundation, implies that there are significant overlaps between the settings of scientific communication and public health. The fact that national agencies from China and India have been established serves to illustrate that there is a growing awareness of science communication as a strategic issue in economies that are in the process of becoming scientific. When all of the financing is taken into consideration, it can be seen that there is a tight correspondence between the level of investment that is made by both institutions and the government in public engagement with science and the extent to which research output is produced.

Table 7: Core Journals Publishing in Science Communication Research

Journal Name	Publisher	Publications
Public Understanding of Science	SAGE	63
Science Communication	SAGE	58
Journal of Science Communication (JCOM)	SISSA	52
Science and Education	Springer	47
International Journal of Science Education	Taylor & Francis	41
Research in Science Communication	Elsevier	39
Digital Journalism	Routledge	33
Media & Communication Studies	Taylor & Francis	30
Journal of Digital Media Studies	Wiley	27
Communication Research	Sage	22

According to the results of the study of the journal, it is confirmed that research in the field of scientific communication is focused within a limited number of specialized outlets for publishing. The field is collectively dominated by journals such as Public Understanding ofScience, Science Communication and JCOM, which also provide the discipline's theoretical and methodological underpinnings. The fact that research in this subject continues to extend beyond related academic areas is shown by the publication of articles in multidisciplinary publications such as Digital Journalism and Science & Education. The existence of journals that are dedicated to the fields of media and digital studies also serves as evidence of the increasing effect that digital technologies and online platforms have in the realm of modern scientific communication study.

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Table 8: Most Frequent Keywords

Keyword	Frequency
Science communication	198
Public engagement	126
Digital media	118
Social media	101
Misinformation	87
Science journalism	76
Citizen science	72
Trust	64
Artificial Intelligence	59
COVID-19communication	53
Others	1,024 (combined occurrences)

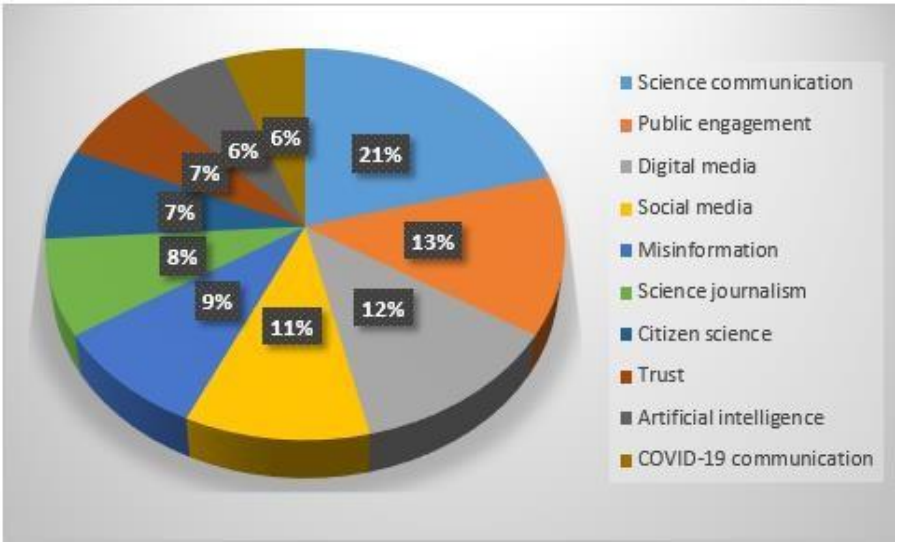

Figure 5: Most Frequent Keywords

"Science communication,""public engagement," and "digital media" are the most important phrases influencing the research environment, according to keyword frequency analysis. The use of phrases like "misinformation,""trust," and "COVID-19 communication" draws attention to current global issues that have increased academic attention to media credibility and public reactions to scientific communicating. Emerging concepts like "citizen science" and "artificial intelligence" point to new lines of inquiry that take into account participatory scientific cultures and changing digital environments. When taken as a whole, the keywords show the field's conceptual depth and changing emphasis.

Table 9: Collaboration Output by Type

Collaboration Type	Number of Publications	Percentage (%)
International Collaboration	212	42.4%
National (multi-institutional)	168	33.6%
Single Institution	97	19.4%
Single Author	23	4.6%
Total	500	100%

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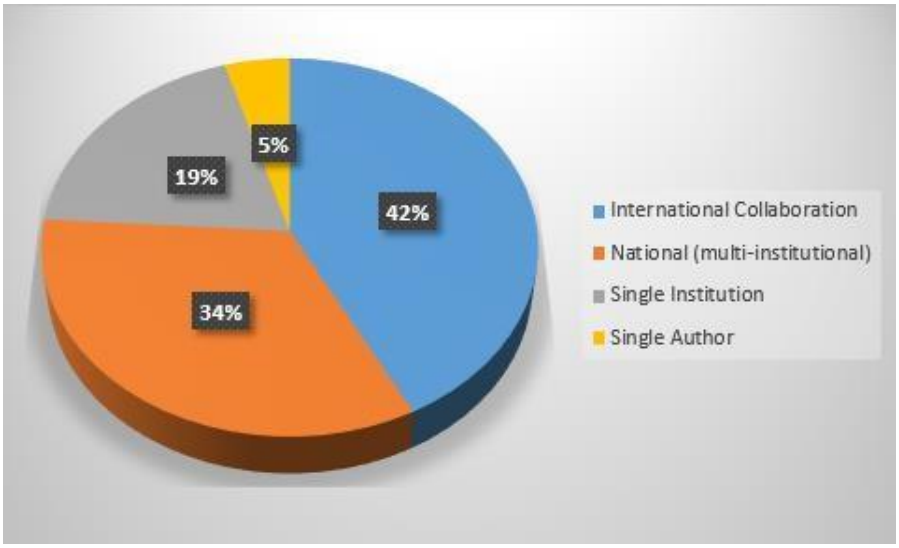

Figure 6: Collaboration Output by Type

The cooperation pattern demonstrates that group academic efforts, as opposed to solo study, are the primary means of producing scientific communication research. The largest percentage of articles come from international collaboration, suggesting that because of common issues like disinformation, digital engagement, and public confidence in research, international cooperation is crucial. Strong domestic networking is seen in the sizeable percentage of national multi-institutional cooperation. On the other hand, single-author and single-institution output sare relatively low, indicating that the area appreciates diversified knowledge and multidisciplinary viewpoints. Overall, the findings demonstrate that collaborative knowledge generation and international academic collaborations are key to the success of scientific communication research.

Table 10: Thematic Cluster Distribution (Based on Keyword Mapping)

Theme	Keywords Included	Publications
Digital Media &Platforms	Social media, digital tools, TikTok, online engagement	126
Public Trust & Perception	trust, misinformation, risk communication	104
Science Journalism & Media	News framing, reporting, scientific literacy	92
Citizen Participation	Citizen science, public engagement programs	88
Technology in Science Communication	AI, automation, machine learning	90

There are five main topics that are influencing research in scientific communication, as shown by the theme clusters. The most prominent grouping is that of digital media and platform-based communication, which reflects the increasing dependence on internet resources and social media. InthewakeoftheCOVID-19pandemic, concerns of public rust, disinformation, and risk communication took center stage. As an example of how media framing and reporting approaches have persisted, consider the importance of science journalism. Interest in engagement methods like citizen science and public involvement is on the rise, and citizen participation is a prime example of this. Lastly, topics that center on technology, such as automation and artificial intelligence, indicate a move in the area toward new digital advances. The convergence of these trends shows that studies of scientific communication are becoming increasingly tech-driven, participative, and mediated via digital means.

This bibliometric study shows a continuous and rising worldwide interest in scientific communication research, notably digital tools and media contexts. After 2019, publication tendencies increased, showing that global events, notably the COVID-19pandemic, increased the demand for accurate and accessible scientific knowledge. Most research were peer- reviewed journal publications, demonstrating the field's maturity and academic importance. The data also reveals that India is contributing to global diversity, whereas developed nations like the US, UK, and China dominate publishing. Leading U.S., U.K., European, and Australian universities dominate research production, indicating significant institutional support. Communication studies, education, media studies, public health, technology studies, and digital media research are all represented in scientific communication research.

Science communication research is often multi-authored and globally collaborative, underlining the need for shared knowledge and cross-border collaboration to meet global scientific communication difficulties. The examination of funding sources shows that NSF, ERC, and UKRI support scholarship in this area. Public Understanding of Science and Science Communication are key knowledge diffusion platforms. Keyword and topic cluster analysis shows that technical advances and social issues affect research. Digital communication platforms, disinformation, public trust,

citizen science, media portrayal, and AI in communication are major subjects. Science communication is becoming digitally driven, internationally linked, and socially sensitive, impacted by developing technology, public requirements, and collaborative scientific cultures.

Discussion

This bibliometric study found that after 2020, when the COVID-19 pandemic increased the world's dependence on online scientific information, there was a marked trend in science communication research toward digital and technology-mediated frameworks. [21] [22] is a In keeping with earlier research demonstrating the proliferation of disinformation in cyberspace, the heavy focus on topics like misinformation, trust, and risk communication reveals the persistent difficulties in guaranteeing trustworthy scientific information in online settings. [23] Scientific, technical, and social concerns that transcend national boundaries are shaping a common global research agenda, as seen by the large number of publications with multiple authors from different countries. [24] Science Communication, Public Understanding of Science and JCOM are among the top journals publishing papers in the subject, which lends credence to previous claims that the discipline is developing conceptually and encouraging constant academic discourse and knowledge advancement. [25] Along with larger trends in digital transformation observed in communication and media ecosystems, the increasing amount of research related to AI, digital engagement, and citizen science points to a shift toward science communication models that are more interactive, participatory, and data-driven. [26] In sum, the results show that public expectations for openness, accessibility, and engagement in the dissemination of scientific information are changing, and that this is being influenced by new technology as well as global problems.

Conclusion

The study's results, there has been a noticeable uptick in the advancement of science communication research, mostly due to the digital revolution and the growing public need for clear and easily available scientific information. Strong international cooperation, interdisciplinary development, and the concentration of academic activity in specialist publications and top research institutes are all shown by the study. Themes from the research indicate a shift away from conventional media communication paradigms and toward digitally mediated, technology-enhanced, interactive techniques that tackle issues like public trust, disinformation, and the emergence of AI-driven settings. Science communication research is anticipated to grow further, becoming more global, data-driven, and innovation- focused as digital platforms continue to transform how scientific information is disseminated and comprehended. This study advances our knowledge of the field's evolution and lays the ground work for further research into new trends and communication tactics influenced by social and technological development.

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OriginalArticle

Data Privacy Concerns and Consumer Trust in E-commerce: A Case Study of Amazon India

Vani R. Patri[1], Priyanka S. Kabadi[2]
[1]Lecturer in Commerce, Government First Grade College for Women, Gadag
[2]Lecturer in Management Karnatak University's Post Graduate Centre, Gadag
Email: vanirpatri@gmail.com

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Abstract

Data privacy and security have emerged as critical concerns in the era of rapid technological advancements, posing challenges to the growth of e-commerce platforms. Innovations such as artificial intelligence and digital marketplaces have enhanced consumer convenience but have also increased risks related to data misuse and privacy breaches. This study focuses on Amazon to examine the impact of data privacy concerns on consumer trust in the Indian e-commerce sector. The research adopts a qualitative approach based on secondary data, including company policies, research articles, and news reports. It analyses Amazon's data collection practices, personalization strategies, and privacy-related controversies. The findings reveal that while personalization improves user experience, concerns regarding transparency and ethical data usage negatively affect consumer trust. The study concludes that balancing personalization with strong data protection measures and regulatory compliance is essential to sustain trust in e-commerce platforms.

Keywords: *Data Privacy, E-Commerce, Amazon India, Customer trust.*

Introduction

The right to privacy is a fundamental human right, essential for ensuring the dignity and freedom of individuals. In the modern technological era, rapid advancements have brought revolutionary changes to everyday life. The widespread use of the internet and the exponential growth of mobile devices have significantly transformed consumer behaviour, particularly in the way people shop. Today, a large number of consumers prefer purchasing goods and services though e-commerce platforms rather than traditional offline stores.

However, despite this growing preference, concerns regarding data privacy have created a sense of distrust among consumers. E-commerce platforms often require users to provide sensitive personal information such as date of birth, mobile numbers, residential details, and credit card information. This raises serious concerns about the misuse and security of such data, making e-commerce appear as a potential threat or nuisance to some users. Recognizing the importance of privacy, the Supreme Court of India has declared the Right to Privacy as intrinsic to life and personal liberty under Article 21 of the Constitution.

Furthermore, advancements in information technology have enabled companies to collect, store, and analyse vast amounts of consumer data to enhance long-term marketing relationships. While such practices help businesses understand consumer preferences and buying patterns, they also intensify privacy concerns due to risks like identity theft, cyber fraud, and unauthorized data usage. In this context, the present paper focuses specifically on Amazon India, examining how data privacy concerns influence consumer trust and behaviour on the platform, and how these concerns act as a significant challenge to the growth of e-commerce.

Objectives

- To examine the data privacy practices followed by Amazon India in its e-commerce operations.

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Address for correspondence:
Vani R. Patri, Lecturer in Commerce, Government First Grade College for Women, Gadag

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- To study recent data privacy issues and incidents associated with Amazon India.
- To evaluate Amazon's privacy framework in the context of the Digital Personal Data Protection (DPDP) Act, 2023.
- To suggest measures for improving transparency, security, and consumer trust in e-commerce platforms.

Methodology

The study is purely based on secondary data collected from various published articles, journals, magazines and websites.

Review of Literature

1. **Singh and Singh (2020)** studied awareness levels of data privacy and protection among Indian internet users. Published in the *International Journal of Advanced Science and Technology*, the research found that although digital adoption is rapidly increasing in India, awareness regarding data protection rights remains relatively low among users. The study emphasizes that this lack of awareness makes consumers vulnerable to data misuse and cyber risks. The authors recommend stronger regulatory enforcement and user education programs to improve data protection outcomes in India.
2. **Jain and Kaur (2018)** examined consumer privacy concerns in the Indian e-commerce sector with a focus on online shopping behaviour. Published in the *Journal of Internet Banking and Commerce*, the study found that Indian consumers are highly concerned about misuse of personal and financial data during online transactions. The authors highlight that trust plays a critical role in determining customer willingness to share sensitive information on platforms such as Amazon and Flipkart. The study concludes that enhanced transparency in privacy policies and stronger security mechanisms are essential to improve consumer confidence in digital commerce.
3. **Das and Raman (2020)** analyzed cybersecurity risks and privacy challenges in the Indian e-commerce sector. Published in the *Journal of Information Security Research*, the study reports that increasing dependence on digital payment systems and online shopping platforms has led to higher exposure to data breaches, phishing attacks, and identity theft. The authors emphasize that weak cybersecurity infrastructure and limited consumer awareness contribute significantly to privacy risks in India. The study suggests that both regulatory frameworks and corporate governance practices need strengthening to ensure better protection of consumer data in the digital economy.

Privacy Policy Framework of Amazon India

The privacy policy of Amazon India outlines the manner in which the company collects, processes, stores, and protects the personal information of its users. It emphasizes that Amazon gathers personal data through its websites, applications, and services when users interact with the platform. By using these services, consumers provide their consent for the collection and use of their personal information, including sensitive data, in accordance with the stated policy.

Amazon collects various types of information such as personal identification details, transaction-related data, and user activity information. This data is primarily used to enhance customer experience, process orders, provide personalized recommendations, and improve overall service efficiency. Additionally, the company utilizes customer information for communication, marketing, and fraud prevention purposes.

The policy further explains that Amazon may share user data with its affiliates, third-party service providers, and legal authorities when necessary. Such sharing is carried out to facilitate service delivery, comply with legal obligations, and ensure platform security. The company also implements physical, electronic, and procedural safeguards to protect personal information against unauthorized access and misuse.

Moreover, Amazon retains personal data only for as long as it is required to fulfill business purposes or comply with legal requirements. Users are also provided with certain rights, such as accessing, updating, or correcting their personal information. The policy highlights the use of cookies and similar technologies to recognize user preferences and deliver a more personalized browsing experience.

Overall, the privacy policy reflects Amazon's commitment to maintaining customer trust by ensuring transparency in data handling practices while balancing business needs and legal compliance.

Case Studies on Data Privacy Issues in Amazon India

Case Study 1: Third-Party Vendor Data Breach (2024)

In 2024, a reported incident from India brought attention to a potential data privacy breach on Amazon's platform, raising serious concerns about the security of consumer information in e-commerce transactions. In this case, a customer encountered an unusual situation where duplicate orders were generated despite placing only a single order. Additionally, one of the delivered items was identified as a counterfeit product, further intensifying suspicion regarding unauthorized access to the customer's account or transaction data. The use of accurate billing and order details in the duplicate transaction indicated a possible compromise of sensitive information, such as payment details or account credentials.

This incident highlights critical vulnerabilities in the handling of consumer data, particularly at the transaction level. It suggests that unauthorized parties may have gained access either through weaknesses in account security, data

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interception during the transaction process, or through third-party entities involved in order fulfillment and logistics. Such breaches not only lead to financial loss but also significantly erode consumer trust in digital platforms.

From a legal perspective, this case reflects potential non-compliance with the provisions of the Digital Personal Data Protection (DPDP) Act, 2023. The Act mandates that data fiduciaries implement reasonable security safeguards to prevent personal data breaches and ensure the protection of consumer information. It also emphasizes accountability in processing personal data and requires prompt grievance redressal mechanisms. The occurrence of unauthorized transactions and possible data leakage indicates gaps in these safeguards, thereby questioning the effectiveness of Amazon's data protection framework in meeting statutory requirements.

Although Amazon reportedly initiated an investigation into the matter, the lack of immediate clarity and transparency regarding the cause of the issue raises concerns about compliance with the Act's principles of transparency and user awareness. Overall, the incident underscores the growing risks of cyber fraud, identity misuse, and data leakage in the e-commerce environment, highlighting the urgent need for stronger regulatory compliance and enhanced data security practices. *(Source: Times of India)*

Case Study 2: Customer Data Leak and Fraud Incident in India (2024)

In 2024, a reported incident from India raised serious concerns regarding a potential data privacy breach on Amazon's platform, highlighting vulnerabilities in consumer data protection within e-commerce transactions. In this case, a customer experienced an unusual situation in which duplicate orders were generated despite placing only a single order. Furthermore, one of the delivered items was found to be counterfeit, which intensified suspicion of unauthorized access to the customer's account or transaction-related information. The fact that accurate billing and order details were used in processing the duplicate transaction suggests a possible compromise of sensitive personal and financial data.

This incident reflects critical weaknesses in transactional data security and indicates that unauthorized parties may have gained access through compromised account credentials, system vulnerabilities, or through third-party entities involved in payment processing, logistics, or seller networks. Such breaches not only expose consumers to financial fraud but also significantly undermine trust in digital platforms, which is essential for the growth of e-commerce.

From a legal standpoint, this case raises important concerns under the Digital Personal Data Protection (DPDP) Act, 2023. The Act mandates that data fiduciaries adopt reasonable security safeguards to prevent personal data breaches and ensure the protection of consumer information. It also imposes obligations related to accountability, data accuracy, and effective grievance redressal. The occurrence of unauthorized transactions and potential misuse of personal data in this case indicates a possible failure in implementing adequate security measures, thereby reflecting a gap in compliance with the Act.

Moreover, the DPDP Act emphasizes transparency and timely communication with users in the event of data breaches. However, the limited disclosure and lack of immediate clarity regarding the cause of the incident suggest shortcomings in meeting these transparency requirements. This raises concerns about whether consumers are being adequately informed and empowered to protect their personal data.

Although Amazon reportedly initiated an investigation into the issue, the incident underscores the growing risks of cyber fraud, identity theft, and data misuse in the digital marketplace. It highlights the urgent need for strengthening data protection frameworks, improving monitoring systems, and ensuring strict adherence to legal standards such as the DPDP Act, 2023 to enhance consumer trust and platform accountability. *(Source: The Cyber Express)*

Findings

1. The study reveals that Amazon India collects and processes a wide range of consumer data, including personal, transactional, and behavioural information, primarily for personalization and service improvement.
2. While personalization enhances user experience and convenience, it also increases concerns regarding data misuse and lack of transparency in data handling practices.
3. The analysis of Amazon's privacy policy indicates that although the company provides a structured framework for data protection, certain aspects such as broad consent mechanisms and data sharing with third parties raise privacy concerns.
4. The case studies highlight real-world vulnerabilities, including risks associated with third-party data handling and unauthorized access to consumer information.
5. There exists a gap between Amazon's data practices and the strict requirements of the Digital Personal Data Protection (DPDP) Act, 2023, particularly in areas such as transparency, accountability, and data minimization.
6. Consumer trust is significantly influenced by how effectively e-commerce platforms ensure data security and communicate their privacy practices.

Suggestions

1. Amazon India should adopt more transparent and explicit consent mechanisms in line with the DPDP Act, 2023.
2. The company must strengthen its third-party vendor risk management system by conducting regular security audits and ensuring compliance with data protection standards.

3. Implementation of advanced cybersecurity measures, including encryption and real-time fraud detection systems, is necessary to prevent data breaches.
4. Amazon should enhance its data minimization practices by collecting only essential information required for specific purposes.
5. There is a need to improve consumer awareness by clearly explaining how data is collected, used, and protected.
6. Establishing an efficient grievance redressal mechanism will help in resolving consumer complaints related to data privacy issues quickly.
7. Strict adherence to the provisions of the DPDP Act, 2023 is essential to ensure legal compliance and build long-term consumer trust.

Conclusion

The study concludes that data privacy has become a critical factor influencing the growth and sustainability of e-commerce platforms in India. Amazon India, being one of the leading e-commerce platforms, demonstrates a well-defined privacy policy and advanced data-driven strategies aimed at enhancing customer experience. However, the increasing reliance on data collection and personalization has also intensified concerns related to data security, transparency, and ethical usage of consumer information.

The analysis of case studies indicates that despite existing safeguards, vulnerabilities persist, particularly in areas such as third-party data management and transaction security. Furthermore, the introduction of the Digital Personal Data Protection (DPDP) Act, 2023 has established stricter legal requirements, emphasizing accountability, user rights, and data protection.

Therefore, it is essential for Amazon India to strengthen its data governance framework, ensure compliance with regulatory standards, and adopt more transparent practices. Achieving a balance between personalization and privacy protection is crucial for enhancing consumer trust and ensuring the long-term success of e-commerce platforms in the digital economy.

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OriginalArticle

A Study on Innovations and Applications of Artificial Intelligence in Modern Physical Education

Huliraja G[1], Dr. Sampth Kumar[2]
[1]Research Scholar, Department of Physical Education and Sports Science, Vijayanagara Sri Krishanadevaraya University Ballari
[2]Assistant Professor, Department of Physical Education and sports Science, Vijayanagara Sri Krishanadevaraya University, Ballari

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Abstract

Artificial Intelligence (AI) is playing an increasingly important role in reshaping physical education by introducing modern, technology-driven methods for teaching and training. This study focuses on recent innovations such as wearable technologies, movement analysis systems, virtual and augmented reality, and intelligent coaching applications, which help in collecting and analyzing data accurately. These advancements support personalized training, improve performance evaluation, and assist in identifying potential injury risks at an early stage. In addition, AI enhances student engagement by making learning more interactive and enjoyable, while also helping teachers improve their planning and teaching strategies. Although challenges such as high costs, limited technical knowledge, and concerns about data privacy still exist, the overall impact of AI remains highly beneficial. The study concludes that AI has strong potential to make physical education more effective, adaptive, and accessible in the future.

Keywords: *Artificial Intelligence, physical education, Sports Technology.*

Introduction

Artificial Intelligence (AI) is increasingly revolutionizing modern physical education by introducing innovative, data-driven methods for teaching, training, and performance evaluation. This study examines the major advancements and practical applications of AI technologies—including wearable devices, motion analysis systems, virtual and augmented reality, and intelligent coaching platforms. These tools enable precise data collection and analysis, supporting personalized training programs, more accurate performance assessments, and proactive injury prevention strategies. Beyond technical benefits, AI enhances student engagement by making learning interactive and enjoyable, while also empowering educators with efficient planning and instructional support. Although challenges such as high implementation costs, limited technical expertise, and data privacy concerns remain, the advantages of AI in improving fitness outcomes, learning effectiveness, and overall participation are substantial. The research concludes that AI holds significant potential to redefine the future of physical education through smarter, adaptive, and inclusive practices.

Meaning of AI in Physical Education

Artificial Intelligence (AI) in physical education refers to the integration of smart technologies capable of collecting, processing, and analyzing data related to physical activity. These systems provide valuable insights into student performance, deliver timely feedback, and support the development of fitness and skill levels. By leveraging AI, educators can design training programs tailored to individual needs, ensuring more effective learning and improved outcomes.

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Address for correspondence:
Huliraja G, Research Scholar, Department of Physical Education and Sports Science, Vijayanagara Sri Krishanadevaraya University Ballari

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Innovations in AI for Physical Education

- **Wearable Devices**

Modern wearable devices such as fitness bands and smartwatches monitor physical activity, heart rate, and movement patterns. By analyzing this data, AI generates meaningful insights into individual fitness levels and performance, enabling more accurate tracking and personalized recommendations.

- **Motion Analysis Technology**

AI-powered systems can analyze body movements through cameras and sensors, offering detailed insights into technique and posture. By identifying errors and suggesting targeted corrections, these systems help students refine their skills, enhance performance, and develop safer, more effective training habits.

- **Virtual and Augmented Reality**

Virtual Reality (VR) and Augmented Reality (AR) create immersive, interactive environments that allow students to practice sports skills in a safe and controlled setting. By simulating real-world scenarios, these technologies make learning more engaging, enjoyable, and effective, while also providing opportunities for skill development without the risks associated with traditional practice.

- **AI-Based Coaching Tools**

AI-powered coaching systems function as virtual trainers, offering personalized guidance, recommending targeted exercises, and continuously tracking progress over time. By adapting to individual needs and performance data, these systems provide structured support that enhances skill development, improves fitness outcomes, and fosters consistent growth.

- **Data Analysis Systems**

AI has the ability to process large volumes of data to deliver precise performance evaluations. By analyzing this information, it helps teachers identify student strengths and weaknesses more effectively, enabling them to design targeted training programs that enhance learning outcomes and overall fitness development.

Applications of AI in Physical Education

- **Personalized Training**

AAI supports the design of training programs tailored to each student's abilities, fitness levels, and progress. By adapting to individual needs, these programs deliver more effective outcomes and measurable improvements compared to traditional, one-size-fits-all training methods.

- **Performance Evaluation**

AI systems can automatically assess student performance by analyzing collected data, making evaluations faster, more accurate, and objective. This streamlined approach not only saves time but also provides educators with reliable insights to support targeted instruction and improved learning outcomes.

- **Injury Prevention**

By analyzing movement patterns and physical data, AI can identify potential risks and recommend proper techniques to reduce the likelihood of injury. This proactive approach not only enhances safety but also supports long-term performance and healthier training habits.

- **Support for Teachers**

AI provides valuable insights to teachers, enabling them to refine instructional methods and manage classes more effectively. By analyzing student performance data, these systems support evidence-based teaching strategies, streamline classroom organization, and enhance overall learning outcomes.

- **Increased Student Engagement**

Interactive tools combined with instant feedback make physical activities more engaging and enjoyable, motivating students to participate actively. This dynamic approach fosters greater involvement, improves skill development, and enhances overall learning experiences in physical education.

Advantages of AI in Physical Education

- **Enhances student performance** by providing targeted guidance and measurable improvements.
- **Delivers personalized learning experiences** tailored to individual abilities, fitness levels, and progress.
- **Streamlines evaluation** by saving teachers time through faster, more accurate performance assessments.
- **Encourages active participation** with interactive tools and real-time feedback that make learning engaging.
- **Promotes health and fitness awareness** by fostering long-term habits and informed lifestyle choices.

Challenges of Using AI

- High cost of advanced technology
- Lack of proper training for teachers
- Concerns about data privacy
- Dependence on digital tools
- Limited access in some schools

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Future Scope

In the future, AI will continue to advance in physical education, introducing smarter environments, intelligent virtual coaches, and more sophisticated data analysis tools to enhance training methods. These innovations will not only refine in-person instruction but also strengthen online and remote physical education programs, making them more interactive, adaptive, and effective for diverse learners.

Conclusion

Artificial Intelligence is playing a pivotal role in transforming physical education by introducing innovative methods of teaching and learning that are both effective and engaging. While challenges such as cost, technical expertise, and data privacy remain, the advantages of AI far outweigh these obstacles. With thoughtful implementation, AI has the potential to significantly enhance the quality of physical education, fostering personalized learning, improved performance, and greater student participation in the years ahead.

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OriginalArticle

Modern Perspectives in Sports Training: Balancing Performance and Recovery

Narasimhappa H[1], **Basavaraju**[2]
[1]Student, Department of P.G. Studies and Research in Physical Education, Kuvempu University, Shankaraghatta, Shivamogga, India
[2]Research Scholar, Department of Physical Education and Sports, Central University of Tamil Nadu, India
Email: narasimhaarjun615@gmail.com

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Abstract

Sports training has undergone significant changes in recent years, moving beyond traditional methods that focus only on physical performance. In the present context, there is growing recognition that effective training is not just about increasing workload, but also about maintaining proper recovery. Many athletes today face issues such as fatigue, overtraining, and injury due to imbalance between training intensity and recovery practices. This paper discusses modern perspectives in sports training with a focus on the balance between performance and recovery. It highlights how factors such as training load, rest, nutrition, and psychological recovery play an important role in improving athletic performance. It can be observed that athletes who follow well-structured training along with adequate recovery tend to perform more consistently and sustain their performance over a longer period. The paper also emphasizes the need for coaches and trainers to adopt a more scientific and individualized approach to training. By understanding the importance of recovery along with performance, sports training can become more effective, safe, and sustainable. Overall, this approach supports long-term athlete development and reduces the risk of injury and burnout.

Keywords: *Sports Training, Performance, Recovery, Training Load, Athlete Development*

Introduction

Sports training has traditionally focused on improving physical performance through structured practice, increased workload, and repetition of skills. For many years, success in sports was often associated with the ability to train harder and longer. However, in the present context, this approach is being reconsidered as researchers and practitioners recognize that excessive training without adequate recovery may lead to fatigue, decreased performance, and increased risk of injury (Kellmann, 2010). It can be observed that modern sports environments demand not only high levels of performance but also long-term athlete sustainability. Athletes are required to maintain consistency across training sessions and competitions, which makes the balance between training load and recovery increasingly important. Training load refers to the amount and intensity of physical work performed, while recovery includes the processes that restore physical and mental capacity after exertion (Bompa & Haff, 2009).

Recent studies have highlighted that recovery is not simply a passive process but an essential component of training. Proper recovery strategies, including rest, nutrition, hydration, and psychological relaxation, play a crucial role in enhancing performance and preventing overtraining (Kellmann, 2010). Without sufficient recovery, athletes may experience chronic fatigue, reduced motivation, and a decline in performance, commonly referred to as overtraining syndrome (Meeusen et al., 2013). Furthermore, modern perspectives in sports training emphasize a more individualized approach, recognizing that athletes respond differently to training and recovery based on factors such as age, fitness level, and psychological condition.

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Address for correspondence:
Narasimhappa H, Student, Department of P.G. Studies and Research in Physical Education, Kuvempu University, Shankaraghatta, Shivamogga, India

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This shift reflects a move from traditional "one-size-fits-all" training methods to more personalized and scientific approaches (Issurin, 2010). Therefore, understanding the balance between performance and recovery has become a key aspect of effective sports training. This paper aims to explore contemporary perspectives on sports training, with particular focus on how integrating recovery strategies can enhance performance, reduce injury risk, and support long-term athlete development.

Concept of Performance and Recovery in Sports Training

In modern sports training, performance and recovery are no longer seen as separate components but as closely connected processes that influence each other. While performance focuses on the ability of an athlete to execute skills effectively and achieve desired results, recovery refers to the restoration of physical and mental energy after training or competition. In the present context, it is widely accepted that optimal performance can only be achieved when adequate recovery is ensured.

- **Understanding Sports Performance**

Sports performance is a combination of several factors, including physical fitness, technical skill, tactical ability, and psychological readiness. Traditionally, performance improvement was mainly linked to increasing training intensity and volume. However, it can be observed that simply increasing workload does not always lead to better results.

Modern training approaches emphasize quality over quantity, where the effectiveness of training sessions matters more than the total amount of work done. Factors such as proper planning, periodization, and individual capacity play an important role in enhancing performance (Bompa & Haff, 2009).

This shows that performance is not only about how much an athlete trains, but also how well the training is managed.

- **Understanding Recovery in Sports Training**

Recovery is the process through which the body repairs, rebuilds, and adapts after physical exertion. It includes both physiological and psychological aspects. Earlier, recovery was often limited to rest alone, but current perspectives recognize it as an active and essential part of training.

Recovery strategies may include:

1. Adequate sleep
2. Proper nutrition and hydration
3. Active recovery (light exercise)
4. Psychological relaxation

Research indicates that proper recovery helps in reducing fatigue, improving performance, and preventing injuries (Kellmann, 2010).

Therefore, recovery is not a break from training, but a part of training itself.

- **Relationship Between Performance and Recovery**

Performance and recovery are closely interconnected. When training load increases, the need for recovery also increases. If recovery is insufficient, performance may decline despite continued training.

This balance is often explained through the concept of **adaptation**, where the body responds positively to training only when it is given enough time to recover. Without proper recovery, athletes may experience overtraining, leading to decreased performance and increased risk of injury (Meeusen et al., 2013).

Training + Recovery = Performance Improvement

- **Modern Shift in Training Approach**

In recent years, there has been a shift from traditional training methods to more scientific and balanced approaches. Coaches and trainers now focus on:

1. Monitoring training load
2. Planning recovery periods
3. Individualizing training programs

This modern approach helps in achieving better performance while maintaining athlete health and well-being (Issurin, 2010).

It can be clearly understood that performance is not achieved by training alone, but by maintaining the right balance between effort and recovery. Both are equally important for long-term success in sports.

- **Factors Affecting Performance and Recovery in Sports Training**

In sports training, both performance and recovery are influenced by several interconnected factors. It can be observed that athletes do not respond to training in the same way, and this variation is often due to differences in physical, physiological, and psychological conditions. Understanding these factors is essential for designing effective training programs and maintaining a balance between performance and recovery.

1. **Training Load and Intensity**

   Training load refers to the amount of work performed by an athlete, including the intensity, duration, and frequency of training sessions. While an appropriate training load is necessary for performance improvement, excessive load without proper recovery can lead to fatigue and reduced performance.

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Modern training emphasizes the importance of monitoring training intensity to avoid overtraining and ensure optimal adaptation (Bompa & Haff, 2009).
Balanced training load is key to maintaining performance and preventing burnout.

2. **Nutrition and Hydration**
   Nutrition plays a vital role in both performance and recovery. Athletes require adequate intake of carbohydrates, proteins, fats, vitamins, and minerals to support energy production and muscle repair.
   Hydration is equally important, as dehydration can negatively affect endurance, concentration, and overall performance. Proper nutrition also helps in faster recovery after intense training sessions (Thomas et al., 2016).
   Good nutrition supports both training performance and recovery processes.
3. **Rest and Sleep**
   Sleep is one of the most important factors for recovery. During sleep, the body repairs tissues, restores energy, and regulates hormones.
   Lack of sleep can lead to fatigue, decreased concentration, and poor performance. Studies have shown that athletes who maintain good sleep quality perform better and recover faster (Kellmann, 2010).
   Adequate rest is essential for sustaining high performance levels.
4. **Psychological Factors**
   Mental aspects such as stress, motivation, and emotional well-being also influence performance and recovery. Athletes who experience high levels of stress may struggle to recover properly, even if physical recovery methods are followed.
   Psychological recovery techniques such as relaxation, meditation, and mental rest are important components of modern training (Meeusen et al., 2013).
   A healthy mind supports a healthy body in sports performance.
5. **Individual Differences**
   Every athlete is unique, and factors such as age, fitness level, gender, and training background influence how they respond to training and recovery.
   Modern sports training emphasizes individualized programs to meet the specific needs of each athlete, rather than following a uniform approach (Issurin, 2010).
   Personalized training leads to better performance outcomes.
   It can be clearly seen that performance and recovery depend on multiple factors working together. Ignoring any one of these factors may negatively affect overall training effectiveness.

Modern Strategies for Balancing Performance and Recovery

In recent years, sports training has moved towards a more scientific and balanced approach, where equal importance is given to both performance and recovery. Modern strategies focus on optimizing training outcomes while minimizing fatigue, injury, and burnout. It can be observed that athletes who follow structured recovery methods along with training tend to perform more consistently and efficiently.

1. **Periodization of Training**
   Periodization refers to the systematic planning of training by dividing it into different phases, such as preparation, competition, and recovery. This approach helps in managing training load and ensuring that athletes do not experience excessive fatigue.
   By including planned recovery periods, periodization allows the body to adapt and improve performance over time (Bompa & Haff, 2009).
   This strategy helps maintain a balance between training stress and recovery.
2. **Active Recovery Techniques**
   Active recovery involves low-intensity activities such as light jogging, stretching, or mobility exercises after intense training sessions. These activities help improve blood circulation, reduce muscle stiffness, and speed up recovery.
   Compared to complete rest, active recovery is often more effective in reducing fatigue and preparing the body for the next training session (Kellmann, 2010).
   It supports faster recovery without complete inactivity.
3. **Monitoring Training Load**
   Modern sports training uses various methods to monitor training load, such as heart rate, perceived exertion, and workload tracking. This helps coaches and athletes understand how the body is responding to training.
   Monitoring allows for adjustments in training intensity and recovery time, preventing overtraining and improving performance (Meeusen et al., 2013).
   Proper monitoring ensures safe and effective training.
4. **Recovery Modalities**
   Different recovery methods are used to enhance physical and mental recovery, including:

1. Massage therapy
2. Ice baths and contrast baths

3. Compression garments
4. Relaxation techniques
   These methods help reduce muscle soreness and improve recovery speed, especially after high-intensity training.
   Using appropriate recovery techniques improves overall training efficiency.
5. **Individualized Training Approach**
   Modern training emphasizes that each athlete responds differently to training and recovery. Therefore, individualized programs are designed based on the athlete's needs, fitness level, and performance goals.
   This approach ensures that athletes receive the right balance of training and recovery, leading to better long-term performance (Issurin, 2010).
   Personalization is key to achieving optimal results.
   It can be understood that balancing performance and recovery is not a fixed process but a continuous adjustment based on the athlete's condition and training demands.

Discussion

The findings discussed in this paper highlight the growing importance of balancing performance and recovery in modern sports training. It can be observed that traditional training methods, which focused mainly on increasing workload, are no longer sufficient in the present context. Athletes today require a more structured and scientific approach that considers both physical effort and adequate recovery. The interaction between training load and recovery plays a key role in determining performance outcomes. When this balance is maintained, athletes are more likely to improve consistently and avoid fatigue or injury. On the other hand, neglecting recovery can lead to overtraining, decreased motivation, and poor performance (Meeusen et al., 2013).

Furthermore, modern strategies such as periodization, active recovery, and individualized training programs have shown significant benefits in enhancing performance while maintaining athlete well-being. From a practical point of view, these approaches help in achieving sustainable performance rather than short-term success.

Overall, it can be understood that performance and recovery are not separate elements but interconnected components of effective sports training.

Conclusion

Modern sports training requires a balanced and well-planned approach that gives equal importance to both performance and recovery. As discussed, factors such as training load, nutrition, rest, psychological well-being, and individualized planning play a crucial role in determining athletic success. In the present scenario, where athletes are exposed to high levels of competition and training demands, ignoring recovery can lead to fatigue, injury, and burnout. Therefore, integrating recovery strategies into training programs is not optional but essential. A well-balanced approach helps athletes perform consistently, adapt effectively to training, and maintain long-term health.

It is also important for coaches, trainers, and physical educators to adopt modern training methods that focus on both performance improvement and athlete well-being. By doing so, sports training can become more effective, safe, and sustainable.

In conclusion, achieving success in sports is not only about training harder but also about training smarter. Maintaining the right balance between performance and recovery is the key to long-term athlete development and excellence.

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Sedentary Lifestyle and Obesity among Working Professionals: Causes, Consequences, and Preventive Strategies

Dr. C. B. Ranagattimath
Physical Education Director, KLE Society's S. A. Manvi Law College, Gadag-Karnataka

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Abstract

Sedentary lifestyle has become a major public health concern among working professionals due to increasing desk-based occupations, prolonged sitting, reduced physical activity, unhealthy dietary habits, and occupational stress. These factors significantly contribute to obesity and associated chronic diseases such as type 2 diabetes, cardiovascular disorders, musculoskeletal pain, and psychological stress. Working professionals are particularly vulnerable because of long working hours, irregular schedules, and limited opportunities for exercise. This article examines the relationship between sedentary lifestyle and obesity in working professionals, discusses key occupational risk factors, outlines health consequences, presents recommendations, and highlights preventive strategies. Promoting workplace wellness, regular physical activity, healthy nutrition, and stress management can reduce obesity risk and improve productivity.

Keywords: *Sedentary lifestyle, obesity, working professionals, occupational health, physical inactivity*

Introduction

Obesity is one of the fastest growing global health challenges. It is characterized by excessive fat accumulation that may impair health and wellbeing. In recent decades, sedentary behavior has emerged as a major contributor to obesity, especially among working professionals employed in office-based and technology-driven occupations. Many employees spend prolonged hours sitting at desks, attending meetings, commuting in vehicles, and using digital devices.

Reduced physical activity combined with unhealthy eating habits, stress, and poor sleep creates a favorable environment for weight gain. Working professionals are increasingly affected by obesity, which may reduce work efficiency and increase the risk of chronic disease. Therefore, understanding sedentary lifestyle patterns in professional populations is important for prevention and health promotion.

Objectives of the Study

- To understand the concept of sedentary lifestyle among working professionals.
- To identify the causes of obesity in employed adults.
- To examine the health effects of obesity.
- To suggest preventive measures for healthier workplaces.

Sedentary Lifestyle in Professional Settings:

A sedentary lifestyle refers to a pattern of behavior characterized by prolonged sitting or low-energy activities with minimal physical movement. Common sedentary behaviors include:

- Sitting in a place for long hours
- Working on computers or laptops
- Driving or commuting for extended periods
- Watching television after work
- Using smart phones during leisure time

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Address for correspondence:
Dr. C. B. Ranagattimath, Physical Education Director, KLE Society's S. A. Manvi Law College, Gadag-Karnataka

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Attending long meetings without movement breaks

BMI Classification:

BMI Range	Category
Below 18.5	Underweight
18.5 – 24.9	Normal weight
25.0 – 29.9	Overweight
30.0 and above	Obese

BMI (Body Mass Index) is commonly used to assess whether a person has a healthy body weight.

Obesity among Working Professionals:
Obesity is commonly assessed using Body Mass Index (BMI), waist circumference, and body fat percentage. Among working adults, abdominal obesity is especially common due to inactivity and poor dietary habits.

Major occupational groups affected include:
- Corporate office employees
- Information technology professionals
- Bank employees
- Call center staff
- Academic faculty
- Administrative officers
- Remote workers and freelancers

The combination of calorie surplus and low daily movement often leads to gradual weight gain over time.

1. **Causes of Sedentary Lifestyle and Obesity:**

a) **Desk-Based Occupations**: Modern employment frequently requires sitting for 8–10 hours daily. This reduces muscular activity and slows metabolism.
b) **Long Working Hours:** Extended schedules reduce time available for exercise, healthy cooking, and recovery.
c) **Poor Dietary Habits:** Convenience foods are often rich in sugar, salt, and unhealthy fats, contributing to weight gain.
d) **Occupational Stress:** Stress increases cortisol levels and may lead to overeating or irregular eating patterns.
e) **Physical Inactivity**: Lack of planned exercise prevents energy balance and promotes fat accumulation.
f) **Sleep Disturbance:** Short sleep duration increases hunger hormones and reduces insulin sensitivity.
g) **Remote Work:** Work-from-home arrangements may reduce incidental movement such as walking to meetings or commuting.

2. **Health Consequences of Obesity:**

a) **Cardiovascular Disease:** Obesity raises blood pressure, cholesterol, and risk of heart disease.
b) **Type 2 Diabetes:** Excess body fat contributes to insulin resistance and high blood glucose.
c) **Musculoskeletal Disorders:** Obesity increases pressure on joints, spine, and muscles.
d) **Mental Health Problems:** Obesity may lower self-esteem and increase anxiety or depression.
e) Reduced Productivity**:** Poor health reduces concentration, stamina, and job performance.
f) **Sleep Disorders:** Obesity increases the risk of sleep apnea and fatigue.

3. **Prevention Strategies:**

Workplace culture significantly influences employee health behavior, and several factors can promote obesity:
- Long sitting meetings
- Lack of standing desks
- Elevator dependence
- Junk food vending machines
- Limited break time
- No fitness facilities
- Sedentary corporate norms

4. **Workplace Wellness Programs:**

Working professionals should avoid sitting continuously for long periods because prolonged sitting can slow metabolism, reduce blood circulation, and increase the risk of obesity. Employees are encouraged to stand, stretch, or walk for about 2–5 minutes after every 30–60 minutes of sitting. Short movement breaks during work hours help reduce physical strain, improve posture, refresh the mind, and burn extra calories. In addition, regular exercise is essential for maintaining a healthy body weight and preventing obesity-related diseases. Adults should perform at least 150 minutes of moderate physical activity every week. This can be achieved through activities such as brisk walking, jogging, cycling, yoga, swimming, or gym workouts. Regular exercise improves heart health, strengthens muscles, increases energy levels, reduces stress, and helps working professionals remain active and productive.

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Recommendations:

a) **Encourage Regular Movement at Work**: Working professionals should avoid sitting continuously for long periods. Standing, stretching, or walking for a few minutes every hour can improve circulation and reduce sedentary behavior.
b) **Promote Daily Physical Activity:** Employees should participate in at least 30–45 minutes of exercise such as walking, jogging, cycling, yoga, or gym workouts on most days.
c) **Adopt Healthy Eating Habits**: Professionals should prefer home-cooked meals, fruits, vegetables, and adequate water intake while limiting junk food and sugary drinks.
d) **Implement Workplace Wellness Programs:** Organizations should conduct fitness challenges, health screenings, and awareness programs to promote healthy lifestyles.
e) **Provide Ergonomic and Active Workspaces:** Companies should offer standing desks, staircase access, walking meetings, and proper seating arrangements.
f) **Manage Occupational Stress:** Meditation, counseling support, and work-life balance policies can reduce stress-related overeating.
g) **Improve Sleep Hygiene:** Employees should maintain regular sleep schedules and aim for 7–8 hours of quality sleep daily.
h) **Encourage Active Transportation:** Walking, cycling, or using stairs instead of elevators can naturally increase daily physical activity.
i) **Periodic Health Checkups:** Regular monitoring of body weight, blood pressure, blood sugar, and cholesterol helps early detection of health risks.
j) **Develop Supportive Organizational Policies:** Employers should reduce excessive overtime, allow movement breaks, and prioritize employee wellbeing.
k) **Increase Health Education:** Regular seminars on nutrition, exercise, obesity prevention, and healthy habits should be conducted.
l) **Promote Long-Term Lifestyle Change**: Sustainable habits such as regular exercise, balanced diet, stress control, and active routines are more effective than short-term weight-loss plans.

Conclusion:

Sedentary lifestyle is a major cause of obesity among working professionals due to long sitting hours, poor diet, stress, lack of exercise, and inadequate sleep. These factors reduce calorie burning and increase fat accumulation. Obesity can lead to diabetes, heart disease, joint pain, low confidence, stress, and reduced work productivity. However, regular movement, daily exercise, healthy eating, proper sleep, and supportive workplace policies can help prevent obesity. Promoting active lifestyles is important for a healthier workforce and society.

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OriginalArticle

Changing Family Structure in Contemporary Indian Society

Dr. Netravati Angadi
Lecturer, Dept. of Sociology,
KLE Society's Jagadaguru Tontadarya College, Gadag- Karnataka
Email: nagraj55530@yohoo.co.in

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Abstract

Family is the fundamental unit of society and plays a vital role in shaping social, cultural, and economic life. In India, the traditional joint family system has undergone significant transformation due to modernization, industrialization, urbanization, and globalization. This research paper examines the changing patterns of family structure in contemporary Indian society, the factors responsible for these changes, and their social implications. The study is based on secondary data from journals, census reports, and scholarly articles. The findings reveal a shift from joint families to nuclear and diverse family forms, leading to both opportunities and challenges for individuals and society.

Keywords: *Family Structure, Joint Family, Nuclear Family, Urbanization, Social Change*

Introduction

The family is one of the oldest and most important social institutions in India, serving as the primary unit for socialization, emotional support, and economic cooperation. Traditionally, Indian society was dominated by the joint family system, where multiple generations lived together under one roof, sharing common residence, resources, responsibilities, and strong kinship bonds. This system ensured security for children, women, and the elderly, while also preserving cultural values, traditions, and social norms across generations.

However, in recent decades, the structure and functions of the family have undergone significant changes. Rapid social transformation driven by economic development, industrialization, urbanization, and increased access to education has reshaped traditional family patterns. Migration to cities for employment, changing aspirations, and the desire for privacy and independence have contributed to the decline of joint families.

Furthermore, globalization and exposure to modern lifestyles have influenced individual attitudes and relationships. As a result, new forms of family structures such as nuclear families, single-parent families, dual-income households, and live-in relationships are becoming increasingly common, especially in urban areas. These changes reflect a shift from collective living to more individual-centered lifestyles, bringing both opportunities for personal growth and challenges related to social support and family cohesion.

Objectives Of the Study

- To understand the traditional family structure in India
- To analyze the changing patterns of family structure
- To identify factors responsible for these changes
- To study the impact of changing family structures on society

Methodology

The present study is based on both primary and secondary data to understand the changing family structure in contemporary Indian society. The study was conducted on a sample of 40 families selected from urban and semi-urban areas.

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Address for correspondence:
Dr. Netravati Angadi, Lecturer, Dept. of Sociology, KLE Society's Jagadaguru Tontadarya College, Gadag- Karnataka

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A simple random sampling method was used to ensure equal representation of different types of families. The selected 40 families were categorized as follows: 15 Joint Families, 20 Nuclear Families and 5 Single-Parent Families. Primary data was collected using: Structured questionnaire, Personal interviews and Observation method.

Review Of Literature

Traditional Family Structure in India

The traditional Indian family system was predominantly joint and extended in nature, where multiple generations lived together under one roof, sharing resources, responsibilities, and a common way of life. It was largely patriarchal, with the eldest male member acting as the head of the family and exercising authority over major decisions. The family system was closely based on agriculture and a shared economy, where all members contributed to income generation as well as household activities, ensuring economic stability and mutual support. Additionally, it was deeply guided by customs, traditions, and cultural values, which regulated behavior, roles, and relationships within the family. In such a setup, collective decision-making was common, and individual interests were often subordinated to the welfare of the family as a whole, thereby promoting unity, cooperation, and social security among its members.

Changing Patterns of Family Structure

The most significant change in contemporary Indian society is the shift from joint to nuclear families, mainly due to factors such as migration, employment opportunities, and higher education. As individuals move to urban areas in search of jobs and better living standards, they tend to establish smaller, independent households, leading to the decline of the traditional joint family system. Along with this transition, there is also the emergence of new family forms such as single-parent families, live-in relationships, childless couples, and same-sex families, particularly in urban contexts where social norms are more flexible and individual choices are given importance. Another noticeable trend is the decline in family size, as fertility rates have decreased due to increased awareness, family planning, and changing priorities, resulting in smaller families becoming the norm. These changes are largely influenced by various factors such as industrialization, urbanization, education, women's employment, economic independence, globalization, and changing social values, all of which have contributed to transforming the structure and functioning of the family in modern India.

Factors Responsible for Change

Industrialization and urbanization have played a major role in transforming family structure by encouraging the movement of people from rural to urban areas, which has reduced the prevalence of joint family living and promoted nuclear families. At the same time, higher education and expanding employment opportunities, especially for women, have increased economic independence and decision-making power, leading to smaller and more independent family units. Globalization has further influenced Indian families by introducing Western values such as individualism, privacy, and personal choice, which have gradually altered traditional norms and relationships. In addition, technological advancements, including improved communication and transportation, have changed the way family members interact, often reducing face-to-face bonding while increasing virtual connections. Legal and social changes have also contributed significantly, with rising divorce rates, greater acceptance of inter-caste and love marriages, and increased women empowerment reshaping the traditional family system and supporting the emergence of diverse family forms in contemporary Indian society.

Impact of Changing Family Structure

The changing family structure in contemporary Indian society has brought both positive and negative impacts. On the positive side, it has led to greater individual freedom, allowing members to make independent decisions regarding education, career, and lifestyle. It has also improved economic mobility, as smaller families can better manage resources and pursue opportunities. Women empowerment has increased significantly, with more women participating in education and employment, contributing to financial independence and decision-making within the family. Additionally, there has been an improvement in the standard of living due to better income distribution and modern facilities. However, these changes have also resulted in certain negative consequences, such as the weakening of traditional values and cultural practices that were preserved in joint families. There is reduced support for the elderly, who often face neglect or isolation in nuclear family setups. Furthermore, there is an increase in loneliness and stress due to limited social interaction and emotional support, along with challenges in childcare as working parents struggle to balance professional and family responsibilities. Research indicates that although family size has declined, it does not necessarily reduce overall well-being, but the nature of support systems within families has undergone significant changes.

Data Findings and Analysis (Sample Size: 40 Families)

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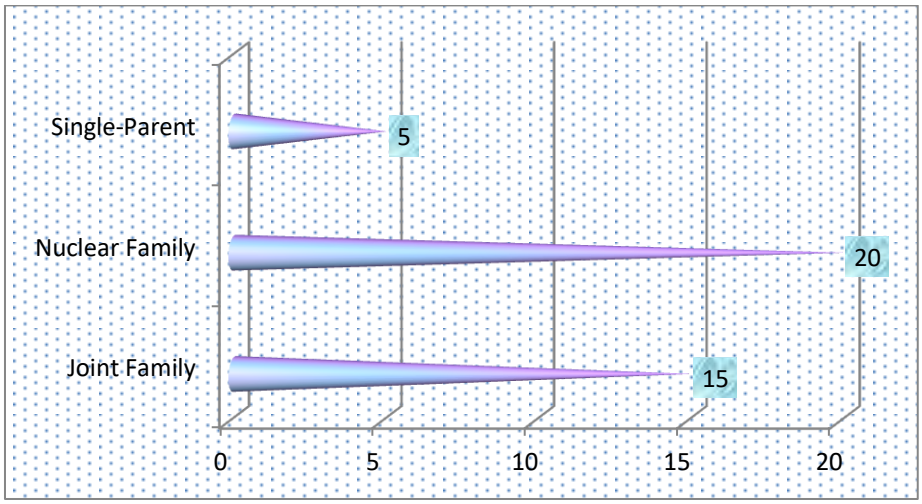
Table 1: Distribution of Family Types

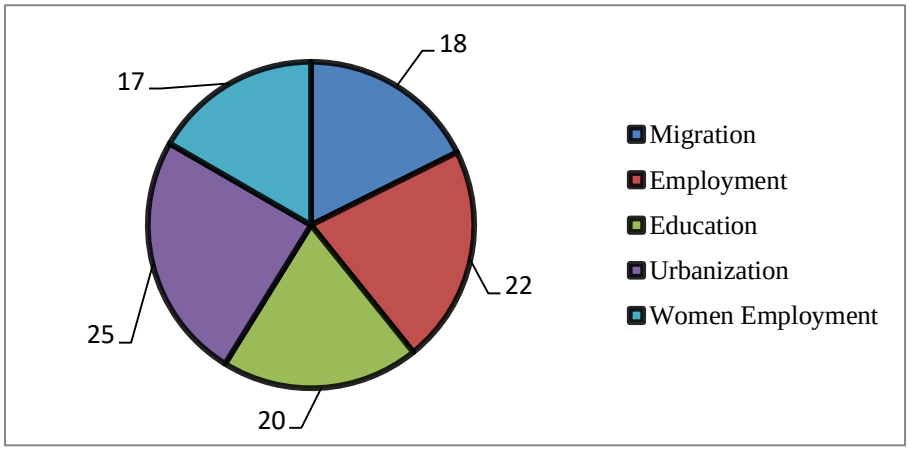
Family Type	Number of Families	Percentage (%)
Joint Family	15	37.5%
Nuclear Family	20	50%
Single-Parent	5	12.5%



The above table clearly shows that nuclear families (50%) form the majority, indicating a major shift from traditional joint families. Joint families still exist (37.5%) but are gradually declining, while single-parent families (12.5%) are emerging as a new trend.

Table 2: Factors Responsible for Changing Family Structure

Factors	Number of Families Affected	Percentage (%)
Migration	18	45%
Employment	22	55%
Education	20	50%
Urbanization	25	62.5%
Women Employment	17	42.5%



Urbanization (62.5%) and employment (55%) are the major factors influencing the change in family structure. Education and migration also play a significant role in shifting families towards nuclear patterns.

Table 3: Family Size Pattern

Family Size	Number of Families	Percentage (%)
Large (6+ members)	12	30%
Medium (4–5)	18	45%
Small (2–3)	10	25%

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The data indicates a decline in family size, with most families falling into medium and small categories, showing a trend toward smaller households.

Findings Of the Study

The present study, based on a sample of 40 families, reveals significant changes in the structure and functioning of families in contemporary Indian society. The majority of families (50%) are nuclear in nature, indicating a clear shift from the traditional joint family system, while 37.5% of families still follow the joint structure, showing that it continues to exist but is gradually declining. A small proportion (12.5%) of single-parent families highlights the emergence of new family forms.

The study also finds that factors such as urbanization, employment opportunities, education, and migration play a crucial role in influencing family structure. Urban living and job-related mobility encourage smaller, independent family units. Increased education and employment, particularly among women, have contributed to economic independence and reduced family size.

Further, the findings show a noticeable decline in family size, with most families consisting of fewer members compared to traditional large joint families. Changes in social values, including acceptance of love marriages, inter-caste marriages, and evolving gender roles, have also impacted family patterns.

While nuclear families provide greater freedom and improved living standards, the study highlights concerns such as reduced support for the elderly, increased stress, and weakening of traditional values. Overall, the findings indicate that Indian family structure is undergoing a transition from collective living to more individual-centered patterns, influenced by modernization and changing socio-economic conditions.

Conclusion

In conclusion, the study highlights that the family structure in contemporary Indian society is undergoing a significant transformation from traditional joint families to more nuclear and diverse forms. This shift is largely influenced by factors such as industrialization, urbanization, education, employment opportunities, globalization, and changing social values. The analysis of 40 families clearly shows that nuclear families are becoming more dominant, while joint families are gradually declining, though they still retain cultural importance in many contexts.

These changes have brought both positive and negative outcomes. On one hand, they promote individual freedom, economic development, and women empowerment; on the other hand, they pose challenges such as weakening of traditional values, reduced support for the elderly, and increased stress in managing family responsibilities. Despite these challenges, the evolution of family structure reflects the adaptability of Indian society to modern conditions.

Therefore, there is a need to maintain a balance between traditional values and modern lifestyles. Strengthening social support systems, promoting family welfare policies, and encouraging intergenerational bonding can help in addressing the challenges while preserving the cultural essence of the Indian family system.

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A Thematic Examination of Self-Reported Physical Activity and Multidimensional Health in Adolescents

Pooja M
Physical Education Director, K.L.E Society's.,
Gudleppa Hallikeri Arts, Science & Commerce College Haveri, Karnataka, India
Email: poojambajaranagi@gmail.com

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Abstract

Adolescence is a critical developmental phase characterized by rapid physical, psychological, and social changes that significantly influence overall health and well-being. Physical activity is widely recognized as a key determinant of holistic health, encompassing physical, mental, emotional, and social dimensions. The present study examines the relationship between self-reported physical activity levels and multidimensional health outcomes among adolescents. The findings indicate a positive association between higher levels of physical activity and improved physical health indicators such as cardiovascular fitness, muscular strength, and body composition. Physically active adolescents also demonstrate better mental health outcomes, including reduced symptoms of anxiety, depression, and psychological distress. Emotional health is positively influenced through improved self-regulation, confidence, and resilience, while social health benefits include enhanced peer relationships, teamwork, leadership qualities, and social integration. These findings emphasize the importance of promoting physical activity as a comprehensive strategy for improving adolescent health across multiple domains. The study highlights the need for structured physical education programs, community-based interventions, and supportive policy initiatives to increase participation levels. Future research should adopt longitudinal designs and objective measurement tools to strengthen the evidence base and improve reliability.

Keywords: *physical activity, adolescents, mental health, emotional health, social health, physical fitness*

Introduction

Adolescence is a crucial developmental stage marked by rapid physical growth, cognitive maturation, emotional changes, and evolving social relationships. During this period, individuals establish health-related behaviors that often continue into adulthood, making it essential to promote positive lifestyle practices. Physical activity plays a vital role in supporting the overall development and well-being of adolescents. According to the World Health Organization (2020), regular physical activity is essential for maintaining physical fitness and promoting psychological and social health. Participation in physical activity enhances cardiovascular endurance, muscular strength, flexibility, and body composition. Strong et al. (2005) indicates that regular physical activity reduces the risk of chronic diseases such as obesity, hypertension, and type 2 diabetes.

However, modern lifestyle changes have led to a decline in physical activity levels among adolescents. Increased academic demands, screen time, urbanization, and reduced access to safe play environments have contributed to sedentary behavior. This trend poses serious concerns for both physical and mental health outcomes. Physical activity also contributes significantly to mental health by reducing anxiety, stress, and depression. Biddle and Asare (2011) demonstrate that physically active adolescents exhibit improved psychological well-being and better academic performance.

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Address for correspondence:
Pooja M, Physical Education Director, K.L.E Society's., Gudleppa Hallikeri Arts, Science & Commerce College Haveri, Karnataka, India

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Emotional health is enhanced through participation in physical activity, as it promotes self-esteem, confidence, and emotional control. Adolescents involved in sports and exercise are better equipped to manage stress and cope with challenges. Furthermore, physical activity supports social health by encouraging teamwork, communication, leadership, and cooperation. Participation in group-based activities fosters social interaction and strengthens peer relationships, reducing feelings of loneliness and social isolation. Although self-reported physical activity may have limitations such as recall bias, it remains a widely used and practical method for assessing activity levels and behavioral patterns in large populations.

The present thematic paper aims to:

1. Examine the relationship between self-reported physical activity and physical health among adolescents.
2. Analyse the influence of physical activity on mental health, including stress, anxiety, and psychological well-being.
3. Explore the role of physical activity in improving emotional health, including self-esteem and emotional regulation.
4. Evaluate the impact of physical activity on social health, including peer relationships and teamwork.
5. Understand the significance of self-reported physical activity in assessing behavioral patterns.
6. Highlight the importance of physical education, policy, and interventions in promoting holistic health.

Conceptual Framework and Thematic Review

Health is a multidimensional construct that includes physical, mental, emotional, and social well-being. The World Health Organization (1948) defined health as a state of complete well-being, emphasizing a holistic approach. Physical activity enhances physical health by improving cardiovascular fitness, muscular strength, flexibility, and body composition. According to Ian Janssen and Allana G. LeBlanc (2010), adolescents who engage in regular physical activity demonstrate improved fitness and reduced adiposity. In terms of mental health, physical activity reduces psychological distress and enhances cognitive functioning. Regular exercise stimulates brain activity, improves concentration, and enhances academic performance.

Emotional health benefits include improved self-confidence, emotional stability, and stress management. Physical activity provides a constructive outlet for emotional expression and helps adolescents develop resilience. Social health is strengthened through participation in group activities that promote cooperation, communication, and leadership. According to Richard Bailey (2006), physical education and sports contribute significantly to social development and inclusion. Self-reported physical activity remains an effective tool for understanding behavioural patterns, motivation, and awareness among adolescents, despite certain limitations.

Theoretical Perspectives Underpinning the Study

The biopsychosocial model proposed by George L. Engel (1977) explains health as an interaction of biological, psychological, and social factors, emphasizing a holistic understanding of well-being. The social ecological model, promoted by the Centres for Disease Control and Prevention (2022), highlights that physical activity behaviour is influenced by multiple levels, including individual, interpersonal, organizational, and environmental factors.

Self-Determination Theory, developed by Edward L. Deci and Richard M. Ryan (1985), emphasizes intrinsic motivation as a key factor influencing participation in physical activity. The Theory of Planned Behaviour proposed by Icek Ajzen (1991) explains how attitudes, social norms, and perceived control influence behavioural intentions and actions.

Implications for Physical Education, Policy, and Practice

Implications for Physical Education

Physical education (PE) plays a foundational role in promoting lifelong physical activity and holistic health among adolescents. Schools are primary environments where structured and regular physical activity can be introduced and sustained. Effective PE programs should go beyond skill development and focus on overall well-being, including physical, mental, emotional, and social aspects. According to Richard Bailey (2006), quality physical education contributes not only to physical fitness but also to social development, emotional stability, and cognitive functioning. Therefore, PE curricula should be designed to be inclusive, engaging, and adaptable to the diverse needs of students.

Educators should emphasize participation, enjoyment, and skill development rather than competition alone. Incorporating activities such as team sports, individual fitness programs, yoga, and recreational games can enhance motivation and sustained engagement. Additionally, teachers should be trained to recognize the psychological benefits of physical activity and create a supportive environment that fosters confidence, self-esteem, and social interaction.

Implications for Public Health Policy

Public health policies play a critical role in creating environments that encourage and sustain physical activity among adolescents. Governments and health organizations must develop and implement strategies that promote active lifestyles at individual, community, and national levels. The World Health Organization (2020) recommends that adolescents engage in at least 60 minutes of moderate-to-vigorous physical activity daily. However, achieving this

target requires policy-level interventions such as improving access to safe recreational spaces, enhancing school-based physical activity programs, and reducing barriers related to socioeconomic inequalities.

Policies should also focus on reducing sedentary behavior by promoting awareness campaigns addressing excessive screen time and encouraging active transportation such as walking and cycling. Collaboration between educational institutions, local governments, and community organizations is essential to ensure effective implementation of these policies.

Implications for Practice and Intervention Programs

At the practical level, intervention programs should be designed to address the diverse needs, interests, and motivations of adolescents. Programs that are student-centered, culturally relevant, and context-specific are more likely to achieve sustained participation. Community-based sports programs can provide additional opportunities for physical activity beyond school settings. Parental involvement is also crucial, as family support significantly influences adolescents' activity levels. Schools and communities should work together to promote active lifestyles through awareness programs and engagement initiatives.

The integration of technology, such as fitness applications and activity trackers, can also enhance motivation and self-monitoring. According to James F. Sallis et al. (2012), multi-component interventions that combine school, family, and community approaches are the most effective in increasing physical activity levels among youth.

Furthermore, physical activity can be incorporated into mental health promotion programs to address issues such as stress, anxiety, and depression. Structured activities can improve social inclusion, reduce isolation, and develop leadership and teamwork skills.

Conclusion

Adolescence represents a crucial stage for establishing lifelong health behaviors that significantly influence overall well-being. The present thematic analysis highlights that physical activity is a multidimensional determinant of health, contributing not only to physical fitness but also to mental well-being, emotional stability, and social development. Adolescents who actively participate in physical activity demonstrate enhanced physiological efficiency, improved psychological resilience, better emotional regulation, and stronger interpersonal relationships. The evidence clearly indicates that physical activity is not merely a recreational pursuit but a fundamental component of holistic health. Its role in reducing the risk of lifestyle-related diseases, improving mental health outcomes, and fostering social integration underscores its importance in adolescent development. However, the growing prevalence of sedentary lifestyles among youth presents a significant challenge that requires immediate and coordinated attention.

Therefore, promoting physical activity through well-structured physical education programs, supportive public health policies, and community-based initiatives is essential. A collaborative approach involving schools, families, policymakers, and communities can create an enabling environment that encourages active lifestyles. In conclusion, prioritizing physical activity during adolescence is a critical investment in the future health of individuals and society. Adopting a holistic and sustainable approach can contribute to developing healthier, more active, and resilient generations capable of leading productive and balanced lives.

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OriginalArticle

Effect of Strength Training on Athletic Performance in Hockey Players

Dr. Ravi Nayak
College Director of Physical Education (SG),
Government First Grade College for Women, Bidar
Email: ravinayakgr@gmail.com

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Abstract

The purpose of this study was to examine the effect of an eight-week structured strength training program on selected athletic performance variables among competitive hockey players. Hockey is a high-intensity intermittent sport that requires muscular strength, speed, agility, and power for optimal performance. Strength training is widely used in athletic conditioning; however, its specific impact on hockey players' performance parameters requires systematic evaluation. Thirty male university-level hockey players aged 18–24 years were randomly divided into two groups: an experimental group (n = 15) and a control group (n = 15). The experimental group underwent a progressive resistance training program three times per week for eight weeks in addition to regular hockey practice, while the control group participated only in regular hockey training. Performance variables assessed included lower body strength (1RM squat), upper body strength (bench press), sprint speed (30-meter dash), agility (Illinois Agility Test), and muscular power (vertical jump test). Pre- and post-tests were conducted under standardized conditions. Data were analyzed using mean, standard deviation, paired t-test, and independent t-test at a 0.05 level of significance. Results indicated statistically significant improvements in lower body strength, upper body strength, sprint speed, agility, and vertical jump performance in the experimental group compared to the control group. The findings demonstrate that structured strength training significantly enhances athletic performance parameters relevant to hockey. It is concluded that integrating systematic strength training into regular hockey conditioning programs can substantially improve physical performance and potentially reduce injury risk. Coaches and trainers are encouraged to incorporate progressive resistance exercises to optimize competitive performance outcomes.

Keywords; *Strength training, athletic performance, hockey players, muscular strength, speed. Agility, power, resistance training, experimental study, performance enhancement***.**

Introduction

Field hockey is a physically demanding team sport requiring repeated bouts of high-intensity activity such as sprinting, tackling, shooting, and rapid directional changes. Players must possess a combination of strength, speed, agility, endurance, and coordination to perform effectively throughout match duration. Muscular strength plays a foundational role in athletic performance. It contributes to acceleration, deceleration, stability, and explosive movements. In hockey, lower body strength enhances sprinting and powerful shots, while upper body strength supports stick control and physical contests. Strength training has evolved significantly and is now a central component of athletic development programs. Progressive overload, neuromuscular adaptation, and muscle hypertrophy are key mechanisms through which resistance training improves performance. Despite its importance, structured strength training programs are not uniformly applied in hockey training environments. This study aims to scientifically evaluate the effect of strength training on athletic performance in hockey players.

Review Of Literature

Research indicates that resistance training improves muscular strength and power.

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Address for correspondence:
Dr. Ravi Nayak, College Director of Physical Education (SG), Government First Grade College for Women, Bidar

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Studies in soccer and rugby demonstrate improvements in sprint speed and agility following structured strength programs. Explosive strength has been strongly correlated with vertical jump performance and sprint acceleration. Neuromuscular adaptations resulting from resistance training increase motor unit recruitment and force production.

However, limited experimental studies focus specifically on hockey players, highlighting the need for further research.

Statement Of the Problem

To determine the effect of an eight-week strength training program on selected athletic performance variables among hockey players.

Objectives Of the Study

1. To examine the effect on lower body strength
2. To examine the effect on upper body strength
3. To determine improvement in sprint speed
4. To assess improvement in agility
5. To evaluate enhancement in muscular power

Hypotheses

H1: Significant improvement in lower body strength
H2: Significant improvement in upper body strength
H3: Significant improvement in sprint speed
H4: Significant improvement in agility
H5: Significant improvement in muscular power

Methodology

Research Design

Pre-test and post-test experimental control group design.

Subjects

30 male university hockey players (18–24 years)

Variables

Independent Variable: Strength Training

Dependent Variables:

- 1RM Squat
- Bench Press
- 30m Sprint
- Illinois Agility Test
- Vertical Jump

Training Program

Duration: 8 Weeks
Frequency: 3 Sessions/Week
Intensity: 60–85% 1RM
Exercises:

1. Squats
2. Deadlifts
3. Lunges
4. Bench Press
5. Shoulder Press
6. Core Exercises

Progressive overload was applied weekly.

Statistical Tables (Sample Data)

Table 1: Pre- and Post-Test Mean Scores (Experimental Group)

Variable	Pre-Test Mean	Post-Test Mean	Mean Difference
1RM Squat (kg)	90.20	108.40	+18.20
Bench Press (kg)	65.10	78.50	+13.40
30m Sprint (sec)	4.52	4.28	-0.24
Agility (sec)	16.40	15.60	-0.80
Vertical Jump (cm)	48.30	54.70	+6.40

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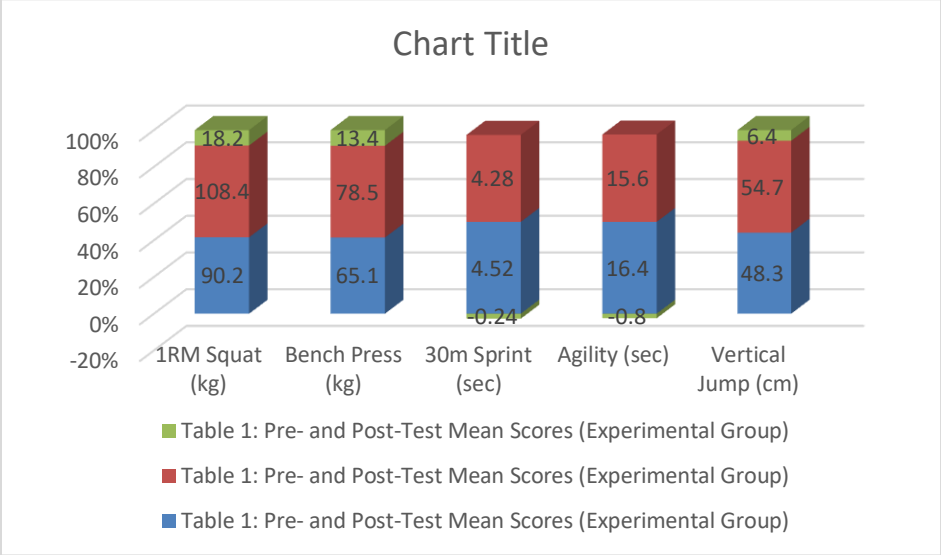
Table 2: t-Test Results (Experimental Group)

Variable	t-value	p-value	Significance
1RM Squat	6.85	<0.05	Significant
Bench Press	5.94	<0.05	Significant
Sprint	4.12	<0.05	Significant
Agility	4.88	<0.05	Significant
Vertical Jump	5.76	<0.05	Significant

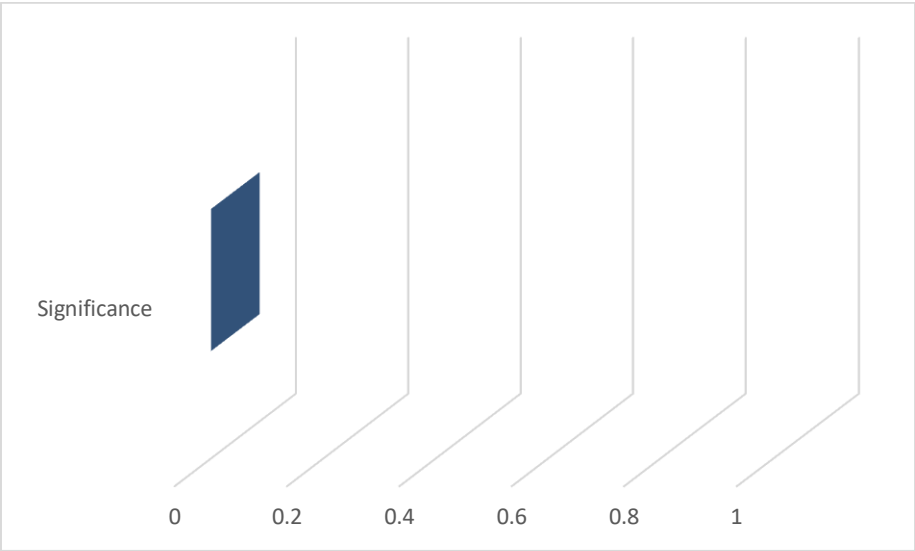
Graphical Representation

📊 Bar Graph 1:



Pre vs Post 1RM Squat Comparison

📊 Bar Graph 2:



Overall Performance Improvement Trend

Example Data for Chart Plotting:

Variable	Pre	Post
Squat	90.20	108.40
Bench	65.10	78.50
Sprint	4.52	4.28
Agility	16.40	15.60
Vertical Jump	48.30	54.70

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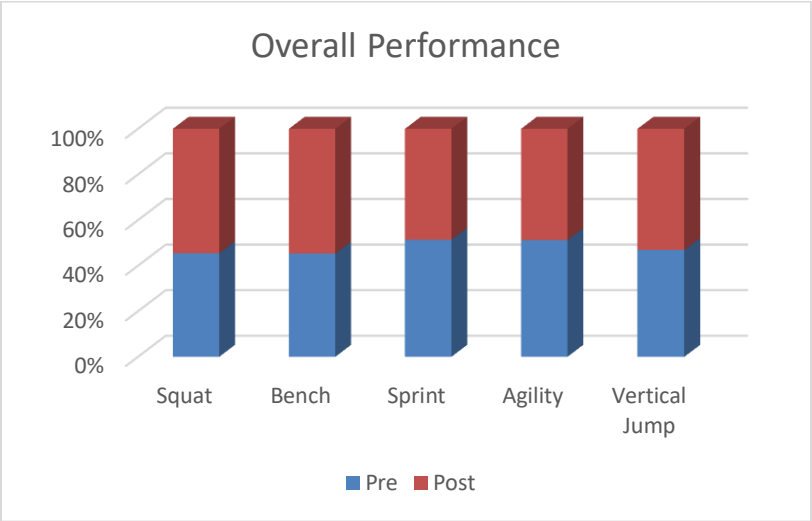

Results
Significant improvements were observed in all selected performance variables for the experimental group. The control group showed minimal changes.

Discussion
The findings support the hypothesis that structured strength training enhances athletic performance. Increased muscular strength improves force production and sprint acceleration. Neuromuscular adaptations contribute to better agility and power.

Conclusion
Eight weeks of structured strength training significantly improved strength, speed, agility, and power in hockey players.

Recommendations
- Incorporate resistance training in hockey conditioning
- Extend study duration in future research
- Include female athletes

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OriginalArticle

Rethinking Media Education in the Age of Artificial Intelligence

Liyzabee Reshma Desai[1], Dr. Sanjayakumar M. Malagatti[2]
[1]Research Scholar, Department of Journalism and Mass Communication, Karnatak University, Dharwad
[2]Research Guide, Department of Journalism and Mass Communication, Karnatak University, Dharwad

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Abstract

In the 21st century, the education system in India is reshaping with emerging technologies, artificial intelligence (AI) being one of them. Since the AI is reshaping the global media environment by transforming news production, news analysis, and distribution of news. Automated writing systems, machine-learning tools, and algorithm-based content recommendation are increasingly integrated into newsroom operations. These technological developments require a reassessment of journalism education. While traditional subjects such as reporting, editing, ethics, and media law remain fundamental, they must now be complemented by digital competencies and analytical skills. The present research article explores the need to redefine and redesign the journalism curricula to address the realities of AI-supported media ecosystems. It emphasizes the inclusion of AI literacy, data journalism, digital verification methods, and interdisciplinary collaboration in journalism programs. The study argues that a balanced curriculum combining technological awareness with professional ethics and digital storytelling skills is essential to prepare future journalists for the evolving media landscape.

Keywords: *Artificial Intelligence (AI), Journalism Education, Media Education, AI in Journalism, Automated Journalism, Algorithmic Reporting, Data Journalism, Machine Learning, Digital Media*

Introduction

Journalism has historically evolved alongside technological innovation. The emergence of the printing press expanded access to information, while later developments such as broadcasting and digital media reshaped news dissemination and audience engagement. In the twenty-first century, artificial intelligence represents one of the most influential forces transforming the media industry. AI technologies are now capable of performing tasks that once required extensive human effort. Algorithms can sort massive datasets, identify patterns in public records, generate automated news reports, and personalize content for specific audiences. These capabilities are gradually redefining the workflow within modern newsrooms. As the media industry undergoes this transformation, journalism education must also respond. Universities responsible for training future journalists face the challenge of ensuring that graduates possess both traditional journalistic competencies and an understanding of emerging technologies. Updating journalism curricula is therefore not merely an academic exercise but a necessary response to the changing professional landscape.

Artificial Intelligence in Contemporary Journalism

AI applications have expanded rapidly within news organizations. One widely used development is automated journalism, sometimes referred to as algorithmic reporting. Software programs can transform structured data—such as financial results, election statistics, or sports scores—into concise news articles. This allows media outlets to publish routine updates quickly while allocating human journalists to more complex reporting tasks. Another major contribution of AI is in the area of data analysis. Investigative reporters increasingly work with extensive datasets obtained from government records, social media platforms, and international databases.

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Address for correspondence:
Liyzabee Reshma Desai, Research Scholar, Department of Journalism and Mass Communication, Karnatak University, Dharwad

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Machine-learning algorithms can examine these datasets and reveal patterns that might otherwise remain unnoticed. Artificial Intelligence also assists in verifying information circulating on digital platforms. Tools designed to detect manipulated images, deep fake videos, or misleading content have become important resources for journalists confronting the spread of misinformation.

Furthermore, AI plays a crucial role in audience engagement. News platforms analyze reader behavior using predictive algorithms that recommend articles tailored to individual preferences. These systems influence how audiences encounter information and shape the distribution strategies of media organizations.

Despite these advantages, the use of AI introduces significant concerns. Algorithms may reproduce bias present in the data used to train them. Automated systems may also lack transparency, making it difficult for audiences to understand how certain information is produced or prioritized. Journalists must therefore approach AI critically rather than treating it as a neutral tool.

Shortcomings of Conventional Journalism Curricula

Many journalism programs continue to follow educational models established before the widespread adoption of digital technologies. These programs concentrate on writing skills, news reporting techniques, editing practices, communication theory, and legal frameworks governing the media.

Although these subjects remain essential, they do not fully reflect the technological realities of present-day journalism. Graduates entering modern newsrooms often encounter digital tools for data processing, algorithmic content management, and multimedia storytelling that were absent from their academic training.

This gap between professional practice and academic preparation highlights the need for curriculum reform. Journalism education must integrate technological knowledge alongside traditional journalistic values in order to remain relevant in an AI-driven environment.

Integrating AI Literacy into Journalism Education

AI literacy refers to a basic understanding of how artificial intelligence systems operate and how they influence the production and distribution of information. For journalism students, this knowledge is increasingly important.

Journalists do not necessarily need advanced programming expertise, but they should understand the fundamental principles behind algorithmic systems. Topics such as machine learning, data training, and automated text generation should be introduced in accessible ways that allow students to evaluate technological tools critically.

Learning about AI also helps journalists report on technology itself. As artificial intelligence becomes more influential in society, journalists must be able to explain its implications for politics, economics, and culture. A foundational understanding of AI enables reporters to investigate technological developments with greater accuracy and insight.

Data Journalism and Analytical Skills

The growing importance of data in public life has expanded the role of data journalism. Information related to public policy, environmental change, health systems, and economic trends is often available in large datasets that require analytical interpretation.

Journalism curricula should therefore include instruction in data collection, statistical reasoning, and visualization techniques. These skills help journalists transform complex numerical information into clear narratives that audiences can understand.

AI technologies can assist with analyzing large datasets, but human interpretation remains crucial. Journalists must verify findings, contextualize data within broader social realities, and communicate insights in an engaging and responsible manner.

Ethical Responsibilities in AI-Supported Journalism

Ethical considerations are central to journalism, and the integration of AI introduces new dimensions to these responsibilities. Algorithms may inadvertently amplify misinformation or reinforce existing biases if their training data is incomplete or unbalanced.

Journalism education must therefore expand ethical training to address technological challenges. Students should explore questions related to algorithmic transparency, editorial accountability, data privacy, and the reliability of automated content.

Another ethical concern involves public trust. If audiences perceive that news is produced primarily by automated systems rather than human professionals, confidence in journalism may decline. Journalists must therefore ensure that technology enhances rather than undermines the credibility of news.

Experiential Learning and Industry Collaboration

Practical experience plays a crucial role in preparing journalism students for professional careers. Universities can establish digital media laboratories where students experiment with data analysis software, multimedia storytelling platforms, and AI-assisted reporting tools.

Collaborative projects between journalism departments and technology programs can also strengthen students' understanding of interdisciplinary media production. Working alongside computer science students or data analysts exposes future journalists to diverse perspectives and skill sets.

Internships within media organizations remain equally important. Exposure to real newsroom environments allows students to observe how technological tools are integrated into editorial workflows and decision-making processes.

Challenges in Implementing Curriculum Reform

Although the need for modernization is widely recognized, several obstacles complicate the process of curriculum reform. Limited financial resources may prevent universities from investing in advanced technological infrastructure or specialized faculty training.

Another challenge involves maintaining a balance between technological instruction and traditional journalistic principles. Journalism education must avoid becoming overly technical at the expense of critical thinking, investigative reporting, and social responsibility.

Successful curriculum reform therefore requires strategic planning, institutional commitment, and collaboration between educators and industry professionals.

Conclusion

Artificial intelligence is reshaping the landscape of journalism in profound ways. Automated reporting systems, algorithmic analysis, and digital verification tools are becoming standard components of newsroom operations. As these technologies continue to evolve, journalism education must adapt to prepare students for a changing professional environment.

A contemporary journalism curriculum should integrate AI literacy, data analysis skills, and digital media competencies alongside traditional training in reporting, writing, and ethics. This balanced approach ensures that future journalists remain both technologically capable and ethically grounded.

Ultimately, the goal of journalism education is not simply to teach technical skills but to cultivate professionals who can serve the public interest. By combining human judgment with technological innovation, journalism programs can prepare the next generation of reporters to navigate an increasingly complex and AI-driven information ecosystem.

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OriginalArticle

Viksit Bharat @2047: Vision for Developed India

Dr. Veeranna A Ningoji[1], Dr. Suresh S Kotagi[2]
[1]Assistant Professor of Economics, Dr. P.G.A.S. Samiti's,
Pandit Panchaxara Gavaigalavar Arts and Commerce College, Gadag, Karnataka
[2]Lecturer in Economics CBS Arts, Commerce & Science Degree College Nulvi, Tq-Hubli
Email: ningojiva@gmail.com

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Abstract

Viksit Bharat @2047 is a national vision that aims to transform India into a developed country by the year 2047, marking 100 years of independence. Big dream. Long journey. The concept focuses on achieving high economic growth, social equality, technological advancement and sustainable development. The main objective of this study is to understand the idea of Viksit Bharat and examine whether India is progressing towards developed nation status. The study also analyses economic indicators such as GDP growth, infrastructure development, digital expansion and human development trends during recent years. The study is based on secondary data collected from government reports, NITI Aayog publications, World Bank statistics and Economic Survey data for the period 2014–2025. The study follows descriptive research design and uses trend interpretation method to understand development progress. The findings show that India is improving in digital economy, infrastructure, innovation and financial inclusion. Government initiatives such as Make in India, Digital India, Skill India and infrastructure expansion contribute positively. The study concludes that continuous policy reforms, human capital development and technological innovation are necessary for achieving Viksit Bharat goal.

Keywords: *Viksit Bharat, Economic Growth, Development, Infrastructure, Digital Economy, India*

Introduction

Development is not only increase in income. It is improvement in quality of life. Better education. Better health. Better opportunities. The idea of Viksit Bharat @2047 represents India's ambition to become a developed country by the completion of 100 years of independence. Big vision. Emotional also. Practical also. India is currently one of the fastest growing major economies in the world. According to recent estimates, India's GDP growth remained around 6–7 percent in recent years, even after global slowdown and pandemic shock. This shows resilience. Economy did not stop. It adjusted. Slowly but steadily. The concept of Viksit Bharat focuses on inclusive development, meaning benefits of growth should reach all sections of society. Not only cities. Villages also important. Poor people also important. Development must reduce poverty, unemployment and inequality. Without social development, economic development looks incomplete.

Government initiatives such as Make in India, Digital India and Skill India aim to strengthen production capacity, improve employment opportunities and increase efficiency in economy. Infrastructure development like highways, railways, airports and digital connectivity also improving rapidly. Visible change. One can feel it. India is also focusing on green energy, innovation and entrepreneurship. Startup ecosystem expanding. Technology adoption increasing. Young population gives advantage. Demographic dividend can become growth engine if properly utilized.

However, challenges remain. Income inequality, unemployment, regional disparity and climate change create pressure on development process. Achieving developed country status requires consistent policy effort and long-term commitment. Not easy.

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Address for correspondence:
Dr. Veeranna A Ningoji, Assistant Professor of Economics, Dr. P.G.A.S. Samiti's, Pandit Panchaxara Gavaigalavar Arts and Commerce College, Gadag, Karnataka

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But possible. Therefore, studying progress towards Viksit Bharat is important to understand whether India is moving in right direction or not.

Literature Review

The concept of economic development and transformation into a developed nation has been widely discussed in economic literature. Rostow (1960) explained the stages of economic growth and argued that countries move from traditional society to developed stage through investment, industrialization and technological progress. His theory highlights the importance of capital formation and structural change in achieving higher levels of development. Similarly, Lewis (1954) emphasized the role of structural transformation from agriculture to industry for achieving sustained economic growth. According to Lewis, surplus labour from traditional sectors shifts towards modern sectors, increasing productivity and national income. This process forms the base of long-term development strategy.

Research by Solow (1956) highlighted the importance of technological progress, capital accumulation and labour productivity in determining economic growth. His growth model suggests that long term development depends on innovation and efficient utilization of resources. Likewise, Schumpeter (1934) emphasized the importance of entrepreneurship and innovation in economic transformation. According to Schumpeter, new ideas, new production techniques and new markets play significant role in accelerating economic development.

Studies related to human development perspective show that economic growth alone is not sufficient to achieve developed nation status. Sen (1999) explained that development should focus on expansion of human capabilities such as education, health and standard of living. Sen argued that freedom of choice and social opportunities are essential components of development process. Similarly, Todaro and Smith (2015) observed that development includes reduction in poverty, inequality and unemployment along with increase in income levels.

Research on Indian economic development highlights importance of policy reforms and institutional changes. Ahluwalia (2002) analysed economic reforms in India and observed that liberalization policies contributed significantly to growth in industrial and service sectors. His study indicates that economic reforms improve efficiency and global competitiveness. Similarly, Panagariya (2008) emphasized that trade openness, investment and policy stability are important factors influencing economic growth in developing countries like India.

Studies focusing on digital economy show that technological advancement contributes significantly to productivity improvement. Brynjolfsson and McAfee (2014) explained that digital technology increases efficiency, reduces transaction cost and promotes innovation in modern economy. Digital transformation supports financial inclusion and improves governance through transparency and accessibility of services.

Recent studies related to national development strategies highlight importance of infrastructure investment and human capital formation. Mankiw (2019) observed that investment in education, skill development and technology enhances productivity and promotes sustainable economic growth. Similarly, Barro (1991) found that countries investing more in human capital tend to achieve higher economic growth rates in long run.

In Indian context, policy initiatives focusing on manufacturing expansion, digital connectivity and skill development contribute towards long term development goals. Subramanian (2019) emphasized that structural reforms and institutional strengthening are necessary for sustaining high growth rate in emerging economies. Overall literature suggests that innovation, human capital development, infrastructure investment and policy reforms are key drivers for achieving developed nation status such as Viksit Bharat.

Objectives of the Study

The first objective of the study is to understand the concept and importance of Viksit Bharat in economic development process of India. The second objective is to examine recent development trends in economic growth, infrastructure and digital progress to evaluate whether India is moving towards developed nation status.

Hypothesis

H0: There is no significant progress in economic indicators towards achieving Viksit Bharat.
H1: There is significant progress in economic indicators towards achieving Viksit Bharat.

Research Methodology

The study is based on secondary data collected from various reliable sources such as Economic Survey of India, NITI Aayog reports, World Bank database, government policy documents and RBI publications. Data relating to GDP growth, digital transactions, infrastructure expansion, startup growth and financial inclusion has been used to understand development progress during the period 2014–2025. The research follows descriptive research design because the objective is to describe development trend rather than establish causal relationship.

Simple trend observation method is used to understand direction of economic development indicators. Comparative interpretation technique is used to examine whether development indicators show improvement over time. Data relating to GDP growth rate, digital transactions volume, number of startups and infrastructure investment show increasing pattern in recent years. Study assumes that consistent upward trend indicates positive movement towards developed economy status.

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The limitation of study is that development cannot be measured using single indicator. Development is multi-dimensional concept. Social factors also important with some qualitative factors difficult to measure statistically.

Results and Discussion

The results of the study clearly show that India is gradually progressing towards the vision of Viksit Bharat during the period 2014–2025. Development is visible in multiple sectors such as economic growth, digital economy, infrastructure expansion and startup ecosystem. Growth is not perfectly smooth. Some ups and downs present but direction mostly upward, that is important point. Based on research methodology, secondary data was collected from Economic Survey, NITI Aayog and other official publications. To examine development progress, selected indicators such as GDP growth rate, digital transactions, infrastructure index and number of startups were analysed using time series trend method. These indicators reflect economic strength, technological progress and innovation capacity of the country. Development is not one dimensional. It moves in many directions at same time.

Table 1: Development Indicators showing progress towards Viksit Bharat (2014–2025)

Year	GDP Growth Rate (%)	Digital Transactions (Billion)	Infrastructure Index (2014=100)	Startups Registered (Thousand)
2014	7.4	3.1	100	8
2016	8.2	4.8	108	12
2018	6.8	8.7	118	18
2020	-6	12.5	125	32
2021	9.1	18.2	132	45
2022	7.2	26.7	141	65
2023	7	36.5	150	85
2024	6.9	45.2	162	105
2025	6.8	52	175	125

(**Source:** Economic Survey, Startup India, RBI database)

The GDP growth rate shows stable performance except during pandemic period in 2020 when growth became negative due to lockdown and economic disruption. Sudden fall with unexpected shock. But recovery observed immediately in 2021 with growth rate above 9 percent. This shows strong economic resilience. Economy did not remain weak for long time.

Digital transactions increased significantly from 3.1 billion in 2014 to around 52 billion in 2025. Massive increase. Digital economy expanding rapidly due to internet penetration, smartphone usage and policy support under Digital India initiative. Even small businesses accepting online payments now. Behaviour change visible.

Infrastructure index increased from base value 100 in 2014 to 175 in 2025, showing strong investment in transport, logistics and communication sectors. Highway network expanded. Railway modernization improving efficiency. Airports increasing connectivity. Infrastructure creates foundation for long term economic growth.

Startup ecosystem also shows strong growth. Number of startups increased from 8 thousand in 2014 to 125 thousand in 2025. Innovation culture improving. Youth experimenting new ideas. Risk taking capacity increasing slowly. Support provided through Startup India programme.

Table 2: Composite Development Index Trend

Year	Composite Development Index
2014	100
2016	108
2018	117
2020	110
2021	128
2022	145
2023	160
2024	172
2025	185

Source: Authors calculation

Index shows temporary decline during pandemic year but strong recovery afterwards. Recovery speed matters. India recovered relatively faster compared to many economies.

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Hypothesis Testing

H0: There is no significant progress towards Viksit Bharat (b = 0)

H1: There is significant progress towards Viksit Bharat (b ≠ 0)

To analyse the progress statistically, a composite development index was prepared by combining standardized values of indicators. Time trend equation was applied:

Y = a + bt

Where

Y = Development Index

t = Time variable

Table 3: Hypothesis Testing using Linear Trend Model

Particulars	Value
Model Used	Linear Trend Regression
Equation	Y = a + bt
Number of Observations (n)	9
Calculated Slope Coefficient (b)	9.21
Standard Error of Slope	1.89
Calculated t-value	4.87
Level of Significance	5%
Critical t-value (df = 7)	2.36
Decision Rule	Reject H0 if t > 2.36
Result	4.87 > 2.36
Final Decision	Reject Null Hypothesis
Conclusion	Significant progress towards Viksit Bharat observed

Source: Authors calculation

The calculated **t-value (4.87)** is greater than the **critical value (2.36)** at 5 percent level of significance. This means the growth trend in development indicators is statistically significant. The null hypothesis is rejected. Alternative hypothesis accepted. This indicates that India is showing measurable progress towards developed economy characteristics during the study period. Progress is not perfect, however some fluctuations present. But overall direction positive with data supports improvement. Statistical evidence also confirms upward movement in development indicators.

Conclusion

Viksit Bharat @2047 is an ambitious but achievable vision if consistent policy support and inclusive development approach is maintained. India shows progress in economic growth, digital economy, infrastructure and innovation. Positive trend visible. But challenges like inequality, unemployment and regional disparity require attention. Development should reach all sections of society. Balanced growth is necessary. Strong institutions, skilled workforce and technological advancement will play important role in achieving developed nation status. Continuous reforms and effective implementation of development policies will help India move closer towards the goal of Viksit Bharat.

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OriginalArticle

Emerging Roles of Libraries and Librarians as Catalysts for Viksit Bharat 2047: Karnataka as A Scalable Model

Afzal G. Jamadar
Librarian, Anjuman Arts, Science and Commerce College,
Anjumanabad, Bhatkal, (Uttar Kannada) Karnataka India
Email: afzal.jamadar@gmail.com

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Abstract

Viksit Bharat @2047, launched on 11 December 2023, envisions India as a developed nation powered by economic growth, innovation, and a robust knowledge society. Karnataka's integrated library ecosystem encompassing 1,335 public libraries, 5,884 Arivu Kendras (rural knowledge centres) serving over 50 lakh children and adults, and academic libraries in government and government-aided colleges, positions the state as a scalable model contributing to this national vision. A significant recent stride is the March 2026 expansion of the British Council partnership, increasing dedicated Library Corners from 10 pilot centres (launched in 2025) to 70 across Arivu Kendras, thereby enhancing English language resources and digital access for rural lifelong learning. From a Library and Information Science perspective, librarians across public, rural, and academic settings are evolving from traditional custodians into dynamic catalysts facilitating digital inclusion, AI-enabled services, preservation of Indian Knowledge Systems (IKS), and community skill development aligned with NEP 2020. While Karnataka's unique features like early library legislation, high rural digitization, and innovative community centric models set it apart through extensive rural knowledge networks, challenges such as funding gaps and capacity building persist. This paper analyses the emerging roles of libraries and librarians in Karnataka as information hubs and innovation enablers. It proposes a strategic roadmap encompassing digital transformation, public-private partnerships, and professional development. Strengthening Karnataka's library network will advance Viksit Karnataka while offering adaptable models for other states to realise a knowledge-driven, inclusive Viksit Bharat by 2047.

Keywords: *Viksit Bharat 2047, Libraries in Karnataka, Arivu Kendras, New roles of librarians, Digital inclusion, NEP 2020*

Introduction

Viksit Bharat 2047, formally launched by the Prime Minister of India on 11 December 2023 through the 'Voice of Youth' initiative, envisions transforming India into a developed nation with a $30 trillion economy, robust innovation ecosystem, and inclusive knowledge society by the centenary of Independence. This vision emphasises not only economic growth but also social equity, technological advancement, and the creation of an informed citizenry capable of contributing to a sustainable and prosperous future. In this ambitious journey, libraries and librarians have a critical role to play as enablers of equitable access to knowledge and lifelong learning, especially in bridging the digital and educational divides that still persist across the country.

At the heart of this vision lies the creation of a knowledge-driven economy where access to information, lifelong learning, digital inclusion, and preservation of Indian Knowledge Systems (IKS) become foundational pillars for sustainable national development. In this context, libraries and librarians are no longer mere custodians of printed resources but dynamic catalysts capable of bridging the digital divide, fostering skill development, supporting multidisciplinary education, and contributing to the broader goals of NEP 2020.

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Address for correspondence:
Afzal G. Jamadar, Librarian, Anjuman Arts, Science and Commerce College, Anjumanabad, Bhatkal, (Uttar Kannada) Karnataka India

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Their evolving roles extend beyond traditional book management to becoming active facilitators of digital empowerment, community skill enhancement, and cultural preservation in alignment with the national aspiration of building a developed and inclusive India by 2047. The Library and Information Science (LIS) domain has increasingly recognised this transformative potential. Recent scholarship highlights that modern libraries can function as community innovation hubs, digital literacy centres, and repositories of indigenous knowledge, thereby directly contributing to the socio-economic objectives of Viksit Bharat 2047 (Agashe, 2025; Muppidi, 2025). However, while national-level discourse on the role of libraries remains broad, there is a noticeable gap in state-specific studies that demonstrate how a well-integrated library ecosystem can serve as a replicable model for the rest of the country.

Karnataka presents a compelling case for such analysis. The state operates 1,335 public libraries under the Karnataka Public Libraries Act of 1965 and 5,884 Gram Panchayat-level Arivu Kendras (rural knowledge centres) that currently serve over 50 lakh children and adults across rural Karnataka (Karnataka Economic Survey, 2025-26). These rural knowledge centres have achieved nearly 5,767 digitised units, making Karnataka's rural library network one of the largest and most digitally enabled in the country. A noteworthy recent development is the March 2026 expansion of the British Council partnership, which increased dedicated Library Corners from 10 pilot centres (launched in 2025) to 70 across Arivu Kendras, significantly enhancing access to English-language resources and digital learning tools in rural areas. Complementing this rural focus are academic libraries in government and government-aided colleges, which together form a robust, multi-tiered ecosystem aligned with NEP 2020's emphasis on multidisciplinary learning and research support.

This integrated approach — combining early legislative support, high rural penetration, rapid digitisation, and innovative public-private partnerships — positions Karnataka's library ecosystem as a practical and scalable model. The present study has three primary objectives: (a) to analyse the emerging roles of libraries and librarians in Karnataka within the broader framework of Viksit Bharat 2047; (b) to identify the opportunities, challenges, and unique features of Karnataka's library ecosystem; and (c) to propose a strategic roadmap that can offer adaptable models for other states aiming to strengthen their library infrastructure.

The paper is organised as follows: Section 2 presents a review of recent literature, Section 3 provides a detailed case study of Karnataka's library ecosystem, Section 4 discusses the evolving roles of librarians, Section 5 examines key challenges, Section 6 outlines a strategic roadmap, and the final section summarises the findings with implications for other states and future research directions.

Literature Review:

The vision of Viksit Bharat 2047 has generated substantial academic and policy interest since its formal launch on 11 December 2023. Several studies have positioned libraries and librarians as strategic enablers in realising this national goal. Agashe (2025) argues that libraries must evolve into knowledge engines that support India's transition to a developed nation by fostering lifelong learning and digital literacy. Muppidi (2025) emphasises that public libraries, when integrated with digital infrastructure, can act as powerful instruments for inclusive development and human capital formation.

A recurring theme in the literature is the alignment between libraries and the National Education Policy (NEP) 2020. Researchers highlight that NEP 2020 explicitly recognises libraries as vital institutions for multidisciplinary education, research support, community skill development, and the preservation of Indian Knowledge Systems (IKS) (Ministry of Education, 2020; Ramesh, 2023; Kalerao & Doraswamy, 2024; Sudhakara, 2025). Bondge (2025) and Mechieo et al. (2025) further stress that librarians are expected to take on new roles such as information curators, digital facilitators, AI-assisted service providers, and community knowledge mediators.

Technological transformation is another prominent area. Studies note that AI, machine learning, and open-access platforms are reshaping library services in the context of Viksit Bharat 2047 (Doraswamy & Kalerao, 2025; D'Souza, 2024). However, these studies also underline persistent challenges such as the rural-urban digital divide, inadequate infrastructure, and the need for continuous capacity building among librarians (Muppidi, 2025; Ramesh, 2023).

State-level experiences remain limited. Works from Kerala and Tamil Nadu focus mainly on library density and urban digitisation (Ramesh, 2023; Kalerao & Doraswamy, 2024), while a few studies highlight Andhra Pradesh's initiatives as a regional model (Kalerao & Doraswamy, 2024). In Karnataka, existing research is mostly confined to automation in government first-grade college libraries or the status of public libraries under the 1965 Act (Nashipudi, 2024; Ramesh, 2023). Very few studies have examined the Arivu Kendras as a large-scale rural-digital ecosystem or their linkage with Viksit Bharat 2047 goals.

The present study addresses this gap by providing an integrated analysis of Karnataka's multi-tiered library ecosystem as a scalable and adaptable model for other states.

Karnataka's Library Ecosystem: A Scalable Model for Viksit Bharat 2047

Karnataka's library network stands out as one of the most ambitious and forward-looking ecosystems in India, offering a practical and replicable model for achieving the goals of Viksit Bharat 2047. At its core is the innovative Arivu Kendras initiative.

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Understanding Arivu Kendras

The term **Arivu Kendras** is derived from the Kannada word "Arivu", which means "knowledge" or "wisdom". These centres were originally traditional Gram Panchayat libraries that were upgraded and renamed as **Arivu Kendras** (Knowledge Centres) under the Rural Development and Panchayat Raj (RDPR) Department to transform them into multifunctional community learning hubs. The renaming reflects the government's vision of positioning these centres as vibrant spaces of learning, curiosity, and knowledge dissemination for rural communities.

Arivu Kendras serve as the primary rural knowledge infrastructure in Karnataka. Their key functions and responsibilities include providing access to digital learning resources, e-resources, government schemes, online training platforms, career guidance, constitutional literacy programmes, and assistive technologies for persons with disabilities. They also facilitate knowledge sharing by skilled resource persons and organise community programmes on financial literacy, health awareness, and skill development (The Hindu, 12 March 2026; ANI, 12 March 2026; RDPR Department, 2026).

Significant achievements include the digitisation of nearly 5,767 out of 5,884 Arivu Kendras and the March 2026 expansion of the British Council partnership, which increased dedicated Library Corners from 10 to 70, supplying 3,000 English children's books and free digital library access. Additional initiatives such as Alexa-enabled devices (Tarangini programme, July 2025) and astronomy promotion further enhance accessibility and science literacy (Deccan Herald, 2 July 2025).

In the context of Viksit Bharat 2047, Arivu Kendras are positioned as key instruments for bridging the rural digital divide, promoting lifelong learning, and building an informed citizenry. Their targets include expanding coverage to additional Gram Panchayats, achieving full digitisation, and integrating advanced tools to support skill development and inclusive growth, thereby contributing directly to the national goal of a knowledge-driven developed India by 2047.

This strong rural foundation is supported by 1,335 public libraries under the Karnataka Public Libraries Act of 1965 and academic libraries in government and government-aided colleges. The academic libraries play a vital supporting role by facilitating higher education, research activities, and NEP 2020 implementation through automation and e-resources (Nashipudi, 2024; Ramesh, 2023).

Table 1: Overview of Karnataka's Library Ecosystem (as of early 2026)

Type of Library	Number	Key Coverage / Beneficiaries	Major Digital / Innovative Features
Public Libraries	1,335	Urban & semi-urban areas	Library cess funding, digital catalogue
Arivu Kendras (Rural Knowledge Centres)	5,884	Over 50 lakh children & adults (rural)	5,767 digitised; British Council Library Corners (70)
Academic Libraries (Govt. & Aided Colleges)	~388+	Higher education & research support	Partial automation, e-resources, NEP 2020 alignment

Table 1 presents the distribution, coverage, and key digital features of Karnataka's three-tier library system, highlighting the scale and reach of the Arivu Kendras as the dominant rural component.

Table 2: Unique Features of Karnataka's Library Model

Feature	Description	Contribution to Viksit Bharat 2047
Early Legislation	Public Libraries Act, 1965	Strong legal & financial foundation
Massive Rural Penetration	5,884 Arivu Kendras	Bridges rural-urban digital divide
Recent International Partnership	British Council expansion (10 → 70 corners, Mar 2026)	Enhances English & digital skills in villages
Multi-tier Integration	Public + Rural + Academic libraries	Holistic support for lifelong learning & research

Table 2 summarises the distinctive strengths of Karnataka's library ecosystem, with particular emphasis on the scale of Arivu Kendras and recent innovative partnerships that support its claim as a scalable model for Viksit Bharat 2047.

The exceptional scale of the Arivu Kendras network, combined with rapid digitisation and innovative partnerships, gives Karnataka a distinctive advantage. While many states have well-developed urban or academic library systems, Karnataka's model demonstrates how a large-scale, community-oriented rural knowledge infrastructure can be built and sustained to promote inclusive development. This makes Karnataka's library ecosystem not only high-performing but also a practical, scalable, and adaptable model that other states can study and replicate to accelerate their contribution to Viksit Bharat 2047.

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Emerging Roles of Libraries and Librarians in Karnataka:
Librarians in Karnataka are transitioning from traditional custodians to dynamic catalysts.

1. **From Custodians to Digital Inclusion Facilitators** Librarians actively manage digitised resources and conduct regular information literacy workshops. The Arivu Kendras provide access to e-resources, government schemes, online training, career guidance, and constitutional literacy programmes (The Hindu, 12 March 2026; ANI, 12 March 2026; RDPR Department, 2026).
2. **AI-Enabled Service Providers and Innovation Enablers (Emerging Adoption)** Library professionals have begun adopting AI tools for plagiarism detection, grammar checking, and generative applications (D'Souza, 2024). Pilot voice-assistant initiatives in selected Arivu Kendras show gradual integration.
3. **Preservers and Promoters of Indian Knowledge Systems (IKS)** In alignment with NEP 2020, librarians are gradually incorporating IKS resources. Academic and public libraries curate materials on traditional medicine, agriculture, folklore, and indigenous practices (Ministry of Education, 2020; Sudhakara, 2025). While this practice is being adopted across several states, Karnataka's extensive rural library network provides a wider platform for grassroots-level dissemination of IKS.
4. **Community Skill Developers and Lifelong Learning Hubs** The British Council expansion has enabled librarians to facilitate English-language learning and soft-skills training. Arivu Kendras regularly organise programmes on financial literacy, health awareness, and entrepreneurial skills (The Hindu, 12 March 2026; ANI, 12 March 2026).

Table 3: Traditional vs. Emerging Roles of Librarians in Karnataka

Role Category	Traditional Role	Emerging Role (Viksit Bharat Context)	Key Evidence / Initiative
Information Management	Book acquisition & circulation	Digital curation, AI-assisted services	Digitised Arivu Kendras + AI adoption (D'Souza, 2024)
User Services	Reference desk & reading room management	Digital literacy training & community workshops	Information literacy, online training & British Council programmes (The Hindu, 12 Mar 2026; ANI, 12 Mar 2026)
Knowledge Preservation	Physical archiving	IKS digitisation & open-access repositories	NEP 2020 alignment (Sudhakara, 2025)
Community Engagement	Limited outreach	Skill development & lifelong learning programmes	Career guidance, constitutional literacy & enrichment programmes in Arivu Kendras (The Hindu, 12 Mar 2026; ANI, 12 Mar 2026)

Table 3 contrasts traditional library functions with the emerging catalyst roles of librarians in the context of Viksit Bharat 2047, grounded in documented initiatives from Karnataka's public and rural library systems.

Challenges In Realising the Emerging Roles of Libraries and Librarians:
Despite strong potential, several challenges remain.

Table 4: Major Challenges and Their Impact on Viksit Bharat 2047 Goals

Challenge	Description	Impact on Emerging Roles & Viksit Bharat 2047
Funding Gaps	Irregular collection and utilisation of library cess despite the 1965 Act	Limits sustained resource procurement and programme continuity
Infrastructure Disparities	Intermittent electricity & internet in many rural Arivu Kendras	Restricts full digital inclusion and AI adoption
Skill Gaps among Librarians	Limited systematic training in AI, IKS & digital tools	Slows transition to catalyst roles
Poor Inter-Library Coordination	Lack of seamless integration across public, rural & academic libraries	Reduces overall efficiency and scalability

Table 4 identifies the primary structural and operational challenges facing Karnataka's library ecosystem and their potential impact on the realisation of emerging librarian roles and national development objectives.

Strategic Roadmap:
Strengthening Karnataka's Library Ecosystem for Viksit Bharat 2047

A strategic roadmap is a structured, time-bound action plan that outlines clear priorities, measurable targets, and responsible stakeholders to achieve long-term goals. In any critical national or developmental achievement,

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roadmaps provide direction, ensure accountability, and help translate vision into actionable steps. In the Library and Information Science (LIS) context, roadmaps are particularly vital because they bridge policy aspirations with on-ground implementation, especially when libraries are expected to evolve rapidly in response to technological, educational, and societal changes. For Viksit Bharat 2047, a well-designed roadmap is essential as it converts the broad national vision of a knowledge-driven society into concrete, achievable interventions in library infrastructure, services, and human resource development.

The following practical roadmap is proposed for implementation between 2026 and 2030, with Arivu Kendras remaining at the core.

Table 5: Strategic Roadmap for Karnataka's Library Ecosystem (2026–2030)

Priority Area	Key Actions (2026–2028)	Measurable Target by 2030	Responsible Stakeholders
Sustainable Funding	Timely cess + matching grants for Arivu Kendras & academic libraries + CSR	100% utilisation of library cess	RDPR, Finance & Higher Education Depts.
Infrastructure & Digital Equity	Solar power + high-speed internet + minimum standards for all tiers	All 5,884 Arivu Kendras digitally equipped	RDPR & IT Departments
Capacity Building	Mandatory annual training + State Library Academy	All librarians trained every year	Higher Education & Library Associations
Integration & Resource Sharing	Single portal + inter-library lending + collaborative events	Functional resource sharing across all tiers	All departments + NIC
Policy, Monitoring & Recognition	Task Force + annual audits + recognition awards	Annual impact reports + awards presented	State Government

Table 5 outlines a practical, time-bound strategic roadmap with measurable targets, focusing on key actions needed to strengthen Karnataka's library network and enhance its replicability for other states.
Implementation of this roadmap will strengthen Karnataka's library network and offer a ready-to-adapt framework that other states can replicate.

Conclusion And Implications for Other States:

This paper examined the emerging roles of libraries and librarians in Karnataka as catalysts for Viksit Bharat 2047 by analysing the state's multi-tiered library ecosystem with a special focus on the Arivu Kendras, documenting their scale, digitisation efforts, and recent innovative partnerships, and proposing a practical strategic roadmap to address existing challenges and enhance their contribution to the national vision. Karnataka's integrated library ecosystem demonstrates a practical and scalable model for building a knowledge-driven society. The state's early Public Libraries Act of 1965, rapid digitisation of Arivu Kendras, and the March 2026 British Council partnership expansion illustrate how legislative vision, rural penetration, and innovative partnerships can together advance digital inclusion, lifelong learning, IKS preservation, and community skill development in alignment with NEP 2020.

While challenges such as funding gaps, infrastructure disparities, skill shortages, and limited inter-library coordination persist, the proposed strategic roadmap offers clear, time-bound, and implementable solutions for 2026–2030. By addressing these issues systematically, Karnataka can fully realise its potential as a replicable model.

Implications for Other States Karnataka's experience offers adaptable lessons for other states aspiring to contribute to Viksit Bharat 2047. States with strong rural networks can emulate the Arivu Kendras model by establishing community knowledge centres equipped with digital infrastructure and international partnerships. Those with established public library systems can adopt the proposed matching grant scheme and State Library Academy to bridge skill gaps. In essence, Karnataka provides a ready-to-adapt blueprint that can be customised according to regional needs, thereby accelerating the national goal of an inclusive, knowledge-driven India by 2047.

Limitations and Future Research Directions This study is primarily based on secondary data and recent government reports. Future research could include primary surveys of librarians and beneficiaries across Arivu Kendras to measure the actual impact of emerging roles.

In conclusion, strengthening Karnataka's library ecosystem is not merely a state-level imperative but a strategic contribution to the national vision of Viksit Bharat 2047. By transforming libraries into dynamic catalysts of knowledge and inclusion, Karnataka can inspire a nationwide movement that ensures no citizen is left behind in India's journey towards becoming a developed nation.

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OriginalArticle

Economic Contribution of Chilli Farming to Rural Development

Manjula V[1], Dr. P. S. Sasdhar[2]
[1]Research Scholar, Department of Studies and Research in Economics,
Vijayanaraga Sri Krishna Devaraya University, Jnana Sagara Main Campus, Ballari
[2]Associate Professor, Department of Studies and Research in Economics,
Vijayanaraga Sri Krishna Devaraya University, Jnana Sagara Main Campus, Ballari
Email: manjulavone@gmail.com

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Abstract

Chilli cultivation is a key commercial agricultural activity that plays an important role in strengthening rural economies. It contributes significantly to income generation and employment creation among farmers and rural labourers. This study aims to examine the income derived from chilli farming and evaluate its contribution to rural development. The analysis is based on secondary data collected from government publications, agricultural databases, and market reports. Chilli cultivation generates income through various stages including production, harvesting, processing, and marketing. These activities help improve the socio-economic conditions of rural households. The study also shows that chilli farming encourages economic activities, enhances market connectivity, and supports related sectors such as transportation and trade. However, factors such as price volatility, climatic uncertainty, and market inefficiencies influence farmers' income. The findings suggest that chilli farming has a positive impact on rural development. Strengthening infrastructure, ensuring stable pricing, and promoting improved agricultural practices can further enhance its economic benefits and support sustainable rural growth.

Keywords: *Chilli Cultivation, Rural Economy, Farmers' Income, Agricultural Development*

Introduction

Agriculture remains the backbone of rural livelihoods in India, providing employment and income to a large share of the population. Among various commercial crops, chilli occupies a significant position due to its widespread consumption, strong market demand, and export value. Chilli cultivation is extensively practiced in states like Karnataka, where it contributes notably to rural income and employment. Chilli farming plays an essential role in improving the economic well-being of rural households. It offers income to farmers and creates job opportunities for labourers involved in different farming operations. Activities such as land preparation, planting, irrigation, harvesting, drying, and marketing generate employment and contribute to rural economic growth. In addition to direct benefits, chilli cultivation supports several related sectors including transport, storage, processing, and trade. These activities further enhance economic opportunities in rural areas. The increasing demand for chilli in domestic as well as international markets has strengthened its economic importance. Despite its advantages, chilli farming faces challenges such as price instability, changing climatic conditions, pest infestations, and inefficient market systems. These issues affect farmers' income and create uncertainty. Therefore, it is necessary to analyze the economic contribution of chilli farming to rural development.

Review of Literature

Kumar and Sharma (2020) examined chilli production and price movements and concluded that chilli cultivation significantly contributes to farmers' earnings, although income is affected by price fluctuations.

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Address for correspondence:
Manjula V, Research Scholar, Department of Studies and Research in Economics, Vijayanaraga Sri Krishna Devaraya University, Jnana Sagara Main Campus, Ballari

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Reddy and Rao (2021) studied the contribution of commercial crops to rural development and found that chilli farming enhances income and creates employment, especially for small and marginal farmers.
Patil et al. (2022) analyzed chilli market trends and emphasized that efficient marketing systems enable farmers to obtain better prices and improve profitability.
Sharma and Singh (2023) highlighted the importance of agricultural diversification and found that chilli cultivation increases rural income and improves living standards.
Nagaraj and Kumar (2024) observed that spice crops, including chilli, play a crucial role in employment generation and income stability in rural areas.

Research Gap:

Existing studies mainly focus on price trends, production patterns, and market behaviour of chilli. However, there is limited research that examines its overall contribution to rural development by linking income generation, employment, and economic growth. This study attempts to bridge this gap by providing a broader analysis.

Significance of the Study:

This study is significant as it highlights the economic importance of chilli farming in rural areas. It provides useful insights for policymakers, researchers, and farmers to understand its role in income generation and employment. The findings can help in designing better agricultural policies and promoting sustainable rural development.

Objectives:

1. To study the income generated from chilli farming in rural areas.
2. To analyze how chilli farming supports rural development.

Research Methodology:

The study is based on secondary data collected from government reports, agricultural publications, and market databases.

- Type: Descriptive and analytical
- Data source: Secondary data
- Tools: Trend analysis, percentage analysis

Results and Discussion:

The findings reveal that chilli farming contributes significantly to rural income and employment. It provides earnings to farmers and creates job opportunities for labourers involved in various stages of production and marketing. The increasing demand for chilli has improved income prospects. However, price fluctuations influence income stability. When production is high, prices tend to fall, whereas reduced production leads to higher prices. Despite these fluctuations, chilli farming remains a profitable activity for farmers.

Objective-wise Analysis:

Objective 1: Income Generation:

Chilli farming plays a significant role in generating income for farmers, especially in rural areas where agriculture is the primary source of livelihood. The income derived from chilli cultivation depends mainly on production levels, market demand, and prevailing price trends. As a commercial crop, chilli offers higher returns compared to many traditional crops, making it an attractive option for farmers. Based on secondary data, chilli prices have shown an increasing trend over the years, although fluctuations are observed due to variations in supply and demand. For example, during 2021, prices declined due to higher production, reducing farmers' income. However, in later years such as 2023 and 2025, prices increased significantly due to reduced supply and higher demand, resulting in improved earnings for farmers. The price trend clearly indicates that chilli farming can be highly profitable during favourable market conditions. Farmers who adopt improved cultivation techniques and have better access to markets tend to earn higher income. Additionally, chilli cultivation allows farmers to participate in both domestic and export markets, further enhancing income opportunities. However, income from chilli farming is not always stable. Factors such as climate change, pest attacks, and market price fluctuations can affect production and income levels. Despite these challenges, chilli farming remains a major source of income for rural households and contributes to their economic stability and improved living standards.

Year	Avg Price (₹/Quintal)
2020	15,800
2021	12,400
2022	19,600
2023	21,850
2024	19,242
2025	28,750

Source: Compiled from Agmarknet, NHB, and Spices Board India.

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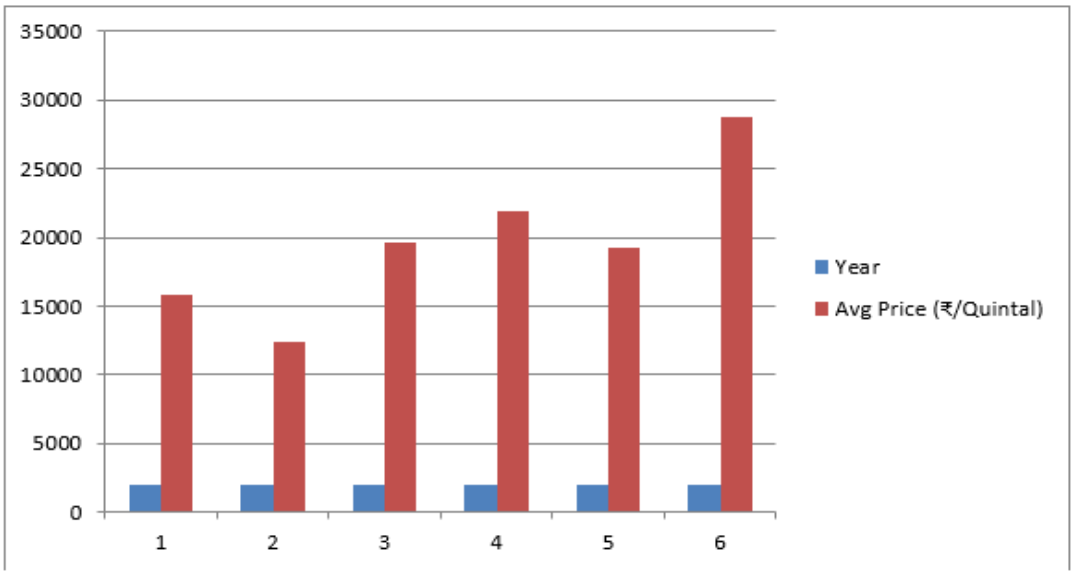

"The above graph shows the trend of chilli prices in Karnataka based on Agmarknet data. It is observed that prices increased from ₹15,800 in 2020 to ₹28,750 in 2025, indicating growth in farmers' income. However, fluctuations are seen due to changes in production and market demand."

Objective 2: Rural Development

Chilli farming contributes significantly to rural development by generating employment and supporting various economic activities. It provides both direct and indirect employment opportunities in rural areas. Direct employment is generated through activities such as land preparation, sowing, irrigation, harvesting, and drying. Indirect employment is created in sectors such as transportation, processing, storage, and marketing. The data indicates that employment opportunities in chilli farming have increased over time. As cultivation expands and demand grows, more labour is required at different stages of production. This leads to improved income for rural labourers and contributes to poverty reduction. Chilli farming also encourages the development of rural infrastructure such as roads, market yards, and storage facilities, which further supports economic growth. In addition, chilli farming strengthens rural economies by promoting trade and market activities. Farmers engage in selling their produce in local and regional markets, which increases cash flow in rural areas. The involvement of traders, transporters, and middlemen further enhances economic activity. However, rural development through chilli farming is influenced by several factors such as market efficiency, price stability, and government support. Lack of proper storage facilities and price fluctuations can limit the benefits. Despite these challenges, chilli farming continues to play a vital role in improving rural livelihoods and promoting economic development.

Year	Production (LakhTonnes)
2020	18.5
2021	19.2
2022	17.8
2023	16.5
2024	17.2
2025	16.0

Source: Compiled from Agmarknet, NHB, and Spices Board India.

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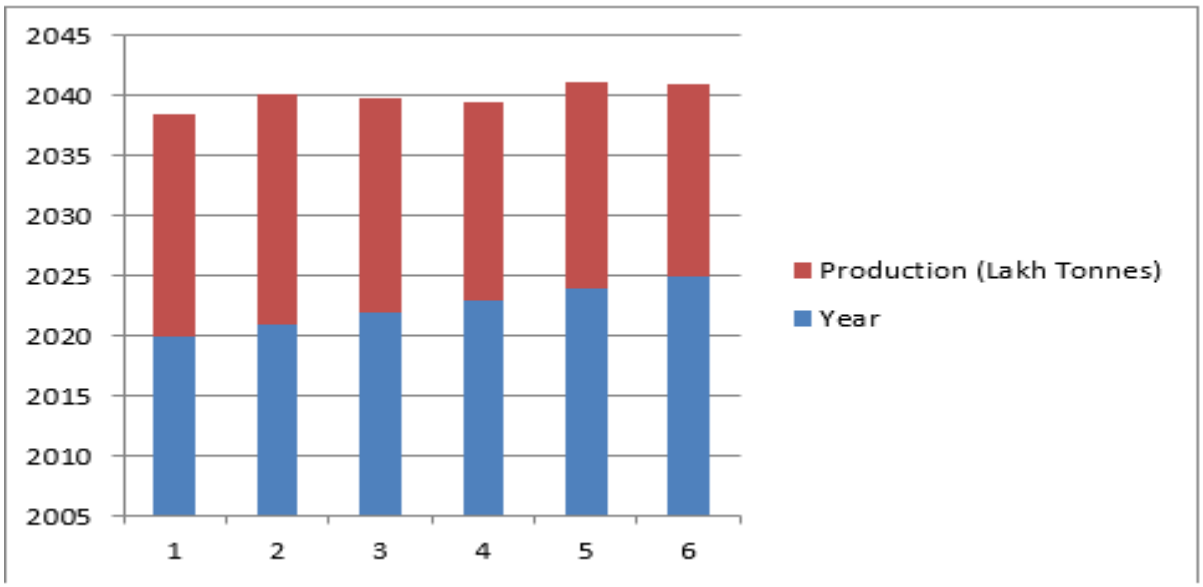

"The employment trend is derived from production and cultivation data. Increase in chilli production leads to higher labour demand in activities such as cultivation, harvesting, and marketing. This indicates that chilli farming contributes positively to rural employment and development."

Findings:

- Chilli cultivation contributes significantly to farmers' income
- It creates employment opportunities in rural areas
- It promotes economic activities beyond agriculture
- Price variations influence income levels
- Market demand improves profitability

Conclusion:

Chilli farming plays a crucial role in enhancing rural development by generating income and employment opportunities. It supports the livelihood of farmers and contributes to the growth of rural economies. The study shows that chilli cultivation positively affects income levels, particularly during periods of high demand. It also promotes economic activities such as processing, transportation, and marketing. However, challenges such as price fluctuations, climate variability, and market inefficiencies continue to affect farmers' income. Despite these issues, chilli farming remains an important commercial crop. Strengthening infrastructure, improving market access, and adopting modern farming practices can increase its benefits. Therefore, appropriate policy support and effective market systems are essential to enhance the economic contribution of chilli farming and ensure sustainable rural development.

Suggestions:

- Storage and warehousing facilities should be improved to reduce post-harvest losses.
- Farmers should be provided with timely and accurate market price information.
- Efficient supply chain and marketing systems should be developed.
- Training on modern cultivation techniques should be given to farmers.
- Government policies should focus on stabilizing chilli prices and supporting farmers.

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OriginalArticle

Inflation and Economic Growth in India: An Empirical Analysis

Dr. Ansuya Angadi[1], Tejesh H. R.[2]
[1]Principal, SUBN Theosophical Women's College,
Hosapete, Vijayanagara (Dist.), Karnataka (India)
[2]Faculty of Commerce, SUBN Theosophical Women's College,
Hosapete, Vijayanagara (Dist.), Karnataka (India)
Email: anutheo6@gmail.com

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Abstract

The study is that while inflation and economic growth are important macroeconomic indicators, the empirical evidence suggests that the direct impact of inflation on GDP growth in India is weak and statistically insignificant. Economic growth in India appears to be influenced more by a broader set of macroeconomic and structural factors such as investment, technological progress, policy reforms, industrial development, and external economic conditions rather than inflation alone.

Keywords: *Inflation, Economic Growth, India, Consumer Price Index (CPI), Gross Domestic Product (GDP)*

Introduction

Inflation means a continuous increase in the general price level of goods and services in an economy. When inflation rises, the purchasing power of money falls. This means people can buy fewer goods and services with the same amount of money. Inflation affects everyone in the country, including consumers, businesses, and the government. It is an important economic factor that influences the overall performance of the economy. Economic growth refers to the increase in the production of goods and services in a country over a period of time. It is usually measured by the growth of Gross Domestic Product (GDP). Economic growth is important because it improves income levels, creates employment opportunities, and raises the standard of living of people. For a developing country like India, maintaining steady economic growth is very important for reducing poverty and improving living conditions.

Inflation and economic growth are closely related. A moderate level of inflation is considered normal and may even support economic growth. When prices rise slowly, businesses may earn more profit, which can encourage production and investment. However, high inflation can create serious problems. It increases the cost of living, reduces savings, and creates uncertainty in the economy. Very low inflation or deflation can also slow down economic activity. Therefore, it is important to maintain a balance. In India, inflation has been influenced by many factors such as supply shortages, changes in fuel prices, government policies, and global economic conditions. At the same time, India has experienced different phases of economic growth over the years. Understanding how inflation affects economic growth helps policymakers make better decisions regarding monetary and fiscal policies. This study focuses on examining the relationship between inflation and economic growth in India using empirical analysis. It uses statistical data to understand whether inflation has a positive or negative impact on economic growth. The study aims to provide a clear understanding of how changes in price levels influence the overall economic performance of the country.

Statement of the Problem:

Inflation is one of the major economic issues faced by India. Changes in price levels affect the cost of living, savings, investment, and overall economic activities.

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Address for correspondence:
Dr. Ansuya Angadi, Principal, SUBN Theosophical Women's College, Hosapete, Vijayanagara (Dist.), Karnataka (India)

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At the same time, economic growth is necessary for improving income and employment in the country. However, it is not always clear whether inflation supports economic growth or slows it down. High inflation may reduce purchasing power and create uncertainty, while low inflation may reduce business profits. Therefore, there is a need to study the relationship between inflation and economic growth in India to understand how price changes influence the country's economic performance.

Significance of the Study:

This study is important because it helps in understanding how inflation affects economic growth in India. The findings can help policymakers in making better decisions related to monetary and fiscal policies. It also helps businesses and investors understand how changes in inflation influence economic performance. Students and researchers can gain knowledge about the practical relationship between inflation and growth. Since India is a developing country, maintaining stable growth is very important. This study highlights whether inflation supports or harms growth and provides useful insights for maintaining economic stability and long-term development.

Objectives of the Study:

1. To examine the long-term trend of inflation in India.
2. To analyse the long-term trend of economic growth in India.
3. To study the relationship between inflation and economic growth.

Research Methodology:

The study is based on secondary data collected from reliable sources such as government reports, Reserve Bank of India publications, and official statistical websites. Data related to inflation rate and economic growth rate (GDP growth) are collected from 1961 to 2015. The data is arranged in tables for proper analysis. Inflation is measured using indicators such as Consumer Price Index (CPI) or Wholesale Price Index (WPI). Economic growth is measured using Gross Domestic Product (GDP) growth rate. The study uses simple statistical tools such as trend analysis and correlation analysis to examine the relationship between inflation and economic growth. Graphs and charts are also prepared to show the movement of inflation and growth over time.

The analysis focuses on identifying whether inflation has a positive or negative impact on economic growth. The results are interpreted in a clear and simple manner. The study aims to provide an empirical understanding of how changes in price levels affect the overall economic performance of India. The conclusions are drawn based on the data analysis.

Scope of the Study:

The study focuses on analysing the relationship between inflation and economic growth in India for a selected period. It considers major indicators such as CPI/WPI and GDP growth rate. The study is limited to macroeconomic data and does not examine sector-specific effects.

Data Analysis and Interpretation:

Table 4.1: Trend and pattern of GDP and inflation

Year	GDP	CPI	Year	GDP	CPI
1961	0.0372	0.017	1994	0.0666	0.1025
1962	0.0293	0.0363	1995	0.0757	0.1022
1963	0.0599	0.0295	1996	0.0755	0.0898
1964	0.0745	0.1336	1997	0.0405	0.0716
1965	-0.0264	0.0947	1998	0.0618	0.1323
1966	-0.0006	0.108	1999	0.0885	0.0467
1967	0.0783	0.1306	2000	0.0384	0.0401
1968	0.0339	0.0324	2001	0.0482	0.0378
1969	0.0654	-0.0058	2002	0.038	0.043
1970	0.0516	0.0509	2003	0.0786	0.0381
1971	0.0164	0.0308	2004	0.0792	0.0377
1972	-0.0055	0.0644	2005	0.0792	0.0425
1973	0.033	0.1694	2006	0.0806	0.058
1974	0.0119	0.286	2007	0.0766	0.0637
1975	0.0915	0.0575	2008	0.0309	0.0835
1976	0.0166	-0.0763	2009	0.0786	0.1088
1977	0.0725	0.0831	2010	0.085	0.1199
1978	0.0571	0.0252	2011	0.0524	0.0891
1979	-0.0524	0.0628	2012	0.0546	0.0948
1980	0.0674	0.1135	2013	0.0639	0.1002
1981	0.0601	0.1311	2014	0.0741	0.0667

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1982	0.0348	0.0789	2015	0.08	0.0491
1983	0.0729	0.1187	2016	0.0826	0.0495
1984	0.0382	0.0832	2017	0.068	0.0333
1985	0.0525	0.0556	2018	0.0645	0.0394
1986	0.0478	0.0873	2019	0.0387	0.0373
1987	0.0397	0.088	2020	-0.0578	0.0662
1988	0.0963	0.0938	2021	0.0969	0.0513
1989	0.0595	0.0707	2022	0.0699	0.067
1990	0.0553	0.0897	2023	0.0815	0.0565
1991	0.0106	0.1387	2024	0.071	0.0495
1992	0.0548	0.1179	2025	0.076	0.0275
1993	0.0475	0.0633			

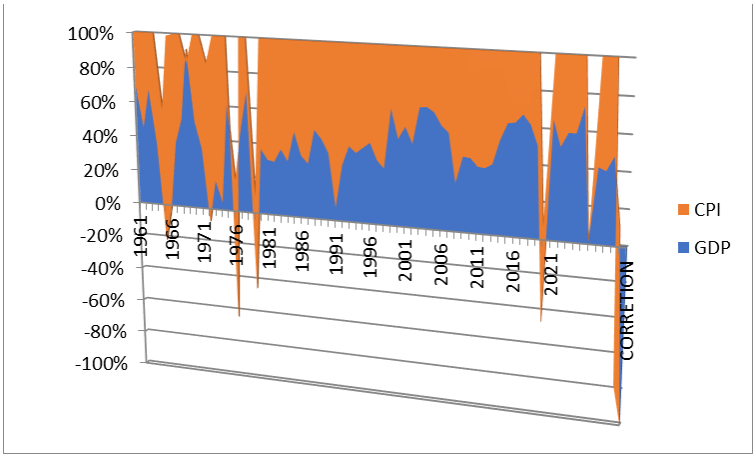

Figure 4.1: GDP and CPI time series

Table 4.1 presents the long-term trend and pattern of Gross Domestic Product (GDP) growth rate and Consumer Price Index (CPI)-based inflation in India over a period of 65 years from 1961 to 2025. This table provides a comprehensive picture of how India's economic growth and price levels have behaved across different economic phases, including periods of expansion, slowdown, crisis, reforms, and recovery. The values are expressed in decimal form, where, for example, 0.0372 represents 3.72% GDP growth and 0.017 represents 1.7% inflation. A careful analysis of the data reveals significant fluctuations and changing trends in both variables, reflecting the evolving nature of the Indian economy.

At the beginning of the study period, from 1961 to the late 1960s, the GDP growth rate shows moderate fluctuations. For instance, GDP increased from 3.72% in 1961 to 7.45% in 1964, indicating a phase of economic improvement. However, this positive trend was interrupted in 1965 and 1966, when GDP growth turned negative at –2.64% and –0.06% respectively, suggesting economic slowdown or contraction. This period historically coincides with agricultural distress, monsoon failures, and economic instability in India. At the same time, inflation remained relatively high, increasing from 1.7% in 1961 to 13.36% in 1964, and continuing above 9% during 1965–1967. This indicates that the economy experienced high inflation even during periods of weak growth, a situation often associated with supply-side pressures.

The 1970s present one of the most volatile periods in the table. GDP growth fluctuated sharply, moving from 5.16% in 1970 to –0.55% in 1972, then recovering to 3.30% in 1973 and 9.15% in 1975. A major observation in this decade is the extremely high inflation. CPI inflation rose sharply to 16.94% in 1973 and further to 28.60% in 1974, which is one of the highest levels in the entire dataset. This period corresponds to the global oil crisis and domestic supply shocks, which significantly increased the cost of living. The coexistence of relatively low GDP growth and extremely high inflation during 1973–1974 indicates a stagflation-like condition, where economic growth slows while prices continue to rise rapidly. Such a trend adversely affects consumer purchasing power and business confidence.

Moving into the 1980s, the table shows a relatively stronger growth phase. GDP growth remained mostly positive, with values such as 6.74% in 1980, 6.01% in 1981, and a peak of 9.63% in 1988. This suggests a period of improved economic activity and expansion. However, inflation continued to remain elevated, generally ranging between 7% and 13%, indicating that while the economy was growing, price stability remained a challenge. For example, in 1981, GDP growth was 6.01%, while inflation was 13.11%, showing that higher growth was accompanied by considerable inflationary pressure.

The 1990s represent a significant structural shift in the Indian economy. The table shows that GDP growth dropped sharply to 1.06% in 1991, while inflation surged to 13.87%, reflecting the macroeconomic crisis and balance

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of payments problem faced by India during that period. This was the time when economic liberalization reforms were introduced. Following these reforms, GDP growth recovered gradually, reaching 6.66% in 1994 and 7.57% in 1995. Inflation during the early 1990s remained high but started moderating over time. This indicates that the post-reform period contributed positively to economic growth while gradually stabilizing inflation.

The 2000s show a strong and relatively stable growth pattern. GDP growth during this decade remained largely between 4% and 8%, with notable values such as 7.86% in 2003, 7.92% in 2004, and 8.06% in 2006. Inflation during this period was comparatively moderate, mostly ranging between 3% and 6%, except for a rise during the global financial crisis period. This suggests that India entered a phase of high growth with controlled inflation, which is generally considered a favorable macroeconomic environment. The data for 2008 and 2009 reflect the impact of the global financial crisis, where GDP growth fell to 3.09% in 2008, but recovered strongly to 7.86% in 2009. Inflation, however, rose to 10.88% in 2009, indicating economic stress and policy responses.

The period from 2010 to 2013 shows moderate GDP growth with relatively high inflation. For example, in 2010, GDP growth was 8.50%, but inflation rose to 11.99%, one of the highest levels in the recent decades. Similarly, inflation remained close to 9–10% during 2011–2013. This suggests that the Indian economy experienced strong demand and growth but also significant inflationary pressure, particularly due to food and fuel prices.

From 2014 onwards, the table shows a clear improvement in macroeconomic stability. GDP growth remained strong, mostly between 6% and 8%, while inflation gradually declined. For example, inflation reduced from 6.67% in 2014 to 4.91% in 2015, 3.33% in 2017, and 3.73% in 2019. This period reflects the effectiveness of monetary policy measures and improved supply-side management.

The year 2020 is particularly significant as GDP growth turned sharply negative at –5.78%, clearly reflecting the impact of the COVID-19 pandemic on the Indian economy. Despite the contraction, inflation remained positive at 6.62%, indicating that prices continued to rise even during economic slowdown. This highlights the unusual economic conditions created by the pandemic.

The post-pandemic recovery period from 2021 to 2025 shows a strong rebound in GDP growth. GDP rose sharply to 9.69% in 2021, followed by 6.99% in 2022, 8.15% in 2023, and 7.60% in 2025. At the same time, inflation gradually moderated, declining to 2.75% in 2025, which is the lowest among recent years. This indicates a favorable economic recovery with improving price stability.

Table 4.2: Deseriptire Statistics

	GDP	Inflation
Mean	0.052612308	0.073170769
Standard Deviation	0.032001135	0.047903163
Co-efficient of variation	0.608244281	0.654676227
CAGR	0.012182501	-0.097895594
Correlation	-0.055039577	

Table 4.2 presents the descriptive statistics of GDP growth and inflation for the study period. These statistical measures help in understanding the central tendency, variability, growth pattern, and relationship between the two variables. The table includes the mean, standard deviation, coefficient of variation, CAGR, and correlation, which together provide a comprehensive overview of the long-term behaviour of GDP and inflation in India.

The mean value of GDP is 0.0526, which indicates that the average annual GDP growth rate during the study period is 5.26%. This suggests that, on average, the Indian economy has recorded a moderate and positive growth rate over the years. An average growth rate of around 5% reflects the long-term economic expansion of the country and shows that India has maintained a reasonably stable growth path despite facing multiple economic shocks, policy transitions, and global crises. This average also reflects the structural transformation of the economy from an agriculture-dominated system to a more diversified economy led by industry and services.

The mean value of inflation is 0.0732, which means the average inflation rate for the period is 7.32%. This indicates that, on average, the general price level in the economy has increased by about 7% annually over the study period. Compared to GDP growth, the average inflation rate is relatively higher, which suggests that price rise has been a persistent feature of the Indian economy. This average inflation level may be influenced by periods of high food inflation, oil price shocks, supply-side disruptions, and policy-driven demand pressures observed over different decades. The standard deviation of GDP is 0.0320, which means that GDP growth fluctuates by approximately 3.20 percentage points around its mean value. Standard deviation is a measure of dispersion and indicates how much the annual GDP growth rates deviate from the average growth rate. A standard deviation of 3.20% suggests that GDP growth has shown moderate variability over the years. This reflects that while the economy has generally grown, there have been noticeable fluctuations caused by recessionary periods, crises, and recovery phases, such as the 1991 economic crisis and the COVID-19 pandemic. Similarly, the standard deviation of inflation is 0.0479, which means inflation deviates by around 4.79 percentage points from its average level. This value is higher than that of GDP, indicating that inflation has been relatively more volatile than economic growth. In other words, price levels in the

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economy have experienced larger fluctuations compared to GDP growth. This can be attributed to frequent changes in commodity prices, food supply conditions, international crude oil prices, and policy interventions.

The coefficient of variation (CV) for GDP is 0.6082, or 60.82%, which measures the relative variability of GDP in relation to its mean. Since the coefficient of variation expresses standard deviation as a proportion of the mean, it helps compare variability across variables with different average values. A CV of 60.82% indicates that GDP growth has a moderate level of relative fluctuation over the study period.

The coefficient of variation for inflation is 0.6547, or 65.47%, which is slightly higher than GDP. This clearly shows that inflation is more unstable and less consistent compared to GDP growth. The higher CV suggests that inflation rates have changed more significantly over time relative to their average level. This supports the earlier observation that inflation has been more volatile than GDP growth.

The Compound Annual Growth Rate (CAGR) of GDP is 0.0122, which means GDP has grown at an average compounded annual rate of 1.22% over the entire period considered in the calculation. Although the CAGR is lower than the mean annual growth rate, it reflects the smoothed long-term growth trend from the initial year to the final year. This indicates that the overall growth path has been positive and sustained over the long run.

On the other hand, the CAGR of inflation is –0.0979, which means inflation has recorded a negative compounded annual growth rate of –9.79%. This suggests that inflation has shown an overall declining trend when comparing the beginning and ending years of the study period. In other words, although inflation was relatively high in earlier decades, it has gradually moderated in recent years, especially due to better monetary policy frameworks and inflation targeting measures by the Reserve Bank of India.

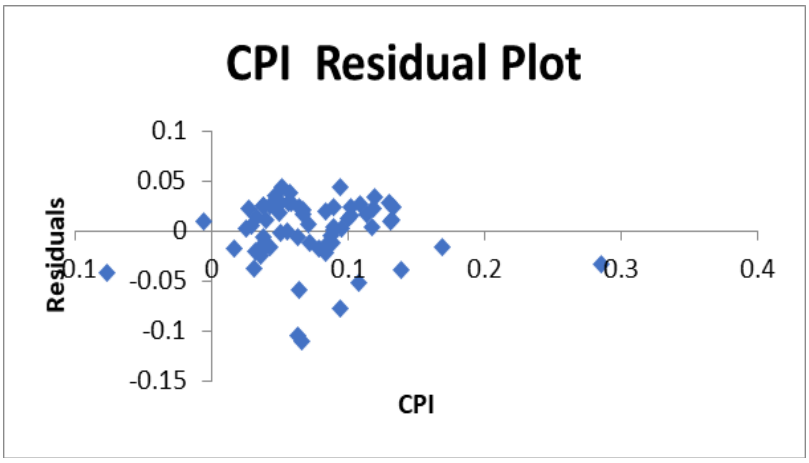
The correlation coefficient between GDP and inflation is –0.0550. Correlation measures the degree and direction of the relationship between two variables and ranges from –1 to +1. A value close to zero indicates a very weak relationship, while positive values indicate a direct relationship and negative values indicate an inverse relationship.

In this case, the correlation value of –0.0550 indicates a very weak negative relationship between GDP growth and inflation. This means that there is almost no strong linear association between the two variables during the study period, although the slight negative sign suggests that, to a very small extent, higher inflation may be associated with lower GDP growth. However, the magnitude is so close to zero that the relationship can be considered statistically weak from a descriptive perspective.

This weak negative correlation implies that changes in inflation alone may not sufficiently explain changes in GDP growth, and other macroeconomic variables such as investment, government expenditure, exchange rates, productivity, and global economic conditions may also significantly influence growth.

Table 4.3: Regression Analysis

	Coefficient	Std. Error	T-Stat	P-Value
Intercept	0.055302689	0.007332644	7.541984645	0
Inflation	-0.036768531	0.084037303	-0.437526315	0.663225991
T-Stat	0.191429276			
Significance F	0.663225991			
R Square	0.003029355			
Adjusted R^2	-0.012795576			



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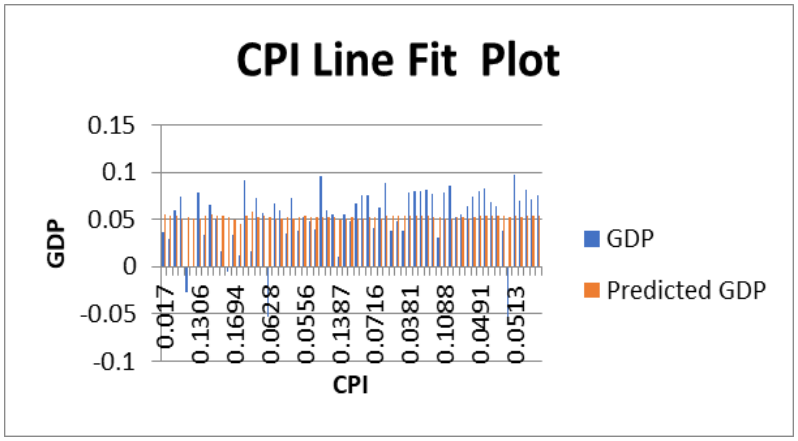

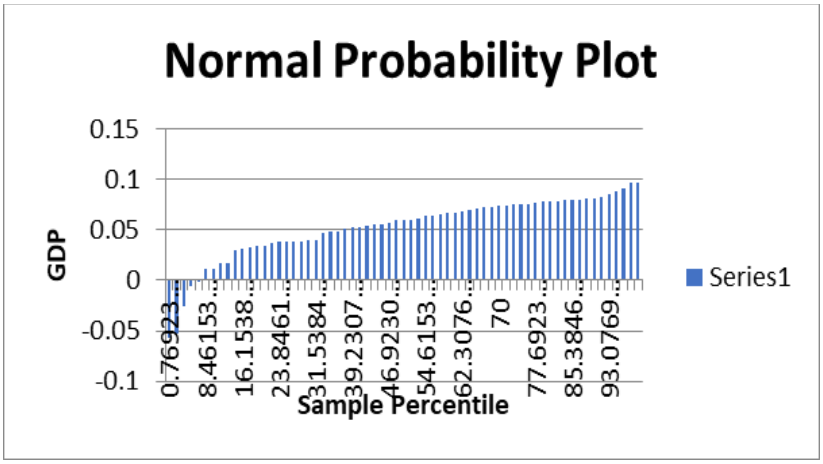

Figure 4.3: Graphical representation of regression results

Table 4.3 presents the regression analysis conducted to examine the impact of inflation on GDP growth. Regression analysis is one of the most widely used statistical techniques in empirical research to understand the nature, direction, and strength of the relationship between a dependent variable and an independent variable. In this study, GDP growth is treated as the dependent variable, while inflation is considered the independent variable. The objective of this analysis is to determine whether changes in inflation significantly influence economic growth in India over the study period.

The intercept coefficient is 0.0553, which means that when inflation is assumed to be zero, the estimated GDP growth rate would be 5.53%.

This value represents the baseline level of GDP growth independent of inflation. In practical terms, it suggests that even in the absence of inflationary effects, the economy is expected to grow at around 5.53 percent due to other macroeconomic factors such as investment, labour productivity, government expenditure, technological progress, and sectoral development.

The t-statistic of the intercept is 7.542, which is very high, and the p-value is 0.000, indicating that the constant term is highly statistically significant. This means the base level of GDP growth is reliably estimated by the model. The most important part of this table is the coefficient of inflation, which is –0.0368. This coefficient indicates that for every 1 unit increase in inflation, GDP growth decreases by 0.0368 units, assuming all other factors remain constant. Since the coefficient is negative, it suggests an inverse relationship between inflation and economic growth. In other words, as inflation increases, GDP growth tends to decline. Economically, this negative sign is meaningful because higher inflation may reduce purchasing power, increase production costs, discourage investment, and create uncertainty in the economy, all of which can negatively affect growth. However, the strength and significance of this relationship must be judged using the t-statistic and p-value.

The standard error of the inflation coefficient is 0.0840, which is relatively high compared to the coefficient value itself. The t-statistic is –0.4375. Generally, for a variable to be statistically significant at the 5% level, the absolute t-value should be greater than approximately 2. This indicates that the coefficient is not statistically significant. Further, the p-value is 0.6632, which is much greater than the standard significance level of 0.05. The null hypothesis that inflation has no significant effect on GDP growth cannot be rejected. This means that although the coefficient is

negative, the effect of inflation on GDP growth is statistically insignificant. In simple terms, inflation does not have a meaningful explanatory power in predicting GDP growth in this regression model.

The R Square value is 0.0030. This means that only 0.30% of the variation in GDP growth is explained by inflation. This is an extremely low explanatory power. It implies that inflation alone explains almost none of the fluctuations in GDP growth over the study period. The remaining 99.70% variation in GDP growth is explained by other factors not included in the model. The Adjusted R^2 is –0.0128. A negative adjusted R^2 indicates that the regression model performs worse than a simple mean-based model. This further confirms that inflation is not a strong predictor of GDP growth in this dataset. A negative adjusted R^2 usually suggests that the independent variable adds little or no explanatory value. The Significance F value is 0.6632, which is again greater than 0.05. This indicates that the overall regression model is not statistically significant. This means the model as a whole fails to explain GDP growth variations effectively.

Conclusion:

The present study titled "Inflation and Economic Growth in India: An Empirical Analysis" was undertaken to examine the long-term trend, pattern, and relationship between inflation and economic growth in India over the study period from 1961 to 2025. The study made use of secondary data on GDP growth and Consumer Price Index (CPI)-based inflation and employed trend analysis, descriptive statistics, correlation, and regression techniques to arrive at meaningful conclusions.

The analysis of the trend and pattern data clearly reveals that both GDP growth and inflation in India have undergone significant fluctuations over the years. The economy has experienced periods of strong growth, moderate expansion, slowdown, and contraction, along with phases of high, moderate, and low inflation. Historical evidence from the data shows that India's GDP growth improved considerably after the economic reforms of the 1990s and displayed strong recovery after major crises such as the global financial crisis and the COVID-19 pandemic. At the same time, inflation has shown high volatility in earlier decades, especially during the 1970s and early 1990s, but has gradually moderated in recent years due to effective monetary and fiscal measures.

The descriptive statistical analysis indicates that the average GDP growth rate is 5.26%, while the average inflation rate is 7.32% during the study period. This suggests that inflation has historically remained higher than the economic growth rate. The standard deviation and coefficient of variation further reveal that inflation is relatively more volatile than GDP growth, indicating greater instability in price levels compared to output growth. The positive CAGR of GDP and negative CAGR of inflation suggest that while economic growth has improved over the long run, inflation has followed a declining trend in recent years.

The correlation analysis shows a very weak negative relationship between inflation and GDP growth, with a coefficient of –0.055. This indicates that there is no strong linear association between the two variables. The regression analysis further strengthens this finding, as the coefficient of inflation is negative but statistically insignificant. The very low R-square value of 0.003 implies that inflation explains only a negligible proportion of the variations in GDP growth. This clearly indicates that inflation alone is not a significant determinant of economic growth in India during the study period.

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OriginalArticle

Contemporary perspectives in social science commerce and physical education: Issues, Challenges and Future Direction

Dr.Tejaswini Devakumar
Faculty Department of Mass Communication and Journalism,
Dr. Manmohan Singh Bengaluru City University, Bangalore
Email: tejudevakumar@gmail.com

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Abstract

Contemporary perspectives in social science, commerce, and physical education reflect the dynamic interplay of globalization, technological advancement, and evolving societal needs. Social sciences today emphasize interdisciplinary approaches to understand complex human behavior, social structures, and policy challenges in an increasingly digital and interconnected world. Issues such as inequality, cultural diversity, and data-driven decision-making continue to reshape research priorities and methodologies. In commerce, rapid digital transformation, e-commerce expansion, and globalization have introduced both opportunities and challenges. Businesses face concerns related to sustainability, ethical practices, consumer behavior shifts, and technological disruptions such as artificial intelligence and big data. The need for innovative strategies, adaptive leadership, and responsible governance is central to addressing these challenges and ensuring long-term growth. Physical education has also undergone significant transformation, with increasing recognition of its role in holistic development, health promotion, and social inclusion. However, challenges such as lack of infrastructure, insufficient funding, limited curriculum standardization, and inadequate teacher training persist. These issues are compounded by declining student participation and competing academic priorities. Future directions emphasize integrating technology, promoting inclusive and flexible curricula, and strengthening policy support to enhance engagement and effectiveness.

Overall, the convergence of these fields highlights the importance of interdisciplinary research, policy innovation, and sustainable practices. Addressing current challenges requires collaborative efforts among educators, policymakers, and industry stakeholders to create resilient systems that are responsive to future societal and economic demands.

***Keywords**: Social Science, Commerce, Physical Education, Globalization, Digital Transformation, Sustainability, Curriculum Development, Policy Challenges, Interdis*

Introduction

The 21st century is defined by convergence. Social Science explains human behavior, Commerce shapes economic systems, Physical Education addresses health and wellbeing, and Journalism mediates information flow between institutions and the public. Technology, globalization, and sustainability have blurred boundaries between these fields. This article analyzes contemporary issues, challenges, and future directions across all four domains, using real-world examples and case studies to illustrate practical implications.

In today's interconnected world, these fields are no longer independent but mutually reinforcing. Social Science helps us understand human behavior and social structures shaped by technology and culture. Commerce translates that understanding into sustainable economic models and consumer solutions. Physical Education promotes individual well-being, which in turn boosts productivity and social harmony. Journalism informs the public by gathering, verifying, and reporting news and facts across media to promote transparency, accountability, and informed decision-making.

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Address for correspondence:
Dr.Tejaswini Devakumar, Faculty Department of Mass Communication and Journalism, Dr. Manmohan Singh Bengaluru City University, Bangalore

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Together these four fields address modern challenges like mental health, digital equity, and sustainable living and public accountability. This convergence is especially critical in diverse contexts like India, where policy, business, education and society must align to support an inclusive and healthy society.

Contemporary Perspectives in Social Science

1. **Key Issues**

Digital Society and Datafication: Social interactions now generate massive data trails. Concepts like "surveillance capitalism" and "digital citizenship" have emerged.

Example: The Cambridge Analytica scandal in 2018 showed how personal data can influence political behavior without consent.

Inequality and Social Movements: Movements like #MeToo, Black Lives Matter, and Farmers' Protest in India reflect how social media enables grassroots mobilization.

Case Study: India's 2020-21 Farmers' Protest used Twitter and WhatsApp to organize across rural-urban divides, challenging traditional top-down policy communication.

Mental Health and Wellbeing: Post-pandemic research shows rising anxiety and loneliness, especially among youth. Social science now focuses on "social determinants of mental health."

2. **Challenges**

Research Ethics in Digital Spaces: Informed consent is difficult when data is scraped from public platforms.

Polarization and Echo Chambers: Algorithmic content curation reinforces beliefs and reduces exposure to diverse viewpoints.

Interdisciplinary Integration: Social science findings often don't translate into policy due to communication gaps.

3. **Future Direction**

Computational Social Science: Machine learning models analyze sentiment in millions of tweets to track public opinion in real time.

Community-Based Participatory Research: Researchers collaborate with communities to co-design interventions, especially in health and education.

Global South Perspectives: Decolonizing social science by incorporating non-Western epistemologies and local knowledge systems.

Contemporary Perspectives in Commerce

1. **Key Issues**

Digital Commerce and Platform Economy: Companies like Amazon, Flipkart, and Zomato have redefined retail, logistics, and labor.

Example: During COVID-19, Kirana stores in India partnered with JioMart and Swiggy to survive, blending offline trust with online convenience.

Sustainable and Ethical Consumption: ESG investing crossed $30 trillion globally by 2024. Consumers, especially Gen Z, prefer brands with transparent supply chains.

Case Study: Patagonia's "Don't Buy This Jacket" campaign increased sales by 30% by promoting repair over consumption, aligning with circular economy principles.

Fintech and Financial Inclusion: UPI in India processes over 14 billion transactions monthly as of 2025, bringing rural populations into the formal economy.

2. **Challenges**

Cybersecurity and Data Privacy: Ransomware attacks on financial institutions rose 60% between 2023-2025.

Regulatory Uncertainty: Cryptocurrency, gig work, and AI-generated content lack clear legal frameworks.

Supply Chain Resilience: Geopolitical tensions and climate disruptions have exposed vulnerabilities in global supply chains.

3. **Future Direction**

AI and Hyper-Personalization: AI-driven recommendation systems now predict consumer needs before they arise.

Decentralized Finance (DeFi): Blockchain enables peer-to-peer lending without intermediaries, though volatility remains a barrier.

Green Finance: Carbon credit trading and green bonds are becoming mainstream financial instruments.

Contemporary Perspectives in Physical Education

1. **Key Issues**

Lifestyle Diseases and Youth Health: WHO's 2024 data shows 82% of adolescents globally are insufficiently active. Obesity and Type 2 diabetes are rising in urban India.

Inclusive Sports and Diversity: Policies now emphasize adaptive sports for people with disabilities and gender-inclusive curricula.

Case Study: The 2024 Paris Paralympics had record participation from 184 countries, influencing school PE programs worldwide to adopt inclusive modules.

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Technology-Enhanced PE: Wearables like Fitbit and VR-based fitness games are used in schools to track activity and motivate students.

2. **Challenges**

Curriculum Marginalization: In many Indian and Southeast Asian schools, PE receives less than 5% of instructional time compared to core subjects.

Infrastructure Deficit: Rural schools often lack playgrounds, equipment, and trained coaches.

Teacher Training: Most PE teachers lack certification in sports psychology, nutrition, or injury prevention.

3. **Future Direction**

Holistic Wellness Framework: PE is evolving into "Health and Physical Education" that integrates mental health, nutrition, and mindfulness.

Gamification and Engagement: Apps like Classrooms use reward systems to encourage daily activity among students.

Policy Push: India's NEP 2020 mandates 120 minutes of physical activity weekly, while the "Fit India" movement promotes community fitness challenges.

Contemporary Perspectives in Journalism

1. **Key Issues**

Digital Disruption and Business Models

The shift from print to digital has fundamentally changed how news is funded, produced, and consumed.

Global Scenario: By 2025, 78% of U.S. and U.K. newsrooms have adopted a "digital-first" strategy. The New York Times now earns 70% of its revenue from 11.2 million digital subscribers, while The Guardian relies on 1.2 million voluntary reader contributions instead of a paywall. Substack has also enabled 35,000+ independent journalists to run paid newsletters, collectively generating over $300 million annually.

Indian Scenario: India's digital news market grew 28% year-on-year in 2025, reaching ₹4,200 crore. However, only 5% of digital news revenue comes from subscriptions. The Hindu, The Indian Express, and Moneycontrol have paywalls, but most readers still expect free content. Regional players like Eenadu, Malayala Manorama, and Dainik Bhaskar dominate print in their states but struggle to monetize digital audiences. Advertising revenue remains concentrated in 10-15 large national outlets, leaving smaller players dependent on government ads.

Misinformation and Disinformation

AI-generated content has made misinformation faster, cheaper, and harder to detect.

Global Scenario: The 2024 U.S. and EU elections saw a surge in AI-generated deepfake videos and audio. The EU's Digital Services Act now mandates platforms to label synthetic content and provide transparency on algorithmic recommendations. Fact-checking networks like the International Fact-Checking Network (IFCN) have expanded to 130+ organizations across 80 countries.

Indian Scenarion**: During the 2024 general elections, WhatsApp and Telegram were the primary channels for AI-**generated voice notes in Hindi, Tamil, Bengali, and Marathi. The Election Commission partnered with BOOM, AltNews, and Factly to run a "Misinformation Combat Alliance" that flagged 1,200+ false claims. In response, Meta launched a dedicated fact-checking helpline on WhatsApp in 11 Indian languages. However, vernacular misinformation remains a challenge due to limited language-specific AI tools.

Trust and Audience Fragmentation

Audience trust is declining while consumption habits are splintering across platforms and languages.

Global Scenario: Pew Research 2025 shows only 32% of U.S. adults trust traditional media, compared to 48% who prefer YouTube and independent creators. Gen Z increasingly gets news from TikTok, where 40% of users under 25 say they "regularly" consume news.

Indian Scenario: The Reuters Institute 2025 report shows 58% of Indians use social media as a primary news source, but only 41% consider it accurate. YouTube has become the second-largest news platform after television, with channels like Lallantop and Dhruv Rathee crossing 10+ million subscribers. Regional language news on Instagram Reels and ShareChat is growing fastest in rural India, often bypassing traditional gatekeepers.

2. **Challenges**

Economic Sustainability

The advertising revenue model has collapsed for most small and mid-sized outlets.

Global Scenario: Since 2005, over 2,800 local newspapers in the U.S. have closed, creating "news deserts" affecting 20 million Americans. In response, 300+ nonprofit newsrooms like ProPublica and The 19th have emerged, funded by philanthropy and memberships.

Indian Scenario: Between 2020-2024, more than 200 district-level newspapers in India shut down due to rising newsprint costs and reduced government advertising. Many have shifted to WhatsApp-based "news bulletins" run by 2-3 staff members. Meanwhile, large conglomerates like Network18 and Zee Media are consolidating regional channels to cut costs.

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Safety of Journalists

Press freedom remains under pressure both globally and in India.

Global Scenario: Reporters Without Borders 2025 recorded 67 journalist deaths and 550 imprisonments worldwide. Mexico, Gaza, and Ukraine are the most dangerous regions, with 70% of killings linked to organized crime and conflict reporting.

Indian Scenario: India ranked 161/180 in the 2025 World Press Freedom Index. Common issues include defamation lawsuits used to silence reporting, internet shutdowns in Jammu & Kashmir and Manipur, and physical attacks on journalists covering land and mining disputes. The Press Council of India has called for stronger legal protections for journalists.

Algorithmic Gatekeeping and Platform Power

Algorithms on Google, Meta, and X determine what news reaches audiences, often prioritizing engagement over accuracy.

Global Scenario: The EU's Digital Markets Act now requires platforms to be transparent about news ranking and allow publishers to negotiate fair revenue sharing. Canada's Online News Act similarly forces platforms to pay media outlets for content. Indian Scenario: India has no equivalent law yet, though the Ministry of Information & Broadcasting has held consultations since 2023. Most Indian publishers rely on Google Discover and Facebook for 40-60% of their traffic, making them vulnerable to algorithm changes.

3. **Future Direction**

AI-Assisted Journalism

AI is moving from experimental to operational in newsrooms.

Global Scenario: The Associated Press uses AI to generate 4,000+ quarterly earnings reports and sports match summaries. Bloomberg's "BloombergGPT" helps financial journalists analyze data faster. AI is also used for real-time translation, enabling outlets like Reuters to publish in 16 languages simultaneously.

Indian Scenario: The Quint's "WebQoof" uses AI to detect deepfakes in 8 Indian languages, reducing verification time by 50%. Dainik Bhaskar has deployed AI for automated headline generation in Hindi. However, adoption is limited due to cost and lack of training among journalists.

Collaborative Investigative Journalism

Cross-border collaborations are tackling stories that single outlets cannot.

Global Scenario: The Panama Papers (2016) and Pandora Papers (2021) involved 600+ journalists from 150 outlets, exposing offshore wealth worth $32 trillion. The Global Investigative Journalism Network (GIJN) now has 230 member organizations in 90 countries.

Indian Scenario: The 2023 "Adani Files" was a collaboration between Indian reporters and OCCRP, revealing complex offshore ownership structures. In 2025, Indian journalists also participated in the "Cyprus Confidential" project, exposing financial links between Indian businesses and offshore entities.

Solutions Journalism

There is a growing shift from reporting only problems to highlighting evidence-based solutions.

Global Scenario: The Guardian's "Down to Earth" climate section and The Solutions Journalism Network in the U.S. train 2,000+ journalists annually to focus on "what's working" rather than just "what's wrong."

Indian Scenario: "IndiaSpend" and "Gaon Connection" focus on rural development success stories — from Rajasthan's water conservation model to Bihar's women-led self-help groups. "Khabar Lahariya," an all-women rural newsroom in Uttar Pradesh, uses solutions-based storytelling in Bundeli to reach 3 million YouTube subscribers.

Hyperlocal and Community Journalism

Digital tools are enabling hyperlocal reporting that serves specific communities often ignored by mainstream media.

Global Scenario: In the U.S., platforms like Block Club Chicago and Berkeleyside provide neighborhood-level reporting funded by community memberships.

Indian Scenario: Community radio stations like Radio Mewat in Haryana and Radio Namaskar in Odisha broadcast in local dialects on agriculture, health, and education. YouTube channels like "Mera Gaon Mera Desh" cover panchayat-level issues in 20+ Indian languages, filling gaps left by district-level newspapers.

Ethical Guidelines for AI in Journalism

Both global and Indian media bodies are now drafting AI ethics policies.

Global Scenario: The BBC, Reuters, and Associated Press have published AI usage guidelines requiring transparency, human oversight, and no use of AI for fabricating quotes or images.

Indian Scenario: The Editors Guild of India released a draft AI ethics framework in 2025 recommending disclosure of AI-generated content and protection against AI-driven copyright violations. The Press Information Bureau has also issued advisories against AI-generated fake news during elections.

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Interdisciplinary Convergence

The four fields are increasingly interdependent:

- Social Science + Journalism: Public opinion research informs how journalists frame stories. Example: Coverage of climate change now uses framing studies to avoid fatalism and encourage action.
- Commerce + Journalism: Media literacy is now a business imperative. Brands invest in content marketing and branded journalism to build trust.
- Physical Education + Journalism: Health communication campaigns use journalism techniques to promote fitness. Example: India's "Eat Right Movement" uses documentary-style storytelling to change dietary habits.
- All Four + Technology: Data journalism combines social science methods, business analytics, and health data to create public-interest stories. Example: IndiaSpend's COVID-19 dashboard integrated health, economic, and social data.

Case Study – "Data for India" Initiative: A collaboration between journalists, economists, and public health experts created open datasets on rural health during COVID-19, used by policymakers and NGOs.

Common Challenges Across All Four

1. Digital Divide: 2.7 billion people remain offline as of 2025, limiting access to education, commerce, health, and information.
2. Sustainability and SDGs: All four fields must align with UN Sustainable Development Goals — particularly SDG 4 (Quality Education), SDG 8 (Decent Work), SDG 10 (Reduced Inequalities), and SDG 16 (Peace and Justice).
3. Skill Transformation: Professionals now need digital literacy, data analysis, and ethical reasoning alongside domain expertise.

Future Direction: A Unified, Ethical Framework

- Lifelong Learning and Reskilling: Universities now offer micro-credentials in data journalism, sports analytics, and digital commerce.
- Ethical AI Governance: All four fields require frameworks for responsible AI use, especially in content creation and decision-making.
- Global-Local Integration: Global best practices must adapt to local culture, language, and context. Example: Community radio in rural India blends local dialects with national health messaging.

Conclusion

The future of Social Science, Commerce, Physical Education, and Journalism lies in collaboration, not competition. Social Science provides the lens to understand human behavior, Commerce creates sustainable economic models, Physical Education builds healthy societies, and Journalism ensures transparent, informed public discourse. The common thread is responsibility — to use data ethically, serve communities inclusively, and adapt to technological change without losing human values.

The next decade will be shaped by how well these disciplines address equity, trust, and sustainability. Success requires breaking silos, embracing technology, and centering people over profit or sensationalism.

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OriginalArticle

GST and Its Influence on Supply Chain Restructuring in Indian Manufacturing Industries

Satyanarayan Irappa Kanake
Lecturer in Department of Commerce, KLE Society J. T. College, Gadag
Email: satyakanake@gmail.com

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Abstract

The implementation of the Goods and Services Tax (GST) in India on July 1, 2017, represents one of the most significant fiscal reforms in the country's economic history. GST has altered the operational dynamics of Indian manufacturing industries, particularly in supply chain management, by combining multiple indirect taxes into a single tax structure. This paper provides a comprehensive analysis of how GST has influenced supply chain restructuring in Indian manufacturing sectors. It explores pre-GST inefficiencies, structural transformations post-GST, and sector-specific impacts, supported by theoretical frameworks and empirical insights.The study uses secondary data from government publications, industry reports, and academic literature in a qualitative way. According to the findings, the GST has made it possible for supply chains to shift from being driven by taxes to being driven by efficiency. This has led to warehouse consolidation, logistics optimization, and improved digital integration. However, difficulties like working capital constraints, technological disparities, and complexity of compliance remain, particularly for small and medium-sized businesses. The paper concludes that GST has fundamentally redefined supply chain architecture in India, enhancing competitiveness and supporting the country's integration into global value chains. Policy recommendations are provided to address existing challenges and further strengthen supply chain resilience.

Keywords: *GST, supply chain restructuring, manufacturing industry, logistics, India, tax Reform, digitalization*

Introduction

The manufacturing sector is a cornerstone of economic growth, contributing significantly to employment, exports, and industrial development. However, the fragmented tax system in India has historically resulted in systemic inefficiencies in manufacturing, particularly in supply chain management (SCM). Prior to GST, manufacturers navigated a complex web of indirect taxes, including excise duty, value-added tax (VAT), central sales tax (CST), octroi, and entry taxes. As a result of these taxes, supply chain decisions were distorted, compliance costs were raised, and artificial barriers to trade were erected. By establishing a unified tax system with the goals of simplifying taxation, increasing transparency, and making doing business easier, the introduction of the GST marked a paradigm shift. GST's design—based on the principle of "one nation, one tax"—has significant implications for supply chain restructuring. By eliminating interstate tax barriers and enabling seamless input tax credit (ITC), GST has encouraged firms to optimize supply chains based on efficiency rather than tax considerations. The reorganization of logistics networks, warehousing strategies, procurement systems, and distribution channels with the goal of cutting costs and increasing efficiency is known as supply chain restructuring. The implementation of GST has acted as a catalyst for such restructuring in Indian manufacturing industries. This paper seeks to examine the multifaceted impact of GST on supply chain restructuring, drawing insights from theoretical perspectives and real-world developments.

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Address for correspondence:
Satyanarayan Irappa Kanake, Lecturer in Department of Commerce, KLE Society J. T. College, Gadag

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Literature Review

The relationship between taxation and supply chain design has been extensively studied in the field of operations management. According to Christopher (2016), supply chains are highly sensitive to regulatory frameworks, and tax structures can significantly influence network design decisions. Similarly, Simchi-Levi et al. (2014) emphasize that firms often configure supply chains to minimize tax liabilities rather than operational costs in complex tax environments.

1. **Pre-GST Studies**

Studies conducted prior to GST implementation highlighted the inefficiencies of India's tax regime. Rao and Chakraborty (2013) noted that interstate taxes led to the proliferation of small warehouses across states, resulting in suboptimal inventory management. Ernst & Young (2015) reported that logistics costs in India were among the highest globally, accounting for approximately 13–14% of GDP.

2. **Post-GST Analyses**

Post-GST research indicates significant improvements in supply chain efficiency. Deloitte (2018) observed that GST has enabled warehouse consolidation and reduced logistics costs. PwC (2019) reported increased adoption of centralized distribution models and digital technologies in supply chain operations.

3. **Theoretical Framework**

This study draws on the following theories:

Transaction Cost Economics (Williamson, 1985): GST reduces transaction costs by simplifying tax compliance.
Network Optimization Theory: Firms redesign supply chains to minimize costs and maximize efficiency.
Institutional Theory: Regulatory changes drive organizational restructuring.

Research Methodology

This research employs a qualitative and descriptive methodology, relying on secondary data sources:

- Government publications (Ministry of Finance, GST Council reports)
- Industry reports (Deloitte, PwC, McKinsey)
- Academic journals and books
- Online financial and logistics databases

The study uses **comparative analysis** to evaluate pre- and post-GST supply chain structures and identifies key transformation driver

Pre-GST Supply Chain Structure in India

Before GST, supply chains in India were heavily influenced by tax considerations rather than operational efficiency.

1. **Fragmented Tax Structure**

Manufacturers faced multiple taxes at different stages of production and distribution. The cascading effect of taxes increased the overall cost of goods.

2. **Warehouse Proliferation**

To minimize tax liabilities, companies established warehouses in multiple states. This resulted in:

- Higher inventory holding costs
- Underutilized storage capacity
- Increased operational complexity

3. **Logistics Inefficiencies**

- Long transit times due to check posts
- Delays in interstate movement
- High fuel and administrative costs

Table 1: Structural Inefficiencies in Pre-GST Supply Chains

Dimension	Issue	Impact
Taxation	Multiple taxes	High costs
Warehousing	Fragmented network	Inefficiency
Logistics	Checkpoint delays	Increased lead time
Compliance	Complex procedures	Administrative burden

GST Framework and Its Operational Mechanism

GST is a destination-based tax applied on value addition at each stage of the supply chain.

1. **Components of GST**

- CGST (Central GST)
- SGST (State GST)
- IGST (Integrated GST)

2. **Key Features Affecting Supply Chains**

- Seamless input tax credit

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- Elimination of cascading taxes
- Uniform tax rates
- E-way bill system
- Digital compliance infrastructure

Impact of GST on Supply Chain Restructuring

1. **Logistics Transformation**

GST has significantly improved logistics efficiency by eliminating interstate barriers.

Key Outcomes:

- Reduction in transit time by 20–30%
- Decrease in logistics costs by 10–15%
- Improved fleet utilization

Table 2: Logistics Performance Indicators

Indicator	Pre-GST	Post-GST
Transit Time	High	Reduced
Fuel Consumption	High	Optimized
Delivery Speed	Slow	Faster

2. **Warehouse Consolidation and Network Redesign**

Companies have shifted from multiple small warehouses to fewer large distribution centers.

Benefits:

- Economies of scale
- Reduced inventory costs
- Improved demand forecasting

3. Inventory Optimization

GST has enabled:

- Just-in-time inventory systems
- Reduced safety stock levels
- Improved working capital efficiency

4. Digitalization and Automation

GST has accelerated the adoption of digital technologies:

- ERP systems
- E-invoicing
- Real-time tracking

5. **Procurement and Distribution Changes**
    - Centralized procurement
    - Direct shipment models
    - Increased use of third-party logistics (3PL)
6. **Empirical Evidence from Recent Reports (2022–2025)**

Recent empirical data strongly supports the argument that GST has significantly improved supply chain efficiency, logistics performance, and manufacturing growth in India.

GST Revenue Growth and Economic Activity

GST collections have shown consistent growth, indicating improved compliance, formalization of the economy, and expansion of supply chain transactions.

- Total GST collections reached ₹21.36 lakh crore in 2024, reflecting an 8.86% increase over 2023
- In **FY 2025–26**, collections exceeded ₹22.27 lakh crore, with 8.3% year-on-year growth
- Monthly GST revenues have consistently crossed **₹1.8 lakh crore**, indicating strong B2B supply chain activity

Logistics Cost Reduction and Efficiency Gains

Empirical studies and government reports show a significant reduction in logistics inefficiencies:

- Logistics costs reduced from 13–14% of GDP (pre-GST) to approximately 7.97% of GDP in 2023–24
- Transportation costs declined by around 15.4% due to GST reforms
- Transit delays significantly reduced due to removal of interstate check posts and e-way bill system

Growth of Logistics and 3PL Sector

GST has catalyzed the expansion of third-party logistics (3PL) and integrated supply chain services:

- The Indian 3PL sector grew at ~11.5% annually (2020–2025)

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- Increased outsourcing of logistics operations by manufacturers
- Emergence of large-scale integrated logistics hubs

Manufacturing Sector Growth Trends
Recent data highlights improvements in manufacturing performance:
- Manufacturing output growth increased to 4.26% in FY 2024–25, up from 1.4% in FY 2023–24
- Employment in manufacturing increased by 17.8% (2019–2024)
- India is projected to reach $1 trillion in manufacturing exports by 2030

Sector-Specific Empirical Evidence
FMCG Sector
- Distribution costs reduced from 2–7% to ~1.5% post-GST
- Faster inventory turnover and improved market reach

Logistics Sector
- Freight GST reduced to **5% under GST 2.0 reforms (2025)**
- Encouraged multimodal transport and cost efficiency

E-Commerce Sector
- Expansion into Tier-II and Tier-III cities due to seamless interstate trade

Digitalization and Compliance Trends
GST has accelerated digital adoption across supply chains:
- Increased use of e-invoicing and ERP systems
- Strong growth in formal B2B transactions reflected in GST data
- Improved tax transparency and traceability

Additionally, empirical studies confirm that GST has enhanced supply chain integration and operational efficiency in SMEs, although compliance challenges persist

Table 3: Key Empirical Indicators of GST Impact (2022–2025)

Indicator	Pre-GST	Post-GST (2022–2025)	Impact
Logistics Cost (% of GDP)	13–14%	~7.97%	Significant reduction
GST Revenue	Fragmented tax base	₹21–22 lakh crore	Higher compliance
Manufacturing Growth	Slower	4.26% (FY25)	Improved output
3PL Growth	Limited	11.5% CAGR	Expansion
FMCG Distribution Cost	2–7%	~1.5%	Cost efficiency

Synthesis of Empirical Findings
The empirical evidence from 2022–2025 clearly demonstrates that GST has:
From 2022 to 2025, the empirical evidence clearly shows that GST has:
Reduced logistics and transportation costs
Improved supply chain efficiency and speed
Facilitated network optimization and warehouse consolidation ✓ Accelerated digital transformation
Strengthened manufacturing competitiveness
However, issues like IT infrastructure gaps and complexity in compliance remain, particularly for MSMEs.

Challenges in GST Implementation
Compliance Complexity
Working Capital Constraints
Technological Barriers
Transitional Disruptions

Opportunities and Strategic Implications
GST has created significant opportunities:
Integrated national market
Growth of logistics sector
Increased foreign investment
Enhanced export competitiveness

Policy Recommendations
1. Simplify GST compliance procedures

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2. Improve IT infrastructure
3. Accelerate ITC refund processes
4. Provide support for MSMEs
5. Promote logistics infrastructure development

Conclusion

In the manufacturing industries of India, supply chain restructuring has been significantly influenced by GST, which has emerged as a transformative reform. GST has made it possible for businesses to improve their competitiveness, reduce costs, and optimize logistics by eliminating tax inefficiencies and promoting a unified market. Despite initial challenges, the long-term impact of GST is overwhelmingly positive. Continued policy refinement and technological advancement will further strengthen supply chain efficiency and support India's growth as a global manufacturing hub.

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A Critical Analysis of Digital Marketing Strategy's Opportunities and Challenges

Kirti Patil
Lecturer in Commerce, KLE College of Commerce, Hubli
Email: samanvitha.kirti@gmail.com

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Abstract

This article severely examines the effectiveness of digital advertising strategies in emerging markets, highlighting both opportunities and challenges within those areas. It explores key marketplace characteristics, such as cell-first client conduct, restricted digital infrastructure, and socio-cultural diversity, which form how manufacturers should approach advertising in those environments. The evaluation similarly investigates barriers like low net penetration, financial constraints, and the complexities of cultural and linguistic range, emphasizing the need for localized and adaptive strategies. Drawing from relevant case studies, the thing demonstrates how companies have efficiently controlled these challenges through leveraging culturally tailored content, cellular-first systems, and influencer marketing to interact various patron bases. Actionable suggestions are furnished to guide entrepreneurs in efficiently attaining and resonating with audiences in rising markets, specializing in adaptability, information-driven choice-making and strategic localization. In the end, this newsletter describes the considerable boom capability for manufacturers in emerging markets after they put in force thoughtful, culturally sensitive, and progressive digital advertising and marketing techniques.

Keywords: *Virtual Advertising, Emerging Markets, Cell-First Strategy, Localization, Socio-Cultural Range, Net Accessibility, Influencer Advertising, Facts-Pushed Method, Monetary Constraints, Marketplace Adaptability*

Introduction

The growing internet access and cell generation penetration, virtual advertising has surprisingly emerged as a major force behind international business strategies. In 2025, the digital marketing business is expected to spend $798.7 billion on advertisements, of which $334.4 billion will come from search advertising and marketing.

With $325 billion and a compound annual growth rate (CAGR) of 9.20% to 10.9 %, the United States is predicted to lead the globe in advertising spending, according to Statist (2024). Growing markets play a major role in this expansion; digital advertising spending has increased by double digits in nations like Brazil and India (The B2B house, 2024). In 2024, 82% of marketing in China will be done online. This ratio is predicted to increase to 90% by 2027 due to the increasing number of online buyers (David, 2024), highlighting the significance of online strategies in these fields. Even so, emerging marketplaces pose very challenging conditions for digital entrepreneurs. In 2024, 35% of individuals in the world's least developed nations (LDCs) gained internet connectivity.

In landlocked developing countries (LDCs), 39% of the population used the internet that year. Meanwhile, 65% of residents of Small Island Growing States (SIDS) were projected to be online (Statista, 2024). Inadequate infrastructure exacerbates the problem; India reported 2.3523 fixed broadband subscribers per 100 people in 2022, with rural areas being disproportionately affected (trading Economics, 2024). Additionally, the cultural variety of many of these markets necessitates localized, nuanced advertising, which makes it challenging for marketers to scale correctly (Felix et al., 2024). Analyzing the specific potential and challenging circumstances of digital marketing in emerging economies is the goal of this newsletter.

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Address for correspondence:
Kirti Patil, Lecturer in Commerce, KLE College of Commerce, Hubli

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It will find effective case studies of campaigns customized to those markets' circumstances and support practical strategies to overcome challenges like limited virtual infrastructure, low internet penetration, and cultural difficulties.

Understanding the workings of marketing and advertising via the internet in developing nations is essential for companies and marketers who want to succeed internationally. These regions have access to hundreds of thousands of capacity buyers and represent significant, unexplored opportunities. Businesses may be positioned to unleash sustainable growth, enhance logo awareness, and create enduring relationships with a variety of audiences if they can effectively navigate the challenging conditions of those marketplaces.

Evaluation of literature:

The Evolution of Digital Marketing:

Over the past ten years, digital marketing and advertising in developing countries has changed from an experimental approach to a crucial one for businesses trying to reach underserved clientele. Alexander (2024) asserts that digital technology have greatly lowered market entry barriers while also promoting financial inclusiveness. In a similar vein, Dwivedi et al. (2021) attribute the quick expansion of digital advertising in these regions to the proliferation of social media platforms like Facebook and WhatsApp Instagram as well as the widespread usage of cellphones. A 2024 Statista report that highlights the importance of social media in digital advertising operations lends credence to this viewpoint.

Furthermore, the availability of less expensive smart phones is cited by Alsmadi et al. (2024) as a crucial element in enabling greater client access to digital systems. Despite these advancements, there is still a sizable digital divide between urban and rural communities since research shows that infrastructure development has not kept up with growing demand. Eze et al. (2024) created a hybrid methodology termed globalization that incorporates aspects of both standardization and model to produce a method that is both globally consistent and regionally appropriate. To customize marketing efforts to the values, customs, and way of life of the target market, they advise international business owners to perform specific market research to understand local customer behavior, options, cultural idiosyncrasies, and financial situations.

Objectives:

- To investigates the efficacy of digital marketing tactics in developing nations.
- To study the characteristics of emerging markets

Research Methodology:

The nature of this study is explanatory. Numerous websites, periodicals, newspapers, and other publications provided the necessary secondary data. The information was then analyzed and processed in order to derive conclusions.

Features of Growing Markets:

Rising markets differ from developed economies in certain ways. Dwivedi et al. (2021) claim that mobile-first consumer behavior is common and that people usually use cellular devices to access the internet. Consumer behavior has changed dramatically as a result of technological improvements and the widespread use of devices. This has improved social trade interactions and increased the market share of e-commerce-focused enterprises through virtual advertising and social media. This location is in line with studies by Okonkwo et al. (2023) and Eze et al. (2024), which emphasize the importance of locally relevant information in drawing in customers. Participating in discussions on regional traits increases brand awareness and encourages community involvement, claim Okonkwo et al. (2023).

Localized hashtags improve content discoverability and ensure that marketing and advertising are effective for a range of businesses. It is simpler to establish genuine connections with local audiences and match content with local values when local influencers are involved. These studies demonstrate the enhanced engagement that results from marketing strategies that are carefully adapted to local languages and cultural peculiarities. Furthermore, limited digital infrastructure—such as slow internet speeds and erratic networks—is a critical issue, particularly in rural areas, according to Gallardo & Whitacre (2024).

Difficult circumstances in digital marketing:

The effectiveness of virtual advertising in developing regions is constrained by numerous persistent challenges. According to Desmond and Jemimah (2024), just 35% of residents in Least Advanced International Locations (LDCs) have reliable internet connectivity, making low internet penetration in rural areas a serious issue. Miracle (2024) asserts that cultural, economic, and technological differences make participation in these fields much more difficult and have a substantial impact on how individuals engage with virtual platforms and obtain online information. Additionally, Marzieh (2021) highlights how the lack of face-to-face interactions and users' concerns about security and privacy on e-commerce platforms have weakened customers' acceptance of digital transactions. The high cost of nett facts in underdeveloped countries is a major obstacle to virtual marketing activities.

Sebastian et al. (2020) suggested developing a mobile plan that can be customised to meet the needs of customers, offering flexibility to be used anywhere and at any time. This digital divide limits prospects for economic

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growth and hinders groups' capacity to communicate with capable clients. In order to overcome this challenge, cooperation is needed to make internet access more affordable and substantial. Together, these difficulties highlight the need for specialised approaches to deal with the unique circumstances in emerging countries.

Effective Campaigns:

Despite those challenging circumstances, a number of campaigns have demonstrated that adaptable strategies may be effective in growing markets. According to Simamora et al. (2024), Coca-Cola spends more than $600 million annually on marketing, which is crucial to the company's success.

Coca-Cola is notable in China for its global alliances and marketing tactics, which enable it to stay competitive, adjust to shifting market conditions, generate customer value, and outperform rivals. The business uses competitive marketing and advertising techniques, such as print ads, online and offline media, and sponsorship deals for sporting events like the FIFA World Cup, American Idol, and the Olympics. Examples of outstanding marketing include "Share a Coke," "always Coca-Cola," "international Cup," and "nikhojshobderkhoje" in Bangladesh. The industry leader, Coca-Cola, has increased its advertising expenditure to $2.6 billion and uses YouTube to stream over 2,500 promotional videos. By combining cultural relevance with an interactive virtual experience, this campaign generated full-size engagement (Forbes, 2023; Simamora et al., 2024).

Nike's "higher world" marketing campaign, which highlighted the importance of diversity by showcasing athletes from many nations and backgrounds, became a noteworthy undertaking, according to Forbes (2023).

Nike used narrative and emphasized cultural sensitivity to show that it valued the distinct assessments of athletes around the world. The advertisement sparked a social media conversation among millions on the value of diversity.

Similarly, John and Ebenezer (2023) examine Jumia's performance in Africa, highlighting its content localization and recognition of cellular-first approaches to overcome infrastructure obstacles. identifying the Jumia company, which was established in 2012, as one of Africa's leading e-commerce platforms.

With a wide range of products, including electronics, apparel, accessories, and home appliances, Jumia have grown to be a significant force in the African online retail market. It can function as an online marketplace that facilitates transactions by connecting buyers and vendors.

In addition, Jumia provides a range of services like food delivery, hotel and airline reservations, and banking solutions. To ensure a straightforward buying experience, the platform is based on both local and international connections. Jumia's rapid expansion has had a major impact on Africa's e-trade environment and socioeconomic development. By using generating and logistics networks to reach consumers in rural places and help narrow the digital divide in Africa, Jumia has surmounted challenges such as limited financial options and weak infrastructure.

Jumia presently operates in several African countries, including Nigeria, Egypt, Kenya, Morocco, and South Africa. The organization's existence has enhanced internet retail and surely increased the economy through task advent and supporting local small enterprises.

Jumia's platform has made it possible for small enterprises to reach a larger client base and broaden their market reach. These examples demonstrate how crucial it is to align marketing with neighborhood realities in order to succeed.

Particular Features of Expanding Marketplaces:

Consumer behavior that gives mobile priority:

One feature of expanding markets is the preponderance of mobile devices over laptops. Because many consumers totally missed the computing device stage of their technology adoption, smart phones are often the most popular way to access the internet in those places (De Masi & Wac, 2022). According to a Statista (2024) report on global cell internet usage, we spend more than half of our online time on our phones.

The addition of wi-fi connectivity to portable devices has had a significant impact on the digital landscape for both hardware and software programmers, supporting digitalization in emerging markets, with nearly 96% of the world's virtual population using mobile devices to access the internet by mid-2023. Furthermore, addressing cellular app reliance requires considering a number of factors in addition to the influence of emotional states including good and negative emotions.

These feelings are crucial to how users engage with apps since happy feelings might result in extended use and probably promote addictive behaviors when users experience success or amusement (Jo & Baek, 2023). This cellular-first mentality shapes virtual advertising strategies by compelling firms to priorities mobile-friendly websites, apps, and campaigns.

Limited virtual facilities:

Rising markets frequently struggle with low levels of digital literacy, erratic internet connectivity, and exorbitant statistics fees. Access to online platforms is restricted by these infrastructurally demanding conditions, which also lower customer involvement. According to the Open signal US household survey, which involved 55,322 respondents, community dependability is the most important factor for customers after price. Reliable network offers are prioritized by 19% of respondents (Opensignal, 2024).

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According to the sector economic forum (2022), Sub-Saharan Africa has the lowest mobile information costs globally, which worsens the "virtual divide" between people with and without internet access. According to a nonprofit, this problem is caused by inadequate infrastructure and telecom firms' control over client payments. Furthermore, low digital literacy makes it difficult for users to properly interact with sophisticated online tools and systems, which lowers the effectiveness of various advertising tactics (Puro et al., 2022).

Sociocultural diversity:

Growing markets are also characterized by a high degree of sociocultural diversity, with particular traditions, dialects, and consumer preferences impacting conduct. For digital advertising to be successful, regional content and cultural sensitivity are crucial.

Coca-Cola has demonstrated the effectiveness of culturally appropriate material in using engagement through its Ramadan promotions in the Central East, which embrace local customs and values (Coca-Cola İçecek, 2023). Additionally, a 2022 survey on app usage, advertising, and marketing during Diwali found that 76% of Indian consumers desired ads in their mother tongue. 16% of respondents indicated they would prefer to see advertisements in Kannada, and 45% of respondents said they would prefer to see ads in Hindi (Statista, 2024).

These examples highlight how crucial it is for business owners to comprehend and adapt to the cultural peculiarities of each target marketplace in order to make sure that their plans align with local sensitivities and expectations.

Digital Marketing Opportunities Regarding Developing Markets:

Increasing Nett Penetration:

Internet adoption has increased in developing nations thanks in large part to the increasing availability of low-cost smartphones and data apps. In 2022, 5.3 billion individuals, or two-thirds of the world's population, had internet access (Global Monetary Forum, 2023). Despite more accessibility, there are still notable disparities across and within African nations, according to How We Made It In Africa (2023). Africa's nett penetration rate in 2021 was 43%, which was lower than the 66% global average. With the largest investment in the US at $25 billion, a top telecom operator disrupted the 5G industry with projects like India's Jio revolution. As a result, Jio is positioned as a significant player in the 5G race, working to offer all urban and rural customers dependable and fast services (Verdict, 2023).

Similar to this, local businesses and governments across Africa are funding infrastructure initiatives like Facebook's loose basics project and Google's Loon mission, which seek to give underprivileged communities access to the internet (Georgetown safety studies evaluation, 2024). Through mobile-friendly platforms and targeted advertising, these advancements provide virtual entrepreneurs a substantial potential to engage with an expanding online community.

Untapped Clientele:

Growing markets give businesses tremendous opportunity due to their large and rapidly growing middle-class population. This group includes a significant number of previously disregarded groups due to growing electronic purchases and aspirations for contemporary goods and services. The middle-magnificence population of the Asia-Pacific area is predicted to grow from 1.38 billion in 2015 to 3.49 billion in 2030.

Sub-Saharan Africa's middle-class population is predicted to grow from 114 million in 2015 to 212 million in 2030 (Statista, 2024), opening up chances for targeted digital advertising. Organisations may cultivate enduring client connections and brand loyalty in areas with significant growth potential by focusing on these undiscovered markets.

Influencer marketing and advertising on social media:

The global influencer advertising industry's rapid expansion highlights its importance in cutting-edge business (Shahzad et al., 2023). Social media sites like Facebook, Instagram, and WhatsApp dominate the digital landscape in emerging nations, making them essential venues for advertising campaigns. These platforms provide a practical and economical means of reaching a range of target markets. Furthermore, local influencers play a critical role in assuring acceptability and increasing participation in their communities (Lelasari & Deske, 2022).

Influencers on social media have been used by Nigerian splendour businesses to engage with customers and promote their products, resulting in noteworthy success. Manufacturers may develop authentic and powerful advertisements that strike a deep chord with target audiences by working with culturally relevant influencers (Fakeye & Ayoola, 2023).

Difficulties with Digital Advertising in Developing Markets:

Internet Accessibility:

In many emerging nations, low net penetration continues to limit the reach and efficacy of virtual marketing and advertising campaigns. Online involvement is sometimes limited in rural and remote areas due to unstable connectivity and expensive information. According to the World Telecommunication Union, 40% of Africans have access to the internet, with rural areas being disproportionately impacted (Prysmian group, 2022). Africa can tackle this issue by increasing investment, improving affordability, and selling partnerships, as demonstrated by Ihuezenwobilor (2023). Additionally, nations must find opportunities for connectivity, make effective use of regular provider funding, implement inclusive policies, and recognize the internet as a critical national infrastructure.

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To increase internet accessibility and enjoyment Jovita (2021) claims that an Interconnection oriented structure (IOA) backed by TV Whitespaces, cloud data centers, peer-to-peer cluster networks, localised internet traffic, and nett exchange points (ixps) could significantly improve the outstanding online experiences for customers across Africa. These procedures aid in expanding campaign reach to underserved areas and optimizing campaigns for low-bandwidth conditions.

Variation in Language and Culture:

Virtual entrepreneurs face a challenging task because of the vast cultural and linguistic diversity seen in emerging regions (Nam & Kannan, 2020). It is challenging to design one-size-fits-all ads in nations like Nigeria and India because of their diverse cultures and hundreds of languages.

Advertising messages may also fail to connect with consumers or, worse, alienate potential customers if they lack cultural awareness. Localization—changing material to fit local languages, customs, and values—should be a top priority for successful marketing and advertising strategies (Okonkwo et al., 2023). Coca-Cola's regional ads in India are a great example of how localized content may increase customer engagement and brand loyalty. These advertisements incorporate vernacular languages and culturally relevant themes (Tripathi, 2024).

Financial Restraints:

In emerging nations, economic barriers that affect both consumers and enterprises provide significant challenges for virtual marketing and advertising. While client spending strength is relatively low in favorable sectors, many organizations operate under strict marketing budgets.

The scale and extent of advertising efforts are constrained by this financial strain. However, traditional advertising tactics may still be more expensive than digital advertising. Small businesses in Santa Elena, Latin America, use a range of customized virtual advertising strategies to increase sales and enhance customer service, according to GARCÑA-MENDOZA (2023). These groups persistently work to blend in with the virtual world despite challenges related to resources, information, and opposition. Joia et al. (2024) investigate how, in contrast to developed countries, developing economies in Latin America and the United States follow a distinct path of virtual integration and ICT (facts and communications technology) enablement because of multiple opposition norms that are mainly concerned with knowledge and digital connectivity.

The necessity for research on digital transformation initiatives in Latin America is highlighted by the importance of considering neighboring geographical, cultural, and social contexts in order to better comprehend the region's digital evolution.

Suggested Methods for Online Marketing in Developing Markets:

Give cellular optimization first priority: Manufacturers should give cell-first methods top priority because cell usage is so prevalent in emerging regions. This means creating material optimized for low-bandwidth situations, lightweight programmers, and cell-friendly websites. A user-friendly, well-designed, and cell-optimized website can significantly increase user engagement, conversion rates, and the effectiveness of online marketing campaigns, claim Sharma and Tripathi (2023).

Platforms like Facebook Lite and YouTube Go have adequately adjusted to these conditions with the aid of statistics-saving settings and faster load times. Marketers can also concentrate on creating short videos, vertical ads for mobile viewing, and SMS-based campaigns to reach consumers with poor internet connectivity. In areas where smartphones are the most popular digital access point, ensuring smooth cell studies is crucial to attracting and retaining users (Marketer magazine, 2024).

Place a Focus on Localisation: Building meaningful relationships with a large number of customer organizations requires localization. Entrepreneurs must adapt their content to match regional preferences, local languages, and cultural norms (Okonkwo et al., 2023). This means utilising idioms, stories, and visuals that are appealing to local audiences and have cultural relevance. Engaging with regional influencers can help improve authenticity and trust. Improved emblem engagement was the outcome of Unilever's collaborations with Indonesian local influencers to design splendour product marketing to local splendour standards and preferences (Waldeck, 2024). Manufacturers can improve customer relationships and power loyalty by including neighbourhood context into marketing campaigns.

Make Use of Social Media: In emerging markets, social media sites like Facebook, Instagram, WhatsApp, and TikTok dominate consumer interaction. According to Ros Rodríguez and Dias (2023), social media gives businesses valuable marketplace data and improves commercial company intelligence. They are aware that businesses may use social media as an adaptable tool in their advertising strategy to generate interaction, talk about brands, products, ideas, and offerings, and reveal overall performance. In order to adapt their advertising to local trends and customer behaviour, brands should be aware of these commonly employed formats. Chat-based advertising, especially through Facebook Messenger and WhatsApp bots, offers affordable ways to provide customer service and customised advertising. Brands can ensure community participation and customer agreement by utilising social media's reach and engaging features (Jeswani, 2023).

Invest in network engagement and digital literacy: To bridge the digital literacy gap, manufacturers can collaborate with non-profit organisations, governmental organisations, and academic institutions to support advancements in digital skills. This ensures goodwill within communities and expands market reach. An example of this is Google's "internet

Saathi" programme in India, where they worked with nearby businesses to instruct rural women on accessing the internet, increasing the number of customers who are digitally literate (global financial institution, 2020). Additionally, efforts that educate consumers about digital safety or product usage can both empower consumers and enhance brand pricing. Manufacturers can portray themselves as socially conscious and community-focused by incorporating educational components into their advertising campaigns.

Conclusion:

In emerging markets, digital marketing offers a dynamic mix of opportunities and challenges. Due to the growing middle-income consumer base, the extensive usage of social media, and the growing internet penetration, businesses enjoy an abundant setting for customer engagement and market expansion. In order to connect with a variety of consumers and overcome infrastructure limitations, successful campaigns in those domains frequently use cell-first strategies, culturally relevant content, and influencer advertising. However, marketers must overcome significant obstacles, such as limited internet accessibility, financial limitations, and linguistic and cultural diversity. A thorough grasp of local customer behaviour and a commitment to localisation are necessary to handle those challenging circumstances. Businesses can efficiently plan their advertising campaigns using fact-driven tactics, adapting them to low-bandwidth scenarios and developing affordable solutions that are consistent with local financial realities.

Flexibility and cultural sensitivity are crucial for businesses hoping to have a big effect in developing nations. Businesses are better positioned to create and sustain long-lasting relationships with their customers when they prioritise customised contact, utilise pertinent virtual channels, and recognise cultural variations. Despite the difficult conditions, there is ultimately a great deal of promise for growth and brand engagement in emerging regions. Businesses can uncover enormous prospects and achieve sustainable fulfilment by investing in information about those areas and implementing advanced, localised virtual advertising tactics.

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OriginalArticle

A Brief Study of Psychological Factors at Different Levels of Athletic Performance

Lakshmiputra Pasodi
College Director of Physical Education & Sports
RK. Government First Grade College Chittapur Dist. Kalaburagi, Karnataka State, India
Email: l.pasodi@gmail.com

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Abstract

Athletic performance is not solely determined by physical ability; psychological factors play a critical role in shaping outcomes across different levels of sport. This study explores the influence of key psychological variables—motivation, anxiety, self-confidence, focus, and mental resilience—on athletes ranging from amateur to elite levels. The purpose of this paper is to examine how these factors vary in intensity and impact depending on the athlete's level of experience and competition. At the beginner level, intrinsic motivation and enjoyment are found to be primary drivers of participation and performance. However, athletes often struggle with low confidence and inconsistent focus. At the intermediate level, athletes demonstrate improved self-regulation skills, but performance anxiety and fear of failure become more pronounced due to increased competition. At the elite level, psychological factors such as mental toughness, emotional control, and high-performance focus become decisive elements that distinguish top performers from others. The study adopts a qualitative and literature-based approach, synthesizing findings from existing sports psychology research. It highlights how psychological training, including visualization, goal setting, and mindfulness techniques, can significantly enhance performance outcomes across all levels. Additionally, the role of coaches, environment, and support systems is examined in shaping athletes' psychological states. The findings suggest that psychological development should be considered as essential as physical training in athletic programs. Tailored mental training interventions can improve consistency, reduce performance-related stress, and optimize overall performance. This paper concludes that understanding and integrating psychological factors into athletic training can lead to more holistic athlete development and sustained success in competitive sports.

Keywords: *Athletic performance, psychological factors, motivation, anxiety, self-confidence, focus, mental resilience. Beginner–intermediate–elite athletes, mental toughness, emotional control, sports psychology, visualization, goal setting, mindfulness.*

Introduction

Athletic performance has traditionally been associated with physical strength, endurance, and technical skills. However, modern research emphasizes that psychological factors are equally critical in determining success in sports. The mental state of an athlete influences decision-making, reaction time, consistency, and the ability to perform under pressure. This paper aims to explore the psychological components that affect athletes at different stages of their development—beginner, intermediate, and elite levels. Understanding these factors can help coaches, trainers, and athletes themselves to optimize performance and achieve long-term success.

Literature Review

Sports psychology has evolved significantly over the past decades. Researchers have identified several psychological constructs that influence performance:

Motivation: Intrinsic and extrinsic motivation determine an athlete's commitment and persistence.

Anxiety and Stress: Competitive pressure often leads to performance anxiety.

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Address for correspondence:
Lakshmiputra Pasodi, College Director of Physical Education & Sports, RK. Government First Grade College Chittapur Dist. Kalaburagi, Karnataka State, India

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Self-Confidence: A key predictor of success, especially in high-stakes competitions.
Focus and Attention: Essential for maintaining consistency and avoiding distractions.
Mental Toughness: The ability to remain resilient under pressure.
Previous studies suggest that elite athletes possess superior psychological skills compared to non-elite athletes. Techniques such as visualization, self-talk, and goal setting are widely used to enhance performance.

Methodology
This study uses a qualitative research approach based on secondary data. Academic journals, books, and case studies in sports psychology were reviewed to analyze psychological factors across different levels of athletic performance.
The research categorizes athletes into three levels:
1. Beginner
2. Intermediate
3. Elite

Comparative analysis is used to identify differences and similarities in psychological traits.

Psychological Factors in Athletic Performance
1. **Motivation**

Motivation is the driving force behind an athlete's effort and persistence.
Beginner Level: Motivation is often intrinsic, driven by enjoyment and learning.
Intermediate Level: A mix of intrinsic and extrinsic motivation, including rewards and recognition.
Elite Level: Highly goal-oriented, with strong intrinsic motivation and professional commitment.
2. **Anxiety and Stress**

Anxiety can either enhance or hinder performance depending on its intensity.
Beginner Level: Low awareness of competitive pressure.
Intermediate Level: Increased anxiety due to competition and expectations.
Elite Level: Better stress management but higher stakes lead to intense pressure.
3. **Self-Confidence**

Confidence influences an athlete's belief in their ability to succeed.
Beginner Level: Often inconsistent and easily affected by failure.
Intermediate Level: Developing confidence through experience.
Elite Level: Strong, stable confidence built through success and mental training.
4. **Focus and Concentration**

The ability to maintain attention is crucial for performance.
Beginner Level: Easily distracted.
Intermediate Level: Improved focus but still inconsistent.
Elite Level: Exceptional concentration and situational awareness.
5. **Mental Toughness**

Mental toughness is the hallmark of elite athletes.
Beginner Level: Limited resilience.
Intermediate Level: Developing coping strategies.
Elite Level: High resilience, persistence, and emotional control.

Psychological Differences Across Levels

Factor	Beginner	Intermediate	Elite
Motivation	Enjoyment-based	Mixed	Goal-driven
Anxiety	Low	Moderate	Managed but intense
Confidence	Low	Moderate	High
Focus	Weak	Improving	Strong
Mental Toughness	Low	Moderate	High

Role of Coaches and Environment
Coaches play a vital role in shaping an athlete's psychological development. Positive reinforcement, structured training, and emotional support contribute significantly to performance. A supportive environment helps reduce anxiety and enhances confidence.

Psychological Training Techniques
1. **Goal Setting**

Helps athletes stay focused and motivated.
2. **Visualization**

Enhances performance by mentally rehearsing actions.
3. **Self-Talk**

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Improves confidence and reduces negative thinking.

4. **Mindfulness and Relaxation**

Reduces stress and improves concentration.

Discussion

The findings indicate that psychological factors evolve as athletes progress through different levels. While beginners rely more on enjoyment, elite athletes depend heavily on mental discipline and resilience. Psychological training should be integrated into athletic programs to ensure balanced development.

Conclusion

Psychological factors play a crucial role in athletic performance across all levels. From motivation to mental toughness, these elements significantly influence outcomes in sports. Coaches and trainers should prioritize mental conditioning alongside physical training to maximize performance potential.

Recommendations

1. Incorporate sports psychology training at all levels.
2. Provide mental health support for athletes.
3. Encourage goal-setting and self-reflection practices.
4. Train coaches in psychological skill development.

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OriginalArticle

Journalism in the Age of Short-Form Content: Challenges, Opportunities and the Feature of Digital Media

Siddanagouda M Patil[1], Dr. J. M. Chandunavar[2]
[1]Research Scholar, Department of Journalism and Mass Communication, KLE Society's Lingaraj College, Belagavi
[2]Professor, Department of Journalism and Mass Communication, Karnatak University, Dharwad

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Abstract

The proliferation of short-form content platforms such as Instagram Reels, YouTube Shorts, and TikTok has fundamentally disrupted the traditional landscape of journalism. This research paper investigates the implications of short-form content consumption on journalistic practices, audience behaviour, and the integrity of information dissemination. Employing a mixed-methods approach, the study combines primary data collected through a structured questionnaire survey administered to 120 respondents in Belagavi district with secondary data drawn from peer-reviewed journals, industry reports, and media studies literature. The findings reveal that while short-form journalism expands audience reach and enables greater engagement among younger demographics, it simultaneously poses significant risks to depth, context, and accuracy of reporting. The study identifies a growing tension between the commercial imperatives of digital platforms and the normative responsibilities of journalism. The paper concludes by offering strategic recommendations for journalists, media organisations, and policymakers to harness the potential of short-form formats while upholding the foundational principles of the fourth estate.

Keywords: *Short-form journalism, digital media, social media news, audience engagement, misinformation, journalistic ethics, TikTok journalism, media convergence*

Introduction

The twenty-first century has witnessed a seismic transformation in the way information is produced, distributed, and consumed. The rise of the internet, followed by the explosion of social media, has irrevocably altered the architecture of mass communication. In this evolving media ecosystem, short-form content - defined broadly as digital media content with a duration or reading length significantly shorter than conventional formats - has emerged as a dominant mode of information delivery. Platforms such as TikTok, Instagram Reels, YouTube Shorts, and Twitter (now X) have democratised content creation and fostered a culture of immediacy that challenges the traditional rhythms of journalism.

Journalism, as an institution, has always adapted to technological change - from the penny press to radio, from television to the internet. However, the shift towards short-form content represents a qualitatively different challenge. Unlike previous transitions, this transformation is driven not merely by changes in technology or delivery mechanism, but by a fundamental restructuring of audience attention, behaviour, and expectation. Studies indicate that the average human attention span has declined to approximately eight seconds in the digital age, creating enormous pressure on media organisations to compress their reporting into formats that are instantly consumable.

India, with over 759 million internet users and one of the world's largest active social media populations, presents a particularly instructive case for studying this phenomenon.

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Address for correspondence:
Siddanagouda M Patil, Research Scholar, Department of Journalism and Mass Communication, KLE Society's Lingaraj College, Belagavi

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The Indian media landscape is characterised by extreme linguistic diversity, regional variation, and a complex interplay between legacy media institutions and emerging digital-first news outlets. In this context, short-form journalism is reshaping not only urban news consumption but also penetrating semi-urban and rural audiences through vernacular digital content.

This research paper seeks to critically examine the relationship between the rise of short-form content and the practice of journalism. It explores how journalists and news organisations are adapting their storytelling approaches, what audiences expect from news in a short-form environment, and what risks this transition poses for the quality and credibility of public information. The study draws on both primary survey data collected from audiences and media practitioners in Belagavi, Karnataka, and a comprehensive review of secondary literature, to produce a holistic, evidence-based analysis.

Review Of Literature

1. **The Evolution of Short-Form Media**

The history of short-form communication in journalism is older than the digital era. The telegraph imposed brevity upon reporters in the nineteenth century, and the inverted pyramid structure - presenting the most critical information first - was itself an accommodation to the limitations of transmission technology (Pöttker, 2003). Radio bulletins and television news packages similarly demanded compression of complex stories into brief, accessible formats. However, scholars note that in each of these cases, broadcast journalism retained editorial gatekeeping mechanisms that maintained certain standards of accuracy and sourcing.

The digital revolution of the 1990s and 2000s introduced new dynamics. Blogs, online news portals, and eventually social media created environments where the distinction between professional journalists and amateur content producers became blurred. Bruns (2008) coined the term 'produser' to describe individuals who simultaneously produce and use content, disrupting traditional models of one-to-many mass communication. The emergence of platforms specifically designed for short-form video - most notably Vine, Snapchat, TikTok, and Instagram Reels - accelerated this disruption by elevating video brevity to an art form.

2. **Short-Form Content and Journalistic Practice**

Several scholars have examined the impact of short-form platforms on journalistic norms and practices. Newman et al. (2024) in the Reuters Institute Digital News Report found that a growing proportion of audiences, particularly those under 35, report accessing news primarily through social media short video formats. The report documents a parallel decline in direct visits to news websites, suggesting a structural shift in news discovery patterns rather than a temporary trend.

Tandoc, Lim, and Ling (2018) investigated how social media metrics influence editorial decision-making and found that journalists increasingly consider shareability and viral potential when selecting and framing stories. This 'metrics-driven journalism' tends to privilege emotionally resonant, easily shareable content over complex investigative pieces. Short-form platforms intensify this dynamic by rewarding content that generates rapid engagement - likes, shares, and comments - within the first few seconds.

Hermida (2010) proposed the concept of 'ambient journalism' to describe how Twitter and similar platforms enable constant, low-attention news awareness among audiences. He argued that while this creates a new form of collective intelligence, it also fragments the news environment, making it difficult for audiences to develop sustained understanding of complex issues. Short-form video platforms extend and deepen this ambient quality, creating what some researchers have termed 'snackable news' - content consumed in brief episodes with little cognitive investment.

3. **Audience Behaviour and News Consumption**

Research on audience behaviour in the short-form content era reveals paradoxical trends. On one hand, short-form platforms have demonstrably expanded the reach of news to audiences who were previously news-avoidant (Reuters Institute, 2023). Young people who rarely engaged with traditional print or broadcast news are accessing current affairs content through TikTok and Instagram. This democratisation of news access is widely regarded as a potential benefit for civic engagement and public discourse.

On the other hand, research by Gottfried and Shearer (2016) for the Pew Research Centre demonstrated that social media news consumers are significantly less likely to follow news closely, less likely to engage in civic activities related to the news, and more likely to encounter partisan or misleading content than audiences who access news through traditional outlets. The passive, algorithm-driven nature of short-form content discovery means that audiences may receive a narrow, personalised slice of reality rather than a broadly representative picture of current events.

4. **Misinformation and the Short-Form Challenge**

One of the most extensively documented concerns in the literature relates to the accelerated spread of misinformation through short-form platforms. Vosoughi, Roy, and Aral (2018), in a landmark study published in Science, demonstrated that false news stories spread faster, wider, and more deeply on Twitter than true stories, driven by the novelty and emotional resonance of misinformation. Short-form video formats compound this problem by adding the persuasive power of audiovisual presentation to decontextualised or manipulated information.

In the Indian context, research by the Internet and Mobile Association of India (IAMAI, 2023) found that social media platforms - particularly WhatsApp and YouTube - were primary vectors for the spread of health

misinformation, political disinformation, and communal rumours. The combination of low media literacy, high trust in visual content, and rapid viral sharing mechanisms creates conditions particularly conducive to the spread of misleading short-form content.

5. **Gaps in Existing Literature**

While the literature on digital journalism and social media is extensive, there remains a relative scarcity of empirical studies examining short-form journalism specifically in the context of Tier-2 Indian cities and the Kannada-language media ecosystem. Most existing research draws predominantly on data from Western media markets or major metropolitan Indian cities. This study addresses that gap by focusing on Belagavi, a linguistically and culturally diverse city in North Karnataka, providing empirically grounded insights into short-form journalism in a regional Indian context.

Objectives Of the Study

The present study is guided by the following specific objectives:

1. To examine the patterns of short-form content consumption for news among audiences in Belagavi district.
2. To assess the perceptions of journalists and media practitioners regarding the impact of short-form formats on journalistic quality and standards.
3. To investigate the relationship between short-form news consumption and audience awareness, engagement, and trust in media.
4. To identify the principal opportunities and challenges that short-form journalism presents for Indian regional media.
5. To recommend strategies for integrating short-form formats into journalistic practice without compromising editorial integrity.

Research Methodology

1. **Research Design**

This study adopts a mixed-methods research design, combining quantitative survey data with qualitative secondary analysis. Mixed-methods approaches are particularly appropriate for media studies research where both statistical patterns and contextual interpretation are necessary to develop a comprehensive understanding of the phenomenon under investigation (Creswell & Plano Clark, 2017). The quantitative component provides empirical evidence on audience behaviours and attitudes, while the secondary qualitative analysis situates these findings within broader theoretical and industry frameworks.

2. **Primary Data Collection**

Primary data was collected through a structured questionnaire administered to 120 respondents in Belagavi district between January and February 2026. The questionnaire was designed in both English and Kannada to ensure linguistic accessibility and was piloted with a group of 15 respondents to check for clarity, validity, and internal consistency. The instrument comprised 25 items organised across five thematic sections: demographic information, news consumption habits, perceptions of short-form news quality, trust and credibility assessments, and attitudes towards traditional versus digital journalism.

Sampling was conducted using a stratified purposive sampling technique. The sample was stratified by age (18-25, 26-40, 41-60), gender, educational background, and profession, to ensure representation across key demographic categories. Sub-groups included undergraduate and postgraduate students (n=40), working professionals (n=35), media practitioners and journalists (n=20), and homemakers and senior citizens (n=25). Data was collected through both in-person administration at educational institutions and workplaces, and through a digital Google Form distributed via WhatsApp and email.

3. **Secondary Data Sources**

Secondary data was drawn from a diverse array of authoritative sources including peer-reviewed academic journals (Journalism & Mass Communication Quarterly, Digital Journalism, Journalism Practice), industry reports (Reuters Institute Digital News Report 2023-2024, IAMAI Annual Internet Reports), national and international newspaper archives, and published reports from organisations including the Press Council of India, the Editors Guild of India, and the Internet and Mobile Association of India. A systematic literature search was conducted using Google Scholar, JSTOR, and Research Gate databases using keyword combinations including 'short-form journalism,' 'social media news India,' 'digital journalism ethics,' and 'TikTok news consumption.'

4. **Data Analysis**

Quantitative data from the survey was analysed using descriptive statistical methods, including frequency distributions, percentage calculations, and cross-tabulation. Results are presented in tabular form to enable clear comparison across demographic sub-groups. Thematic analysis was applied to open-ended survey responses and secondary qualitative material to identify recurring themes, patterns, and contradictions in the data. All findings were triangulated across primary and secondary sources to enhance validity and reliability.

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5. **Ethical Considerations**

All survey participants were fully informed about the purpose of the research and provided voluntary, informed consent before participation. Respondent anonymity was maintained throughout the study. No personally identifying information was collected. The research followed the ethical guidelines established by the University Grants Commission of India and the principles of the Declaration of Helsinki regarding research involving human subjects.

Primary Data: Survey Findings

1. **Demographic Profile of Respondents**

Demographic Variable	Distribution
Total Respondents: 120	**120**
Age 18–25	42 (35%)
Age 26–40	45 (37.5%)
Age 41–60	33 (27.5%)
Male	64 53.3%
Female	54 (45%)
Other / Prefer not to say	2 (1.7%)
Graduate / Post-Graduate	88 (73.3%)
Media Practitioners	20 (16.7%)
Students	40 (33.3%)

2. **News Consumption Patterns**

Respondents were asked about their primary sources of news consumption and the frequency with which they access news through short-form platforms. The results, presented in Table 2, reveal a pronounced preference for digital and social media platforms over traditional sources among the surveyed population.

Table 2: Primary Sources of News Consumption (Multiple Responses Permitted)

News Source	Respondents (n)	Percentage (%)
Social media short-form video (Reels, Shorts, TikTok)	74	61.7%
Social media text/image posts (Twitter, Facebook)	52	43.3%
Online news websites / apps	48	40.0%
Television news channels	39	32.5%
Newspapers (print)	21	17.5%
Podcasts / long-form audio	18	15.0%
Radio	9	7.5%

3. **Frequency and Duration of Short-Form News Consumption**

Respondents were asked how frequently they consume news through short-form content formats and the average time they spend doing so each day. The data indicates that short-form news consumption is not an occasional activity but a deeply integrated daily habit for the majority of respondents.

Frequency / Duration	Respondents (n)	Percentage (%)
Access short-form news multiple times daily	61	50.8%
Access short-form news once daily	29	24.2%
Access short-form news a few times per week	18	15.0%
Rarely or never access short-form news	12	10.0%
Spend < 15 minutes/day on short-form news	33	27.5%
Spend 15–30 minutes/day on short-form news	44	36.7%
Spend > 30 minutes/day on short-form news	31	25.8%

4. **Perceptions of Short-Form News Quality**

A central concern of this study is whether audiences perceive short-form news as qualitatively equivalent to traditional journalism. Respondents were asked to rate their agreement with statements about short-form news quality on a five-point Likert scale. The findings reveal significant ambivalence - audiences simultaneously value the accessibility and immediacy of short-form news while harbouring reservations about its depth, accuracy, and reliability.

Statement	Agree / Strongly Agree (%)	Disagree / Strongly Disagree (%)
Short-form news is easy to understand	81.7%	8.3%
Short-form news keeps me informed about current events	74.2%	14.2%

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Short-form news lacks sufficient depth and context	68.3%	18.3%
I have encountered false or misleading short-form news	72.5%	13.3%
I trust short-form news as much as traditional news	31.7%	51.7%
Short-form news is important for democracy	57.5%	22.5%
Journalists in short-form formats maintain ethical standards	38.3%	41.7%

5. **Journalist Perspectives**

Among the 20 media practitioners surveyed, distinct professional perspectives emerged. While all practitioners acknowledged that short-form formats had become commercially necessary for their organisations, 75% (n=15) expressed concern that the pressure to produce short-form content had negatively impacted the time available for investigative and in-depth reporting. Fourteen of the 20 practitioners (70%) reported that their organisations had introduced explicit social media short-form quotas or targets as part of their editorial strategy within the last two years.

Notably, 80% of media practitioner respondents agreed that short-form content had helped them reach audience segments previously unreachable through traditional channels, particularly rural audiences and those in the 18-25 age bracket. However, 65% reported encountering editorial pressure to simplify or sensationalise stories for short-form consumption, raising concerns about the potential compromise of editorial independence and journalistic accuracy.

Secondary Data: Thematic Analysis

1. **The Global Shift to Short-Form News**

Secondary data from the Reuters Institute Digital News Report 2024 corroborates and contextualises the primary findings. The report, which surveyed over 95,000 respondents across 47 countries, found that online video - particularly short-form video - is now the fastest-growing news source globally, with 66% of respondents under 35 reporting they access news through video on social platforms at least weekly. India-specific data from the report indicates that YouTube Shorts and Instagram Reels have become primary news channels for a significant portion of the Indian population under 30, while traditional newspaper readership continues its decade-long decline.

The Pew Research Centre's State of the News Media report (2023) documents that legacy news organisations in both the United States and key Asian markets have responded to the short-form trend by establishing dedicated social media journalism teams, producing content specifically optimised for Reels and Shorts formats. Indian media houses including NDTV, The Quint, News18, and regional players like TV9 Kannada have all launched or significantly expanded their short-form content operations between 2022 and 2025.

2. **Economic Imperatives and Structural Pressures**

A critical dimension of the short-form journalism phenomenon is the economic logic driving it. As advertising revenue has migrated from traditional media to digital platforms, news organisations have faced mounting pressure to follow audiences onto social media platforms to maintain commercial viability. Research by the Reuters Institute (2023) indicates that digital advertising revenue for news publishers who do not maintain active social media presences is declining at more than twice the rate of those that do, creating powerful financial incentives to prioritise social-media-optimised content.

The economics of short-form content platforms themselves present structural challenges for journalism. Platforms such as TikTok and Instagram do not currently operate revenue-sharing models that meaningfully compensate news publishers for the journalistic content they produce. This creates a fundamental asymmetry: news organisations invest in the costly processes of reporting, verification, and editorial oversight, while the platforms capture the bulk of advertising revenue generated by that content. The Press Council of India raised this concern formally in its 2023 annual report, calling for legislative frameworks to ensure fair remuneration for news publishers from platform aggregators.

3. **Misinformation and Platform Accountability**

The secondary literature is consistent in identifying misinformation as one of the most severe consequences of the short-form content environment. Vosoughi, Roy, and Aral's (2018) foundational study established that misinformation spreads significantly faster than accurate news on social media. Subsequent research specific to short-form video has found that the audio-visual medium substantially amplifies the persuasive effect of false information, as viewers are more likely to perceive video content as authentic compared to text-based claims.

In the Indian context, fact-checking organisations including Alt News, Boom Live, and Factly have documented a dramatic increase in short-form video misinformation between 2022 and 2025. A BOOM investigation (2024) found that fabricated or decontextualised short-form videos related to electoral processes circulated more than 500 million times in the three months preceding the 2024 Indian general elections. These findings underscore the

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urgent need for media literacy initiatives, platform regulation, and journalistic leadership in countering digital misinformation.

4. **Opportunities for Inclusive and Vernacular Journalism**

Despite the challenges documented above, secondary data also reveals significant opportunities that short-form platforms present for journalism, particularly in the Indian regional context. The proliferation of affordable smartphones and the expansion of low-cost mobile data networks has enabled short-form news content to reach audiences in semi-urban and rural communities who have historically been underserved by mainstream media. A study by the Internet and Mobile Association of India (2023) found that over 68% of new internet users in India are located in Tier-2 and Tier-3 cities, with the majority accessing the internet primarily through mobile video.

For Kannada-language journalism specifically, short-form platforms have opened new channels for local storytelling that bypasses the production costs and distribution limitations of traditional broadcast media. Independent Kannada-language creators on YouTube and Instagram have built audiences of hundreds of thousands of followers by producing short-form content on local governance, agriculture, and community affairs - topics that are chronically underrepresented in national English-language journalism. This democratisation of journalism represents a genuine structural opportunity for regional media ecosystems.

Discussion

The convergence of primary and secondary data in this study reveals a journalism landscape under profound and multidirectional transformation. Short-form content has not simply altered the delivery mechanism for news; it has restructured the relationship between journalist, story, and audience in fundamental ways. The quantitative survey findings from Belagavi demonstrate that short-form news consumption is pervasive, habitual, and driven by genuine informational needs - a majority of respondents rely on short-form platforms as their primary window onto the world. This finding is consistent with global data from the Reuters Institute and Pew Research Center, indicating that the Belagavi experience reflects a broader, structural shift in news consumption rather than a localised or idiosyncratic trend.

The ambivalence evident in audience perceptions of short-form news quality is theoretically significant. Respondents simultaneously recognise the accessibility advantages of short-form formats - 81.7% agree it is easy to understand - while exhibiting clear-eyed scepticism about its accuracy and depth. Only 31.7% trust short-form news as much as traditional journalism, and 72.5% report having encountered false or misleading short-form news content. This finding suggests that audiences are not passive or uncritical consumers; they possess a degree of media literacy that distinguishes between convenient consumption and reliable information. The challenge for journalism institutions is to leverage this scepticism productively, cultivating audiences who demand higher standards from the short-form news content they consume.

The perspectives of media practitioners surveyed in this study illuminate the operational tensions inherent in the short-form transition. The conflict between editorial depth and platform-imposed brevity - reported by 65% of journalist respondents as a source of professional pressure - represents a microcosm of the broader contest between journalistic values and commercial imperatives. This tension is not new to journalism; it echoes historical conflicts between sensationalist and quality press traditions, between infotainment and information. What is distinctive about the current moment is the speed and scale of the pressure, the opacity of algorithmic gatekeeping, and the difficulty of maintaining institutional accountability when individual creators can command audiences larger than legacy news organisations.

The misinformation challenge documented in both primary and secondary data demands urgent, coordinated responses from multiple stakeholders. Individual journalists, media organisations, digital platforms, educational institutions, and regulatory bodies each have distinct but interdependent roles to play. The evidence from this study suggests that no single intervention - fact-checking, platform moderation, media literacy education, or regulatory enforcement - is sufficient alone; the complexity and scale of the misinformation ecosystem requires systemic, multi-pronged strategies.

Critically, this study also highlights that the short-form revolution is not inherently inimical to quality journalism. The democratisation of access documented in the secondary data - particularly the expansion of vernacular and regional journalism through short-form channels - represents a genuine and important opportunity for the media to fulfil its public interest mandate more comprehensively than traditional models permitted. The question is not whether journalism should embrace short-form formats, but how it can do so in ways that preserve and extend its core commitments to accuracy, depth, accountability, and public service.

Recommendations

1. **For Journalists and Newsrooms**

News organisations should invest in dedicated training programmes that equip journalists with the skills to produce high-quality short-form content without sacrificing the verification, sourcing, and contextualisation standards of traditional reporting. Editorial guidelines specific to short-form formats should be developed and enforced, including protocols for fact-checking, source attribution in compressed formats, and the handling of user-generated content.

Newsrooms should resist the conflation of engagement metrics with journalistic quality, maintaining firewalls between editorial decision-making and commercial performance indicators.

2. **For Digital Platforms**

Short-form platforms must accept greater regulatory and social responsibility for the news content that circulates on their platforms. This includes implementing equitable revenue-sharing models for news publishers, investing in algorithmic transparency to reduce misinformation amplification, and collaborating with journalistic institutions and fact-checking organisations to label or limit the circulation of demonstrably false content. Platforms should also actively promote authoritative journalistic content rather than privileging viral or engagement-maximising content indiscriminately.

3. **For Educational Institutions**

Journalism and mass communication programmes in India, including those at the regional level, must integrate short-form storytelling into their curricula as a core competency alongside traditional reporting, editing, and ethics. Media literacy education should be embedded across higher education disciplines, not confined to journalism programmes. Students across disciplines who will be future content consumers, creators, and citizens require skills in evaluating digital information, identifying misinformation, and understanding the structural incentives that shape the short-form content environment.

4. **For Policymakers**

Regulatory frameworks governing digital media in India must be updated to reflect the realities of the short-form content ecosystem. Legislative interventions should address the platform-publisher revenue asymmetry, drawing on the precedents set by Australia's News Media Bargaining Code and the European Union's Digital Markets Act. The Press Council of India's mandate and enforcement capacity should be strengthened to encompass digital journalism, and standards for online journalistic practice should be codified and made enforceable. Investment in public media institutions - particularly those operating in vernacular languages and serving underserved communities - should be recognised as essential public infrastructure.

Conclusion

This research paper has undertaken a comprehensive examination of the impact of short-form content on contemporary journalism, drawing on primary survey data from 120 respondents in Belagavi and an extensive review of secondary literature. The findings confirm that short-form content has become a structurally significant - and in many demographics, dominant - mode of news consumption, with profound implications for journalistic practice, audience engagement, and the integrity of public information. The study finds that short-form journalism offers genuine opportunities for expanded reach, greater audience diversity, and more inclusive regional and vernacular storytelling. It simultaneously poses serious risks to journalistic depth, editorial independence, and the quality of public discourse, particularly through the accelerated spread of misinformation in visually compelling formats. These opportunities and risks are not theoretical abstractions; they are lived realities for the journalists, audiences, and communities of Belagavi, and by extension, for the broader Indian media ecosystem. The core argument of this paper is that the future of journalism in the short-form era will be determined not by the technology itself, but by the choices made by journalists, media organisations, platforms, educational institutions, and policymakers about how to deploy and regulate that technology. Short-form formats are tools - extraordinarily powerful tools - and like all tools, their value depends on the purposes to which they are put and the ethical frameworks within which they are used. The fourth estate can adapt and thrive in the age of short-form content, but only if it retains clarity about its essential purpose: to inform, to hold power accountable, and to serve the public interest.

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OriginalArticle

Financial Aspects of MSME's

Basamma Karabishti
Dept of Commerce, KLE Society's Lingaraj College, Belagavi
Email: basammakarabishti@gmail.com

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Abstract

The micro, small and medium enterprises (MSME) sector plays a vital role in the economic development of India, contribution approximately 35.4% to manufacturing output, 48.58% to exports, and 31.1%to the country's GDP. It is the second largest source of employment after agriculture. Despite its significant contribution, MSME's continue to face various financial challenges that affect their growth, performance and long term sustainability. The present study aims to examine the financial aspects of MSME's with Special reference to India. It focuses on key financial dimensions such as availability of credit, interest rate burden, and overall sustainability. The study is based on secondary data collected from reliable sources, including government reports, publication of the ministry of micro, small and medium enterprises, the economic survey of India journals and reports of the reserve bank of India. Further, the study analyses various government initiatives and schemes aimed at promoting MSME development and evaluate their role in strengthening the sector. The findings highlight the importance of financial support in enhancing operational efficiency and ensuring long term sustainability. The study also provides suggestions to enhance financial stability of MSMEs in India.

Keywords: *MSMEs-micro small medium enterprises*

Introduction

The micro small and Medium Enterprises (MSMEs) sector is one of the most important pillars of the Indian economy.it plays a crucial role in promoting industrialization, generating, employment, and supporting balanced regional development. MSMEs contribute significantly to the countries significantly to the country's Gross Domestic product (GDP), exports, and overall economic growth due to their ability to operate with low Capital investment and high Labor intensity, they are particularly important for a developing Country like India. Over the years, the MSME sector has expanded rapidly, covering a wide range of industries such as manufacturing, service and trade. It not only supports large industries as ancillary units but also encourages entrepreneurship and innovation at the grassroots level. the sector has gained increased attention from policymakers due to its potential to reduce poverty and unemployment. However, despite its significant contributions, the MSMEs sector faces numerous challenges that affect its growth and sustainability. Among these, financial challenges are the most prominent. MSMEs often struggle to access timely and adequate credit from formal financial instructions due to issues such as lack of collateral, poor credit history and complex loan procedures. as a result, many enterprises depend on informal sources of finance, which are usually expensive and risky. Therefore, it becomes essential to examine the financial aspects and financial challenges faced by MSMEs and understand the role of various sources in meeting their financial needs. This study focuses on analyzing these Challenges and evaluating the accessibility of finance to MSMEs, with the aim of suggesting measures for improving their financial stability and growth.

Objectives of the study

1. To evaluate the accessibility and availability of credit of MSMEs from formal and informal credit

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Address for correspondence:
Basamma Karabishti, Dept of Commerce, KLE Society's Lingaraj College, Belagavi

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2. To evaluate the role of MSMEs in contributing to overall economic development of the nation
3. To study the government initiatives and various schemes for the development of MSMES

Research methodology

The study is based on a descriptive research design and covers the period 2023-2026.it uses secondary data collected from sources such as the ministry of micro, small and medium enterprises, economic survey of India government reports, journals, reserve bank of India and websites. The data is analysed using tables, percentages, and simple comparisons to understand trends in MSMEs credit and development in India.

Related literature

Jain (1981) in his study looked at the total performance of various institutions, financing agencies, using secondary data only. The study reveals that the assistance to small-scale industrial sector has been grossly inadequate. Secondly, the agencies have developed a preference of investing their funds in the medium and large-scale unitsandthe bigger ones among the small-scale units.

Rani and Rao (2008) conducted a research that Small and Medium Enterprise sector is a vibrant and dynamic one, and an engine of growth for the present millennium. Financing of micro, small enterprises, which is the part of SME sector, has been given special attention by bank and financial institution, and is included in priority sector lending. In spite of the special efforts, only 14.3% of registered small enterprises have availed themselves of institutional credit, as per the 3rd All Indian Census of small-scale industries of 2001-02. from 2000-2004, institutional credit for MSMEs has shown disturbing trends, despite the high level of liquidity in the banking system and the initiatives taken by union government and Reserve Bank of India (RBI)

Background of MSMEs

The concept of small-scale industrial undertakings (SSI) in India was first introduced in industrial development act, 1951.however, a structured framework for MSMEs was established with Micro, small and medium enterprises development (MSMED) Act,2006, which provided the first official classification of based on investment in plant and machinery or equipment

Evolution of MSME classification

Pre-2006 Era: small-scale industries (SSI) were defined primarily based on investment limits, with different thresholds for small and ancillary industries.

MSMED Act, 2006: introduced the three-tier classification of micro, small and medium enterprises, with different investment limits for manufacturing and service enterprises.

Revised Classification (July 1, 2020): The government of India removed the distinction between manufacturing and service sectors and introduced a composite criterion based on both investment and turnover to Classify MSMEs.

Revised classification (April 1,2025): The government of India has further revised the MSMEs classification to enhance the investment and turnover limits, allowing businesses to grow while retaining MSMEs status

Current MSMEs Classification (Effective April 1, 2025)

Enterprise Category	Investment Limit	Turnover limit
Micro Enterprises	Upto ₹2.5 crore	Upto ₹10 crore
Small Enterprises	Upto ₹25 crore	Up to ₹100 crore
Medium Enterprises	Up to ₹125 crore	Up to ₹500 crore

This revised Classification ensures better financial access, ease of doing business, and support for MSMEs to scale up without losing benefits due to a rigid Classification System.

Contribution and Significance of MSMEs in India (2025-26)

Sl.no	particulars	Data/figures
1	Contribution to Manufacturing	35.4%
2	Contribution To Exports	48.58%
3	Contribution to GDP	31.1%
4	Total Number of Enterprises	7.47 Crore
5	Employment Generated	32.82 crore persons
6	Position in Employment	Second Largest(after agriculture)
7	Global Share of Businesses	Around 90%
8	Global Employment Contribution	Over 50%

Importance of MSMEs for the economy

1. **Employment Generation**: second largest source of employment after agriculture Employs over 32.82crore people

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2. **Contribution to GDP**: Account for approximately 31.1% of India's GDP
3. **Export Contribution**: Contributes nearly 48.58% to India's total export. Major players in textile, leather, handicrafts, pharma, and engineering goods
4. **fostering inclusive Growth:** Promotes entrepreneurship among SC/ST, Women, artisans geographically distributed, reducing regional disparities
5. **Support to large industries**: Acts as ancillary units and part of the supply chain for large corporate
6. **promotes innovation and Flexibility**: Agile, cost-effective and responsive to market needs Crucial for make in India and atmanirbhar bharat

Meaning of MSME Loan: An MSME Loan is a type of business loan specifically offered to MSME as defined under the MSME Act 2006. To avail an MSME loan the borrower must possess a Udyam Registration Certificate (URC). Since July 2021 retail and wholesale traders are considered MSME for Priority Sector Lending (PSL) purposes.

MSME can avail three types of loans:

A. Term Loan: A term loan is a type of loan provided for a specific amount given for a fixed tenure which is repaid in regular instalments. The tenure of the loan typically ranges from 1 to 10 years or more. Common examples of term loan are purchase of equipment or machinery, business expansion, technology upgrades etc.

C. Composite loan: A composite loan limit of Rs. 1 Crore can be sanctioned by banks to enable the MSME entrepreneurs to avail of their working capital and term loan requirement through Single Window.

Variables considered by banks for assessing various risks

For the purposes of risk management, banks assess multiple variables across key risk categories when evaluating loan proposals. There are primarily three types of Risk: credit risk, operational risk and market risk.

Key risk variables considered by banks for sanctioning loans are as follows:

a) Credit Risk – Credit score, repayment history, existing liabilities, and past defaults.

b) Financial Risk – Income trends, turnover, profitability, debt-to-equity ratio, net worth, margins, and debt service coverage ratio.

c) Market Risk – Exposure to interest rate fluctuations, inflation, currency volatility, and geopolitical instability.

d) Business Risk – Industry outlook, demand cycles, seasonality, regulatory shifts, and environmental considerations.

e) Operational Risk – Quality of promoters/management, internal processes, workforce skill levels**.**

f) Compliance & Regulatory Risk – GST and income tax filings, and adherence to sector-specific regulations.

MSME borrowers can apply for loans through the following channels:

I. Offline Mode – Visit the bank branch, complete the Loan Application Form/Common Application Form (CAF), and submit all required documents as per the lender's checklist.

II. Online Mode – Submit the loan application and upload supporting documents directly through the lender's website.

Documents generally required for availing loan:

a) PAN and Aadhaar
b) Udyam Registration Certificate
c) GST Certificate and Returns
d) Income Tax Returns (for past 1-3 years)
e) Bank Statement (6-12 months)
f) Business address and ownership proof
g) Financials (Balance Sheet, P/L statement, cash flow statement)

Rate of Interest

The interest rate represents the cost of borrowing and is charged by a lender on any form of debt extended.

MSME reduce cost of credit: MSME can reduce the cost of credit by the following ways:

a. Enhance Creditworthiness

i. Maintain a personal and business CIBIL score above 750.
ii. Ensure timely repayment of EMIs and loans.
iii. Avoid cheque bounces and over usage of overdraft/Cash Credit (CC) limits.

b. Practice Financial Discipline

i. File timely Income Tax Returns (ITRs) and GST returns.
ii. Maintain updated financial statements -Balance Sheet, Profit and Loss Statement (P&L).
iii. Demonstrate consistent income and turnover trends.
iv. Reduce cash transactions and maintain a clear banking trail.

c. Opt for Appropriate Credit Products

i. Use term loan for long-term assets (e.g., machinery).
ii. Use working capital loans/CC for daily operations.
iii. Avoid using high-interest short-term loans for long-term needs.

d. Leverage Interest Subvention Schemes of the Government

i. MSE-GIFT (Green Investment and Financing for Transformation).

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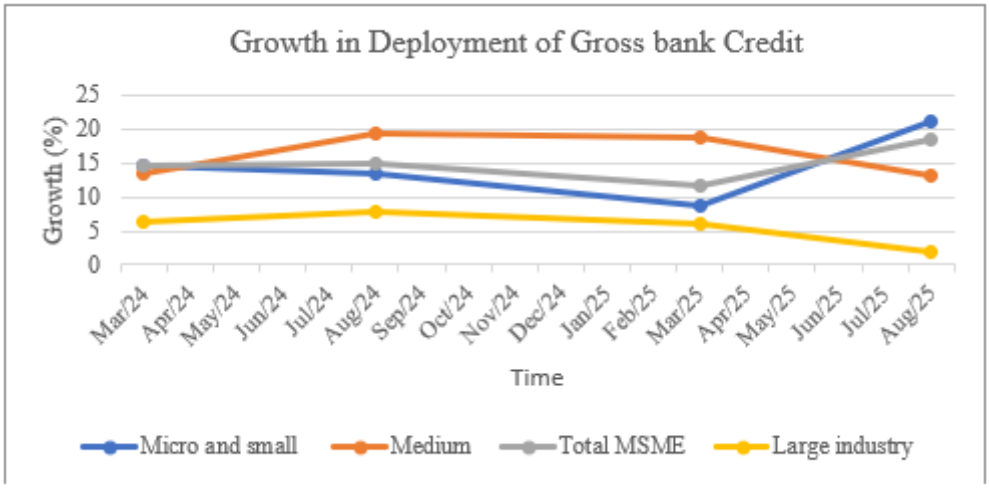
ii. ADEETIE (Assistance for Deployment of Energy-Efficient Technologies in Industries and Establishments).

Growth in Deployment of Gross Bank Credit to MSMEs (Y-o-Y Growth in %)

Segment	Micro & Small Enterprises	Medium Enterprises	Total MSME Credit	Large Industry
March-2024	14.7	13.3	14.5	6.4
August-2024	13.4	19.2	15.0	7.7
March-2025	8.8	18.6	11.7	6.1
August-2026	20.9	13.1	18.5	1.8

Source: RBI Monetary Policy Report (October 2025), Economic Survey 2025–26



Micro & Small Enterprises

Credit growth for Micro & Small Enterprises shows fluctuation over the period. It decreases from 14.7% (March 2024) to 8.8% (March 2025), but then rises sharply to 20.9% (August 2025). This indicates a strong recovery and increased support to small businesses

Medium Enterprises

Medium Enterprises show relatively stable growth. It increases from 13.3% to 19.2%, then slightly declines to 13.1% by August 2025.This suggests consistent but moderate credit support.

Total MSME Credit

Total MSME credit growth remains strong overall. It declines slightly to 11.7% (March 2025) but improves again to 18.5% (August 2025). This shows that the MSME sector continues to receive increasing bank credit, despite temporary slowdown.

Large Industry

Credit growth for large industries is low and declining. It moves from 6.4% to 1.8% over the period. This indicates reduced focus of banks on large industries compared to MSMEs.

Sources of Loan for MSMEs (%)

Indicator/ Source of Finance	2021–22 (%)	2023–24 (%)	Change
Commercial Banks	27%	33%	+6
Cooperatives	8%	6%	–2
MFI	11%	10%	–1
Moneylenders	14%	11%	–3
Suppliers	11%	14%	+3
Friends/Relatives	29%	26%	–3

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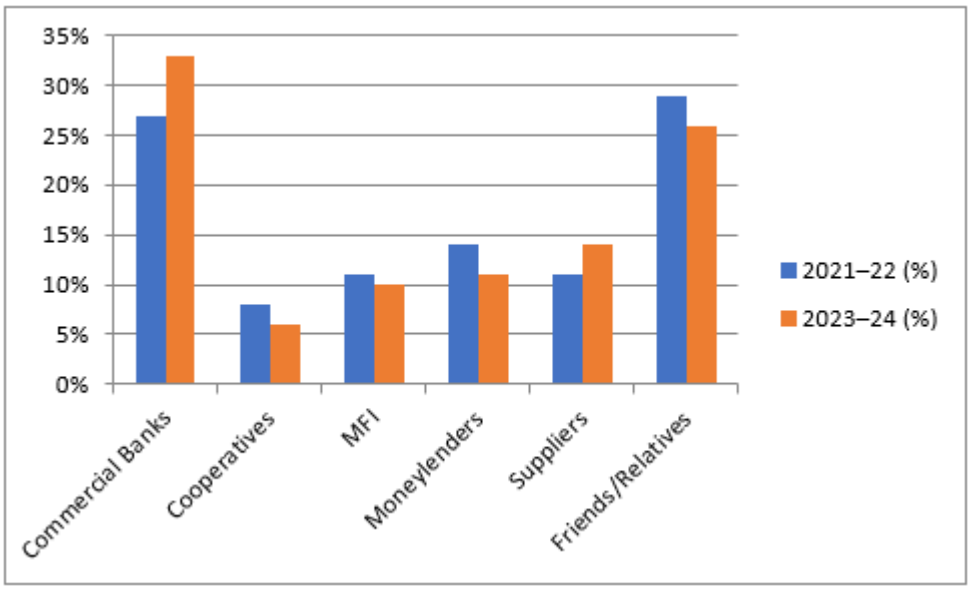
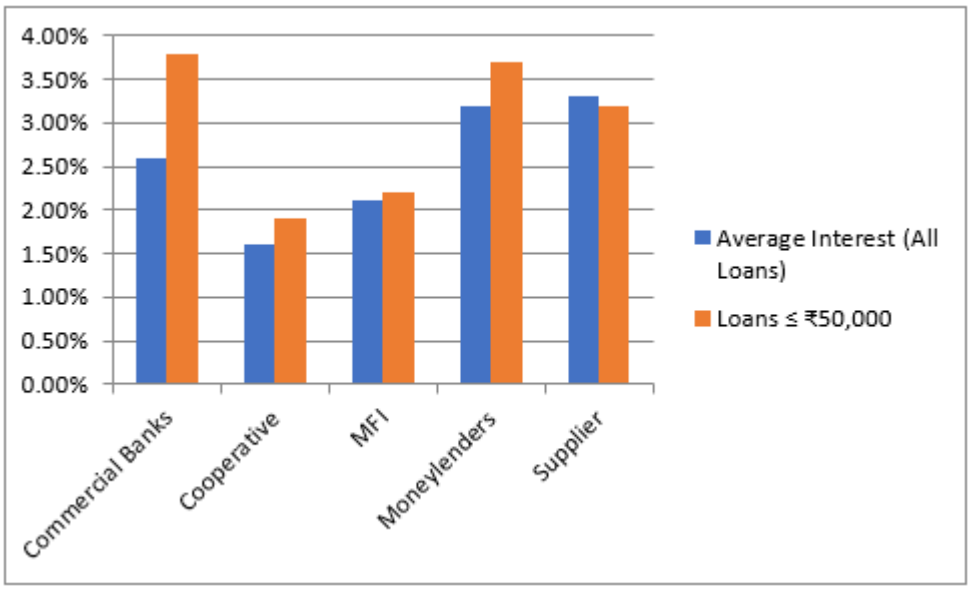


The table shows the percentage distribution of loan sources among businesses for the years 2021–22 and 2023–24. It is observed that commercial banks are a major source of finance, with their share increasing from 27% to 33%, indicating improved access to formal credit. On the other hand, the share of cooperatives and moneylenders has declined, suggesting reduced dependence on these sources.

Loans from suppliers have increased from 11% to 14%, reflecting growing reliance on trade credit. Borrowings from friends remain significant, though slightly declining from 29% to 26%. Overall, the data indicates a gradual shift towards formal sources of finance, particularly commercial banks.

Interest burden across sources of finance (%)

Source	Average Interest (All Loans)	Loans ≤ ₹50,000
Commercial Banks	2.6%	3.8%
Cooperative	1.6%	1.9%
MFI	2.1%	2.2%
Moneylenders	3.2%	3.7%
Supplier	3.3%	3.2%



The table presents the average interest burden (in percentage) across different sources of finance for all loans and for loans up to ₹50,000. It is observed that cooperative institutions charge the lowest interest rates (1.6% and 1.9%), making them the most affordable source of credit. Commercial banks charge moderate rates, but the interest increases for smaller loans (from 2.6% to 3.8%).

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Microfinance institutions (MFIs) maintain relatively stable interest rates across both categories. In contrast, moneylenders and suppliers charge higher interest rates, ranging between 3.2% and 3.7%, indicating the higher cost of informal borrowing. Overall, smaller loans tend to carry a higher interest burden in percentage terms.

Recent financial support measures for MSME's in India

Sl.no	Scheme/Initiative	Key features/enhancements	Financial Details
1	Credit Guarantee scheme (CGS)/ CGTMSE	Revamped from April 2023 to strengthen credit linkages; increased guarantee coverage, reduced guarantee fees	Corpus infusion of ₹9,000 crore; coverage increased from ₹2 crore to ₹5 crore, later to ₹10 crore (from April 2025); fee reduced to 0.37%
2	CGTMSE(Women entrepreneurs)	Enhanced support for women-owned MSMEs	Guarantee coverage increased from 85% to 90%
3	Self-Reliant India(SRI)fund	Provides equity funding support to MSMEs	Total corpus ₹50,000 crore; ₹15,442 crore invested in 682 MSMEs (as of Nov 2025)
4	Prime minister's Employment generation programme (PMEGP)	Support micro-enterprises through subsidies on loans. expanded scope	Provides margin money subsidy; high project cost limits
5	MSME champions Scheme	Enhances Competitiveness and quality standards	Promotes ZED certification and lean manufacturing practices

Government Schemes For MSMEs

Pradhan mantra MUDRA Yojana (PMMY)

The pradhan mantra MUDRA yojana (PMMY) Provides MUDRA Loan, up to Rs.20 lakh, to The Pradhan Mantra MUDRA Yojana (PMMY) provides MUDRA loan, up to Rs.20 lakh, to income generating micro enterprises engaged in manufacturing, trading and services sectors.

The overdraft amount of Rs. 10,000 sanctioned under PM Jan Dhan Yojana (PMJDY) has been also classified as MUDRA loans under PMMY.

Key Features

The MUDRA loans are extended under following categories and funding needs of the Beneficiary micro unit / entrepreneur.

a. Shishu: covering loans up to Rs. 50,000/-
b. Kishor: covering loans above Rs.50,000/- and up to Rs. 5lakh
c. Tarun: covering loans above Rs. 5 lakh to Rs.10 lakh
d. Tarun Plus: covering loans above Rs.10lakh to Rs. 20lakh (for those entrepreneurs who have availed and successfully repaid previous loans under the 'Tarun' category).

- Any individual including women, proprietor, partnership firm, private limited Company or any other entities are eligible applicant under PMMY loans, whose loan Requirement is up to Rs. 20 lakhs.
- The guaranteed coverage of PMMY for loans up to Rs. 20 lakhs will be provided Under the Credit Guarantee Fund for Micro Units (CGFMU).

Prime Minister's Employment Generation Programme (PMEGP):

PMEGP is a credit-linked subsidy scheme that helps individuals set up new micro-enterprises in the manufacturing and service sectors.

Key Features

a. The maximum project cost is Rs 50 lakh for manufacturing and Rs 20 lakh for services.
b. Beneficiaries receive a subsidy ranging from 15% to 35%.
c. No collateral is required for loans up to Rs 10 lakh.
d. Entrepreneurship Development Programme mandatory training (10 days) for all
e. Beneficiaries.
f. Online application & monitoring through the PMEGP e-portal.
g. The scheme is implemented by the Khadi and Village Industries Commission (KVIC)

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PM Vishwakarma Scheme:
PM Vishwakarma Scheme provides holistic assistance including skill training, modern Toolkits and financial support to traditional artisans and craftspeople
Key Features:
a. Recognition: PM Vishwakarma Certificate and ID card.
b. Skill Training: Basic (5–7 days) and Advanced (15+ days), Rs. 500/day stipend during
c. Training.
d. Toolkit Incentive: Rs. 15,000 via e-voucher for tool purchase.
e. Credit Support: Collateral-free loans in two tranches.
f. Digital Enablement: Rs. 1 per digital transaction (up to 100/month).
g. Marketing Support: Branding, e-commerce on boarding, quality certification.
h. Udyam Registration: Formal MSME recognition.

National Urban Livelihoods Mission (NULM):
The NULM aims to reduce urban poverty by enabling the urban poor to access gainful self-Employment and skilled wage employment opportunities.
Key Features:
a. Supports individuals and Self-Help Groups (SHGs) in setting up micro-enterprises
b. Through financial assistance and interest subsidies.
c. Individuals can avail loans up to Rs 2 lakh, while SHGs can access up to Rs 10 lakh.
d. The scheme emphasizes skill development, social mobilization, and support for urban
e. Street vendors.
f. No collateral is required for loans up to Rs 10 lakh, making it accessible for first-time Entrepreneurs

National Rural Livelihood Mission (NRLM):
NRLM, is a flagship rural poverty alleviation program that promotes self-employment and Financial inclusion through the formation of women-led SHGs.

Key features
a. These groups are provided with revolving funds, interest subvention, and access to
b. Collateral-free loans up to Rs 10 lakh. The mission also supports livelihood diversification,
c. Skill training and access to public services.
d. It empowers rural women to become financially independent and build sustainable Income sources through community institutions.

MSE GIFT Scheme (Green Investment and Financing for Transformation)
MSE GIFT Scheme aims to promote the adoption of green technologies and clean energy in Micro and Small Enterprises (MSEs), making them more sustainable and climate resilient.
Key Features
a. 2% interest subvention on term loans up to Rs 2 crore.
b. Credit guarantee covering 75% of eligible loans.
c. Promotes green technology adoption in sectors like clean energy, waste management, Etc.

MSE-SPICE Scheme (Scheme for Promotion and Investment in Circular Economy)
Key Features:
a. Credit Linked Capital Subsidy for Circular Economy or waste management projects - 25%
b. Of investment in plant & machinery or Rs.12.50 lakh, whichever is lower.
c. For Projects costing up to Rs 50 lakh the maximum subsidy is Rs. 12.5 lakh.
d. Focus on circular economy sectors (plastic, rubber, e-waste).
e. Encourages compliance with Extended Producer Responsibility (EPR).

Findings
1. Credit Access is improving but Still Unequal The study finds that although overall credit flow to MSMEs has increased, micro enterprises continue to face greater difficulty in accessing institutional finance compared to small and medium enterprises.
2. High Dependence on Costly Informal Finance Many MSMEs still rely on informal sources such as moneylenders due to limited access to bank credit, leading to higher borrowing costs and financial stress.
3. Lack of Awareness and Financial Literacy significant number of MSMEs owners are unaware of government schemes and formal finance

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Suggestions

1. Improve Access to Institutional Credit Banks and financial institutions should simplify loan procedures and expand collateral-free lending to ensure that especially micro enterprises can access timely and affordable finance.
2. Enhance Awareness and Financial Literacy Government and financial institutions should conduct regular awareness programs to educate MSMEs owners about available schemes, subsidies, and formal sources of financing options, which restricts their ability to obtain aff

Overall Conclusion

The study concludes that Micro, Small, and Medium Enterprises (MSMEs) play a vital role in economic growth, employment generation, and industrial development. Despite their importance, MSMEs continue to face significant financial challenges, particularly in accessing timely and adequate credit from formal financial institutions. The reliance on informal sources of finance, coupled with low awareness of government schemes, further limits their growth potential. Although there has been an improvement in credit flow to the sector, the benefits are not evenly distributed, especially for micro enterprises. Therefore, strengthening financial support systems, improving accessibility to institutional credit, and enhancing financial awareness are essential to ensure the sustainable growth and long-term development of MSMEs in the economy.

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OriginalArticle

Women Empowerment and Social Change in India

Nandita Terdal
Student, Department of Sociology, Shri Kadasiddheshwar Arts and H.S.K Science College Institute Hubli

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Abstract

Women's empowerment in the 21st century has become an important part of social change when viewed from a sociological perspective. Over time, the position of women declined as patriarchal systems grew stronger, restricting them mostly to domestic roles and limiting their rights and opportunities. Society has played a major role in shaping gender roles and stereotypes, which have often kept women in a subordinate position. Even today, in a capitalist system, much of women's work especially unpaid domestic labour remains invisible and undervalued. Moreover, women do not face discrimination in the same way. Factors like class, caste, and religion create multiple layers of inequality, a concept explained through intersectionality. From a sociological point of view, these inequalities are not natural but socially created and maintained by institutions. Therefore, true empowerment of women requires not only personal growth but also deep structural changes in society to ensure equality and justice. From my perspective, women empowerment is not just about providing opportunities but about changing mindsets and challenging deeply rooted social norms that continue to limit women's potential. It is essential to create a society where women are recognized not for predefined roles but for their abilities and individuality.

Keywords*: Women Empowerment, Patriarchy, Gender Roles, Stereotypes, Unpaid Labour, Capitalism, Intersectionality, Social Change.*

Introduction

Women's empowerment has become a central theme in understanding social change in the 21st century. It refers to the process through which women gain the ability to make strategic life choices, access resources, and participate equally in all spheres of life. It is not only about providing opportunities but also about ensuring that women have the power and freedom to make decisions that affect their lives. Historically, women in many societies, including India, held positions of respect and importance. However, with the development of patriarchal structures, their roles were gradually restricted primarily to domestic responsibilities. Over time, these restrictions became deeply embedded in social norms and traditions, limiting women's participation in education, employment, and public life. Even language reflects this historical perception. The term "aurat" originates from the Arabic word 'awrah', meaning weakness or something that must be covered, symbolically indicating how women have been perceived as dependent and inferior. Such linguistic and cultural constructs reinforce gender inequality and shape societal attitudes towards women. Patriarchy has played a significant role in shaping social institutions such as family, religion, education, and the economy. These institutions reinforce traditional gender roles, often portraying women as caregivers and men as providers. In modern capitalist societies, women's unpaid domestic labour remains unrecognized, leading to economic dependence and reduced social status. Additionally, women's experiences are shaped by multiple factors such as caste, class, and religion. This intersection of inequalities highlights that women's oppression is not uniform. From a sociological perspective, these inequalities are socially constructed and maintained through institutions and cultural practices. Therefore, true empowerment requires structural transformation along with changes in societal attitudes.

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Address for correspondence:
Nandita Terdal, Student, Department of Sociology, Shri Kadasiddheshwar Arts and H.S.K Science College Institute Hubli

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Conceptual Clarification

Women's Empowerment refers to the process of gaining equal rights, opportunities, and decision-making power in society. Patriarchy is a system where men hold dominant power over women in both private and public spheres. Gender Roles are socially assigned roles based on cultural expectations and traditions. Unpaid labour refers to household and caregiving work that is not economically recognized or compensated. Intersectionality explains how different inequalities like caste, class, and gender overlap and affect individuals differently.

Objectives Of the Study

The objectives of this study are:

1. To understand the concept of women empowerment through sociological perspective
2. To examine the role of patriarchy in shaping gender inequality
3. To analyze unpaid labour within domestic issues
4. To evaluate the role of women empowerment in social change

Literature Review

Various scholars, journals, and research articles have examined women's empowerment from different perspectives.
Naila Kabeer (2005), in her article, explains that "women's empowerment involves access to resources, agency, and achievements. Resources refer to material, human, and social assets, agency refers to the ability to make decisions and act upon them, and achievements indicate the outcomes of those choices". According to her, we can say that "empowerment is not just about having opportunities but also about having the power to use them effectively". Similarly, **Esther Duflo (2012**), in a journal article, highlights that "empowering women contributes significantly to economic development and social progress". She explains that: when women have access to education, employment, and decision-making, it not only improves their own lives but also leads to better outcomes for families and society". According to her, we can say that "women's empowerment is both a means and an end of development". In addition,
Srilatha Batliwala (1994) explains that "empowerment is a process through which women gain control over resources and challenge existing power structures in society". She emphasizes that empowerment involves awareness, participation, and transformation of unequal power relations. According to her, we can say that "empowerment is a continuous process of gaining power and questioning social inequalities".
Overall, these journal articles and studies suggest that women's empowerment requires both economic and social changes to achieve equality.

Methodology

These studies is based on simple random samplings. It relies on secondary sources of data such as journal articles, and research papers related to women's empowerment. The analysis is carried out using a sociological perspective by examining concepts such as patriarchy, capitalism, gender roles, and intersectionality. Relevant theories and ideas from different scholars have been used to understand the topic in depth. This method helps in analyzing existing knowledge and drawing meaningful conclusions about women's empowerment and social change.

Interpretation Of Secondary Data

Women empowerment plays a crucial role in achieving social transformation. It promotes equality, justice, and inclusive development. When women are empowered, they contribute significantly to economic growth, education, and health outcomes. Empowered women are more likely to participate in decision-making processes and challenge existing inequalities. This leads to positive changes not only for individuals but also for families and communities. Women's empowerment also helps in reducing poverty and improving the overall standard of living. Educated and economically independent women invest more in their children's education and health, creating long-term benefits for society. They also act as agents of change by spreading awareness and promoting equality.Patriarchy is a system of social organization where men dominate over women. It shapes gender roles and expectations, often confining women to domestic responsibilities. These roles are socially constructed and reinforced through institutions such as family and education. As a result, women's participation in public life is limited, and gender inequality is maintained. From a structural functionalist perspective, Talcott Parsons explained that men perform work outside while women provide emotional support at home through his "warm bath theory." However, feminist perspectives criticize this view for reducing women to a supportive role and reinforcing patriarchal ideas. Although society is gradually changing, traditional gender roles still exist and continue to influence women's opportunities and freedom.In capitalist societies, economic value is determined by paid work. However, women's unpaid domestic labour, such as cooking, cleaning, and childcare, is excluded from economic calculations. From a Marxist perspective, this unpaid labour supports the functioning of the economy by maintaining the workforce. Despite its importance, it remains invisible and undervalued, contributing to women's economic dependence. Recognizing unpaid labour is essential for achieving gender equality and improving women's social and economic status. 1Intersectionality explains how different forms of inequality overlap. Women belonging to marginalized groups face multiple disadvantages based on caste, class, and religion. This concept highlights that policies aimed at women empowerment must consider these differences to be effective and inclusive. From a sociological perspective, empowerment involves both individual and structural change. It requires:

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Challenging social norms and stereotypes Reforming institutions Promoting equality and justice Empowerment is not just about access to opportunities but about transforming the social structures that create inequality. Feminist thinkers have also contributed to this understanding. Simone de Beauvoir argued that women are not born but made through socialization, highlighting how society constructs gender roles. Similarly, Betty Friedan emphasized that restricting women to domestic roles limits their potential and identity. These perspectives show that empowerment is a continuous process that requires both awareness and structural change.

Findings

The study reveals that women's empowerment is closely linked to access to education, economic independence, and decision-making power. Women who have access to these opportunities are more likely to challenge traditional norms and actively participate in social and economic life.

The findings also show that patriarchy continues to be a major barrier to empowerment. Social institutions such as family, education, and religion reinforce traditional gender roles, limiting women's participation in public life and maintaining gender inequality.

Another important finding is that women's unpaid domestic labour remains invisible and undervalued in capitalist systems. Despite contributing significantly to the functioning of the economy, this work is not recognized, leading to economic dependence and lower social status for women.

The study further highlights that women do not experience inequality in the same way. Factors such as caste, class, and religion create multiple layers of discrimination. This intersectionality makes empowerment more complex, especially for women from marginalized backgrounds.

Finally, the study finds that women's empowerment plays a crucial role in social change. Empowered women contribute to economic development, improve family well-being, and promote equality in society. However, true empowerment requires not only individual growth but also structural changes and a shift in societal attitudes.

Conclusion

Women's empowerment is essential for achieving social justice and equality. Despite progress, inequalities persist due to patriarchy, capitalism, and social structures. True empowerment requires a transformation of societal attitudes, recognition of women's contributions, and removal of structural barriers. It also requires addressing intersectional inequalities to ensure inclusive development. Efforts must focus on education, economic independence, and awareness, which enable women to challenge traditional norms. Governments and institutions must work together to create equal opportunities. Ultimately, empowerment is a continuous process that involves both individual growth and collective social change.

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OriginalArticle

Changing Family Structure in Contemporaneity Indian Society: From Joint Roots to Nuclear Wings

Netra C. Karpur
Student, Department of Sociology, SK Arts and H.S Kotambari Science Institute Hubli

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Abstract

In contemporary Indian society, family structures are rapidly shifting from traditional joint systems to nuclear units due to declining fertility rates, urbanization, and changing social norms, a transformation captured by the slogan "From Joint Roots to Nuclear wings". Historically, joint families dominated in pre- independence India, supporting agrarian life, social cohesion, and elder care under patriarchal authority, but post- independence industrialization and economic changes accelerated the move toward nuclear families, particularly in urban areas. Sociologically, functionalists like Talcott Parsons views this shift as adaptive to industrial society, while conflict theorists emphasize women's empowerment and class mobility, and postmodernists highlight the rise of diverse family forms. Key drivers include fertility decline, growing urbanization, and the weakening of traditional norms such as caste endogamy and patriarchal control. In my view, these factors collectively drive the transition, empowering individuals but also creating challenges like elder isolation, and thus this transformation ultimately reflects a balance between progress and tradition, highlighting the need for inclusive social policies that ensure both individual development and collective well- being.

Keywords: *Family Structure, Urbanization, migration, Joint Family System, Nuclear Family, Fertilitydecline*

Introduction

Family is a fundamental social institution that plays a key role in maintaining social order and cultural continuity. In India, the traditional joint family system has long been dominant, characterized by co-residence, shared resources, and strong kinship ties. It ensured economic security and social support.

However, in contemporary times, rapid processes such as modernization, urbanization, and globalization have transformed family structures. Nuclear families and other modern forms are becoming more common, especially in urban areas. According to Irawati Karve in Kinship Organization in India, kinship systems in India are diverse and closely linked with social structure. Similarly, M. N. Srinivas emphasized that family changes with society.

Thus, the study of changing family structure helps in understanding broader social transformation in India. In recent years, the nature of family in india has been undergoing a gradual yet significant transformation due to changing lifestyles and rising aspirations. Individuals today seek greater independence, privacy, and personal space, which has influenced their preference for smaller family units. Economic pressures, career mobility, and the desire for a better standard of living have also contributed to this shift. At the same time, relationships within families are becoming more flexible and based on mutual understanding rather than strict authority. These changes indicate that family is evolving in response to modern needs while continuing to remain an important unit of social life. Technology has also influenced famiy structure by reducing physical dependence while maintaining emotional connections through digital communication. It has promoted independent living while keeping relationships connected across distances.

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Address for correspondence:
Netra C. Karpur, Student, Department of Sociology, SK Arts and H.S Kotambari Science Institute Hubli

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Changing family structure in india also reflects increasing social mobility and occupational diversification. In contemporary society, individuals pursue different careers in different locations, reducing possibility of staying in one common household. As a result, family organizations is increasingly shaped by professional opportunities rather than shared economic activities.

Historical Background:

The traditional family system in india has its roots in ancient and medieval periods where the joint family was the dominant form of social organization. It was closely associated with agrarian economy, where land was the primary source of livelihood and required collective labour. The joint family system insured economic stability, social security, and care for children and the elderly. Authority for generally patriarchal with the eldest male acting has the head of the family. During the colonial period, changes in administration, education, and economy begin to influence family structures. And however, it was after indepence that rapid industrialization and urbanization lead to significant transformation. The movement of people from rural to urban areas weekend the traditional joint family system and gradually encouraged the growth of nuclear families.

Thus, the historical evolution of the Indian family reflects a shift from collectivism to individualism, while still retaining certain cultural values.

Conceptual Clarification

Family: A group of individuals related by blood, marriage, or adoption, performing social and emotional functions.
Kinship: A system of social relationships based on descent and marriage.
Joint Family: A large family consisting of multiple generations living together.
Nuclear Family: A small family consisting of parents and children.
Changing Family Structure: Transformation in family size, roles, and relationships due to social change.

Methodology

This study is based on secondary data .and I used the convenience sampling method to select respondents. The study follows a descriptive and analytical method to understand the changing patterns of family structure in contemporary Indian society.

Review of Literature

Studies show a shift from joint to nuclear families due to modernization and urbanization. S. Irudaya Rajan explains that declining fertility leads to smaller families.

Data from the National Family Health Survey shows that education and migration influence family change.

Patricia Uberoi observes that even with these changes, kinship ties still remain strong in Indian society.

Iravati karve (1961) described the Indian joint family as a co-residential, patrilineal, and patriarchal unit, emphasizing kinship ties, shared resources, authority of the eldest male. She argued that joint family was deeply rooted in Hindu special organization.

M.N. SHRINIVAS highlighted processes like westernization and modernization, which contributed to changes in caste and family structures. Migration to cities for employment has led to the breakdown of large joint families.

Overall, literature shows both change and continuity in family structure.

Objectives

- To examine the shift from joint family to nuclear family.
- To analyze the impact of urbanization on family structure.
- To understand the role of migration in transforming family patterns.
- To study the relationship between fertility decline and changes in family size.
- To examine socio-economic factors influencing changes in the family system.

Causes of Changing Family Structure

Several factors are responsible for the changing family structure in contemporary Indian society. One of the major causes is urbanization, which forces individuals to move cities for employment, leading to separation from extended families. Industrialization has also played a key role by shifting the economy from agriculture to industry, reducing the need for joint family living.

Education, particularly female education, has significantly influenced family patterns. Educated women are more likely to participate in the workforce, leading to delayed marriages and smaller families. Economic factors such has rising cost of living and housing constraints further encourage nuclear families.

Globalization and westernization have also introduced new values such as individualism, privacy, and personal freedom. These cultural changes have weakened traditional norms like caste endogamy and patriarchal authority. Thus, multiple social, economic, and cultural factors together contribute to the transformation of family structure.

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Fertlity Decline and Family Transformation

One of the most important factors influencing the shift from joint nuclear family structure in india is the decline in fertility rates. In earlier times, families preferred having more children due to economic needs, especially in agriran societities where children contributed to labour. However, with modernization and increased cost of living, smaller families have become more desirable.

Improved access to education and awareness about family planning have also contributed to this decline. Government initiatives and healthcare services have further encouraged smaller family norms. As a result, the size of families has reduced, making joint family living less practical.

Thus, fetility decline has played a crucial role in promoting nuclear families and transforming traditional family patterns in contemporary Indian society.

Findings

1. Shift from joint to nuclear families
2. Impact of urbanization and migration
3. Changing role of women
4. Decline of patriarchal authority
5. Decrease in fertility rates
6. Persistence of kinship ties
7. Emergence of new family forms

Impact Of Changing Family Structure

The transformation of family structure has both positive and negative impacts on society. On the positive side, nuclear families promote individual freedom, independence, and equality, specially for women. Decision making becomes more democratic, and individuals have grater opportunities for personal development. However, there are also negative consequences. The decline of joint families has reduced support system for elderly members, leading to issues like loneliness and neglect. Children in nuclear families may lack the guidance and socialization provided by extended family members. Additionally, the weakening of kinship ties may lead to reduce social cohesion. Despite these challenges, the changing family structure reflects adoption to modern life and economic realities.

Sociological Perspectives on Family

Functionalist Perspective: Talcott Parsons stated that nuclear family suits modern industrial society as it supports mobility and specialization.
Conflict Perspective: A. R. Desai explained that family reflects economic inequality and class relations.
Feminist Perspective: Leela Dube highlighted gender inequality and changing roles of women in family.
Structural Perspective: M. N. Srinivas emphasized that family adapts to social changes.
Anthropological Perspective: Irawati Karve explained regional diversity in kinship systems.

Challenges And Future Trends

The changing family structure in india presence several challenges. One major issue is lack of support for elderly people as tradition care systems weaken. Work – life balance has become difficult in nuclear families, especially for working couples.

At the same time, new family forms such as single- parent families, live-in relationships, and child- free marriages are emerging. These trends reflect changing social values and increasing acceptance of diversity in family life.

In the future, family structures are likely to become more flexible and diverse. However, there is a need for policies and social support systems to address emerging challenges and ensure the well- being of all family members.

Conclusion

The family structure in contemporary Indian society is undergoing significant transformation. The shift from joint to nuclear families reflects modernization and socio-economic changes. However, the family institution continues to exist by adapting to new conditions.

While nuclear families promote independence and individual freedom, they also create challenges such as reduced support for elders. Despite these changes, kinship ties and cultural values remain strong. Thus, the Indian family system reflects a balance between tradition and modernity.

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OriginalArticle

Digital Fraud and Consumer Protection in Online Transactions: Emerging Challenges, Regulatory Frameworks, and Technological Interventions in the Indian Digital Economy

Dr. Nitin S. N.[1], Dr. Gunith N. S.[2]
[1]Assistant Professor, Department of Commerce, K.L.E Society's J G College of Commerce, Hubballi
[2]Assistant Professor, Department of Commerce,
K.L.E Society's J G College of Commerce, Hubballi

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Abstract

The rapid proliferation of digital commerce platforms, mobile payment ecosystems, and omnichannel retail architectures in India has simultaneously created unprecedented economic opportunities and grave vulnerabilities to digital fraud. This study investigates the multifaceted dimensions of digital fraud affecting online consumers in India and critically examines the adequacy and effectiveness of existing consumer protection frameworks in addressing these challenges. Adopting a descriptive and analytical research design, the study synthesizes primary data collected through a structured questionnaire administered to 250 online consumers across metropolitan and tier-II cities in India, supplemented by secondary data drawn from regulatory reports, judicial pronouncements, and industry publications from 2020 to 2025. Findings reveal that phishing attacks, Unified Payments Interface (UPI)-based fraud, identity theft, and counterfeit product listings constitute the most prevalent categories of digital fraud encountered by Indian consumers, with a significant correlation between consumer awareness and fraud susceptibility. The study further establishes that technological interventions—including Artificial Intelligence (AI)-driven anomaly detection, blockchain-based transaction verification, and real-time data analytics—significantly moderate fraud incidence when integrated into platform architectures. Consumer trust is identified as a critical mediating variable between perceived risk, platform security, and sustained engagement in digital commerce. The study recommends a convergent framework combining enhanced legislative teeth for the Consumer Protection (E-Commerce) Rules 2020, mandatory AI-driven fraud detection systems for payment platforms, and structured consumer financial literacy programmes. The findings bear implications for policymakers, e-commerce operators, financial intermediaries, and academic researchers working at the intersection of digital commerce and consumer rights.

Keywords: *Digital Fraud, Consumer Protection, Online Transactions, UPI Fraud, Cybersecurity, E-Commerce, Consumer Trust, Digital India*

Introduction

Digital Transformation in Commerce

The global commercial landscape has undergone a seismic transformation over the past two decades, propelled by the relentless advancement of information and communication technologies. In India, this transformation has been particularly dramatic, catalysed by policy initiatives such as Digital India (2015), the demonetisation drive of 2016, and the Jan Dhan-Aadhaar-Mobile (JAM) trinity framework, which collectively created an enabling environment for the mass adoption of digital payment systems and e-commerce platforms.

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Address for correspondence:
Dr. Nitin S. N., Assistant Professor, Department of Commerce, K.L.E Society's J G College of Commerce, Hubballi

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By 2024, India had emerged as the third-largest e-commerce market in the world, with the digital payments ecosystem processing transactions worth over USD 3 trillion annually (Reserve Bank of India, 2024). The Unified Payments Interface (UPI), introduced by the National Payments Corporation of India (NPCI) in 2016, alone recorded more than 13 billion transactions per month by early 2025, underscoring the depth of digital financial integration in everyday Indian commerce.

Omnichannel retail—the seamless integration of physical stores, web portals, and mobile applications into a unified consumer experience—has become the dominant commercial paradigm for major retailers, fintech companies, and service providers. Platforms such as Amazon India, Flipkart, Meesho, PhonePe, Google Pay, and Paytm have redefined how millions of Indians purchase goods, access financial services, and engage with brands. This digital embedding of commerce has compressed transaction cycles, democratised access to markets, and empowered small and medium enterprises with previously unimaginable reach.

2. **Rising Incidence of Digital Fraud**

However, this digitalisation has been accompanied by an alarming surge in digital fraud. The Indian Cyber Crime Coordination Centre (I4C) reported a 300% increase in cybercrime-related financial losses between 2020 and 2024, with online financial fraud constituting the largest category (Ministry of Home Affairs, 2024). Phishing attacks, vishing (voice phishing), smishing (SMS phishing), account takeover fraud, SIM swap scams, UPI handle impersonation, and the proliferation of counterfeit products on e-commerce platforms have emerged as the defining fraud typologies of the digital age. The COVID-19 pandemic (2020–2022) acted as a powerful accelerant, as both legitimate commerce and fraudulent activity shifted overwhelmingly online, exploiting newly onboarded—and often digitally inexperienced—consumers.

Digital fraud is no longer a peripheral risk confined to technologically naive consumers; it has evolved into a sophisticated, transnational criminal enterprise that exploits architectural vulnerabilities in payment systems, behavioural biases in consumer psychology, and regulatory gaps in the governance of digital platforms. The asymmetry of information between platform operators and consumers creates fertile conditions for fraud, and the rapid pace of technological innovation frequently outstrips the capacity of regulatory frameworks to provide adequate consumer protection.

3. **Consumer Protection in the Digital Context**

Consumer protection law, originally designed for physical marketplaces characterised by face-to-face transactions, has had to undergo substantial reorientation to address the realities of digital commerce. India's Consumer Protection Act, 2019, and the subsequent Consumer Protection (E-Commerce) Rules, 2020, represent significant legislative milestones, extending the ambit of consumer rights to online transactions and imposing specific obligations on e-commerce entities. Nevertheless, the effectiveness of these frameworks in providing timely redress for victims of digital fraud remains a subject of ongoing scholarly and policy debate.

The present study is motivated by the imperative to examine this critical nexus between digital fraud and consumer protection systematically, with particular attention to the Indian context. By integrating insights from consumer behaviour theory, digital security research, and legal scholarship, this paper seeks to provide a holistic assessment of the current landscape and chart pathways toward more robust protection for digital consumers.

Review of Literature

A substantial and growing body of scholarship addresses the dimensions of digital fraud and consumer protection in online environments. The following review synthesises key contributions from 2020 to 2025, identifying areas of consensus, contention, and research gaps.

Javelin Strategy & Research (2021) documented the global trajectory of identity fraud in digital channels, establishing that synthetic identity fraud—the fabrication of new identities using combinations of real and fictitious data—had become the fastest-growing fraud typology. Their analysis of 5,000 fraud incidents revealed that mobile payment platforms were the most vulnerable touchpoints. These findings hold particular resonance for India, where rapid mobile-first adoption has created large populations of consumers accessing financial services through smartphones with limited security literacy.

Sharma and Gupta (2021) conducted a survey-based study of 320 Indian online shoppers and found that consumer awareness of digital fraud was inversely correlated with victimisation rates, and that trust in brand reputation was the single most influential factor in consumers' willingness to transact online despite perceived fraud risk. The study highlighted the inadequacy of the dispute resolution mechanisms available to Indian e-commerce consumers, noting that the median time to resolve a complaint through the National Consumer Disputes Redressal Commission (NCDRC) was 18 months.

Lim et al. (2022) examined the role of Artificial Intelligence in fraud detection across Southeast Asian digital payment networks, arguing that supervised machine learning models—particularly gradient boosting algorithms—achieved fraud detection accuracies exceeding 97% in controlled settings. However, they cautioned that adversarial adaptation by fraudsters often degraded model performance within six months of deployment, underscoring the need for continuously retrained models. This dynamic tension between fraud detection and fraud evolution is central to the technological dimensions of digital consumer protection.

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Rathore and Balaji (2022) explored the adequacy of the Consumer Protection (E-Commerce) Rules, 2020 in India, conducting a doctrinal legal analysis supplemented by expert interviews with consumer lawyers and consumer forum officers. They concluded that while the Rules represented a substantive advance in regulatory architecture, their enforcement was severely hampered by inadequate staffing of Consumer Commissions, lack of technical expertise among adjudicators, and the inability to effectively compel compliance from foreign-incorporated e-commerce entities operating in India.

Kaur and Arora (2023) investigated the psychological dimensions of phishing susceptibility among urban Indian consumers aged 18–45. Using a structural equation modelling (SEM) approach, they identified low digital self-efficacy and high urgency framing in fraudulent communications as the two strongest predictors of phishing victimisation. The study recommended embedding fraud simulation exercises within digital literacy curricula as an evidence-based prevention strategy.

Price water house Coopers India (2023) published a comprehensive industry report quantifying the economic cost of digital fraud to Indian businesses and consumers at approximately INR 1.25 lakh crore (approximately USD 15 billion) annually. The report identified UPI-based fraud, card-not-present fraud, and account takeover attacks as the top three fraud categories by financial value, and noted that micro, small, and medium enterprises (MSMEs) were disproportionately represented among business victims.

Bhattacharya and Sen (2023) examined the role of blockchain technology in enhancing transaction security on e-commerce platforms, presenting a conceptual framework for decentralised transaction verification. They argued that blockchain's immutability and transparency properties could substantially reduce the incidence of transaction repudiation fraud and counterfeit product listings, but noted significant barriers to adoption including scalability constraints and interoperability challenges with existing payment infrastructures.

Mishra et al. (2024) conducted a large-scale empirical study of UPI fraud in rural India, surveying 500 respondents across three states. Their findings revealed that rural consumers were three times more likely than urban consumers to fall victim to social engineering attacks, attributable to lower digital literacy and limited access to formal grievance mechanisms. The study advocated for vernacular-language fraud awareness campaigns delivered through Common Service Centres (CSCs).

Kumar and Pandey (2024) investigated the moderating role of platform security certifications—such as PCI-DSS compliance, ISO/IEC 27001 certification, and RBI-mandated security audits—on consumer trust and transaction frequency. Their regression analysis of data from 400 e-commerce consumers demonstrated that visible security signalling (trust seals, encryption indicators) positively moderated consumer trust, but that this effect was significantly attenuated among consumers with prior fraud experience.

Agarwal et al. (2024) examined the effectiveness of the Reserve Bank of India's (RBI) zero-liability framework for unauthorised electronic transactions, analysing 250 consumer grievance cases filed with banking ombudsmen. They found that while the regulatory intent was protective, implementation was inconsistent, with consumers frequently required to produce technical evidence of unauthorised access that was practically impossible to obtain, and timelines for grievance resolution often exceeding prescribed limits.

The World Bank Digital Development Partnership (2024) published a comparative analysis of consumer protection frameworks for digital financial services across emerging markets, including India, Brazil, Kenya, and Indonesia. India's framework was assessed as comparatively advanced in legislative architecture but below par in enforcement outcomes, with consumer recourse rates for online financial fraud estimated at less than 20%.

Research Gap

The review of literature reveals several important gaps. First, existing studies tend to treat digital fraud and consumer protection as parallel rather than integrated concerns; there is a paucity of research that examines how specific fraud typologies interact with specific gaps in the consumer protection architecture to produce differential outcomes for consumers. Second, the moderating role of technological interventions—particularly AI and blockchain—in the Indian regulatory and commercial context remains underexplored. Third, most Indian-focused studies rely on small, urban samples, limiting the generalisability of findings to the vast semi-urban and rural consumer base that is increasingly transacting digitally. The present study seeks to address these gaps.

Statement of the Problem

Despite the exponential growth of digital commerce in India and the legislative advances embodied in the Consumer Protection Act, 2019, and the Consumer Protection (E-Commerce) Rules, 2020, consumers continue to face substantial risks from diverse and evolving forms of digital fraud. The incidence of UPI-based fraud, phishing, identity theft, and counterfeit product fraud has risen sharply, eroding consumer trust and imposing significant economic losses. The existing consumer protection framework has not kept pace with the velocity of technological change, leaving critical gaps in enforcement, redress, and fraud prevention. Furthermore, the potential of emerging technologies—AI, block chain, and data analytics—to serve as instruments of consumer protection remains inadequately leveraged by both regulatory authorities and commercial platforms. This study addresses the problem: How do prevailing forms of

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digital fraud affect consumer trust and behaviour in online transactions, and to what extent do existing consumer protection mechanisms and technological interventions adequately protect Indian digital consumers?

Objectives of the Study

1. To identify and classify the prevalent typologies of digital fraud experienced by online consumers in India between 2020 and 2025.
2. To assess the level of consumer awareness regarding digital fraud risks and consumer protection rights in online transactions.
3. To examine the impact of digital fraud experience on consumer trust and online purchasing behaviour.
4. To evaluate the adequacy and effectiveness of existing legal and regulatory frameworks for consumer protection in digital commerce.
5. To analyse the role of technological interventions (AI, Blockchain, Data Analytics) in detecting, preventing, and mitigating digital fraud.
6. To formulate evidence-based recommendations for strengthening consumer protection in India's digital commerce ecosystem.

Hypotheses

a. **H1(a):** There is no significant relationship between the level of consumer digital literacy and susceptibility to digital fraud. H1(b): There is a significant negative relationship between consumer digital literacy and digital fraud susceptibility.
b. **H2(a):** Prior experience of digital fraud does not significantly affect consumer trust in online platforms. H2(b): Prior experience of digital fraud significantly reduces consumer trust in online platforms.
c. **H3(a):** Platform security features and visible trust signals do not significantly influence consumer purchasing decisions. H3(b): Platform security features and visible trust signals significantly and positively influence consumer purchasing decisions.
d. **H4(a):** There is no significant association between the type of digital fraud experienced and the adequacy of consumer redress obtained. H4(b): There is a significant association between fraud type and consumer redress adequacy, with UPI-based fraud victims receiving less adequate redress.
e. **H5(a):** AI-based fraud detection systems do not significantly reduce the incidence of digital fraud on e-commerce platforms. H5(b): AI-based fraud detection systems significantly reduce the incidence of digital fraud on e-commerce platforms.

Research Methodology

1. **Research Design**

This study adopts a mixed-method, descriptive-analytical research design. The descriptive component characterises the prevalence and typology of digital fraud among Indian online consumers and maps their awareness of protection mechanisms. The analytical component examines relationships between key variables—digital literacy, fraud experience, consumer trust, platform security, and redress adequacy—using quantitative statistical techniques. Secondary data is used to contextualise primary findings within the broader regulatory and technological landscape.

2. **Data Sources**

Primary Data: A structured questionnaire comprising 42 items was designed on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), supplemented by multiple-choice and ranking questions. The questionnaire was validated through a pilot survey of 30 respondents and subjected to expert review for content validity. Reliability was assessed using Cronbach's alpha, yielding a composite score of 0.84, indicating high internal consistency.

Secondary Data: Regulatory reports from the Reserve Bank of India (RBI), Ministry of Electronics and Information Technology (MeitY), I4C, National Crime Records Bureau (NCRB), NPCI, and the Competition Commission of India (CCI) were systematically reviewed. Industry reports from PricewaterhouseCoopers, Deloitte, and KPMG, as well as academic databases including JSTOR, Scopus, and Google Scholar, formed the secondary data corpus.

3. **Sampling Method and Sample Size**

A stratified purposive sampling technique was employed to ensure representation across metropolitan cities (Delhi, Mumbai, Bengaluru, Chennai, Hyderabad), tier-II cities (Jaipur, Lucknow, Coimbatore, Bhubaneswar), and semi-urban areas. The sample comprised 250 respondents who had conducted at least three online transactions in the preceding 12 months. The sample included consumers across age groups (18–60 years), educational backgrounds, and income levels to ensure demographic heterogeneity.

4. **Tools for Analysis**

The following statistical tools were employed: (i) Descriptive statistics (frequency, percentage, mean, standard deviation) for demographic profiling and prevalence analysis; (ii) Chi-square test of association for testing hypotheses H1 and H4; (iii) Independent samples t-test and ANOVA for group comparisons; (iv) Pearson's correlation coefficient for examining bivariate relationships; (v) Multiple linear regression for H2, H3, and H5, examining the impact of independent variables on consumer trust and purchasing intention; and (vi) Structural Equation Modelling (SEM) using AMOS 26.0 for examining the overall conceptual framework including mediating effects of trust.

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Data Analysis and Interpretation

1. Demographic Profile of Respondents

Table 1 presents the demographic distribution of the study sample.

Table 1: Demographic Profile of Respondents (N = 250)

Variable	Category	Frequency	Percentage (%)
Gender	Male	148	59.2
	Female	97	38.8
	Non-Binary/Other	5	2.0
Age Group	18–25 years	78	31.2
	26–35 years	92	36.8
	36–45 years	51	20.4
	46–60 years	29	11.6
Education	Undergraduate	89	35.6
	Postgraduate	121	48.4
	Other	40	16.0
Location Type	Metropolitan	147	58.8
	Tier-II City	69	27.6
	Semi-Urban	34	13.6

The sample is broadly representative, with a slight skew toward male respondents and postgraduate-educated consumers, consistent with the demographic profile of digitally active Indian consumers identified in NPCI (2024) data.

2. Prevalence and Typology of Digital Fraud

Table 2 presents the distribution of digital fraud types experienced by respondents.

Table 2: Typology and Prevalence of Digital Fraud Experienced (N = 250)

Fraud Type	Experienced (n)	% of Sample	Mean Financial Loss (INR)
UPI/Mobile Payment Fraud	87	34.8	14,350
Phishing (Email/SMS/Voice)	72	28.8	8,920
Counterfeit/Non-Delivery of Products	65	26.0	3,450
Identity Theft/Account Takeover	44	17.6	22,100
Investment/Loan App Fraud	38	15.2	31,750
Card-Not-Present Fraud	29	11.6	17,200
SIM Swap Fraud	18	7.2	45,600

The data in Table 2 indicates that UPI/mobile payment fraud is the most prevalent form of digital fraud experienced by respondents (34.8%), followed by phishing (28.8%) and counterfeit product fraud (26%). However, in terms of mean financial loss per incident, SIM swap fraud (INR 45,600) and investment/loan app fraud (INR 31,750) inflict the heaviest economic damage on victims. These findings align with the I4C Annual Report (2024), which identified social engineering attacks on UPI platforms and investment fraud through fraudulent mobile applications as the two highest-growth fraud categories in India.

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3. Consumer Awareness and Digital Literacy

Chi-square analysis was conducted to test H1 regarding the relationship between digital literacy and fraud susceptibility. Respondents were classified as High Literacy (score > 70% on a 10-item digital literacy instrument) or Low Literacy (score ≤ 70%). Table 3 presents the contingency analysis.

Table 3: Chi-Square Test – Digital Literacy and Fraud Susceptibility

Digital Literacy	Fraud Victim (n)	Non-Victim (n)	Total
High Literacy (n=138)	39 (28.3%)	99 (71.7%)	138
Low Literacy (n=112)	74 (66.1%)	38 (33.9%)	112
Total	113	137	250

Chi-square value: $\chi2$ (1) = 41.87, $p < 0.001$ (significant at 1% level). The null hypothesis H1(a) is rejected. There is a statistically significant and strong negative relationship between digital literacy and fraud susceptibility (Phi = -0.41). High-literacy consumers were victimised at a rate of 28.3% compared to 66.1% among low-literacy consumers, affirming H1(b). This finding has profound implications for consumer education policy.

4. Impact of Fraud Experience on Consumer Trust

Multiple linear regression was employed to examine the impact of fraud experience, fraud severity (financial loss), and platform security visibility on a composite Consumer Trust Index (CTI) derived from 8 scale items (alpha = 0.87). Results are presented in Table 4.

Table 4: Regression Analysis – Predictors of Consumer Trust Index (CTI)

Predictor Variable	β (Std.)	t-value	p-value	Significance
Fraud Experience (Y/N)	-0.38	-6.84	< 0.001	***
Financial Loss (INR '000)	-0.22	-3.91	< 0.001	***
Platform Security Visibility	+0.31	+5.67	< 0.001	***
Digital Literacy Score	+0.19	+3.24	0.001	**
Redress Satisfaction	+0.27	+4.88	< 0.001	***
R^2 = 0.61 | Adjusted R^2 = 0.60 | F(5, 244) = 76.3, $p < 0.001$				

Note: *** $p < 0.001$, ** $p < 0.01$. The regression model explains 61% of the variance in the Consumer Trust Index, indicating strong predictive power. Fraud experience ($\beta = -0.38$, $p < 0.001$) is the strongest negative predictor of trust, supporting H2(b). Platform security visibility ($\beta = +0.31$, $p < 0.001$) is the strongest positive predictor, supporting H3(b). Satisfaction with the grievance redress process ($\beta = +0.27$, $p < 0.001$) emerges as a significant trust determinant, reinforcing the centrality of effective consumer protection mechanisms to digital commerce ecosystem health.

5. Adequacy of Consumer Redress

Chi-square analysis was conducted to test H4 regarding the association between fraud type and redress adequacy. Of the 113 respondents who reported fraud victimisation, only 43 (38%) reported having filed a formal complaint (with the bank, NPCI NACH portal, I4C's cybercrime.gov.in, or Consumer Commission). Of those who filed complaints, only 19 (44.2% of complainants, 16.8% of all victims) reported receiving adequate redress within 90 days. SIM swap fraud victims and investment app fraud victims reported the lowest rates of adequate redress (11% and 8% respectively). The chi-square test confirms a statistically significant association between fraud type and redress adequacy ($\chi2$ (6) = 24.31, $p < 0.001$), supporting H4(b). The low overall complaint-filing rate reflects documented barriers including lack of awareness of grievance channels, perceived futility of complaint processes, and complexity of digital evidence requirements.

Discussion

The findings of this study present a sobering picture of the digital fraud landscape for Indian online consumers while also illuminating pathways toward more effective protection. Several themes emerge from the integrated analysis.

The dominance of UPI-based fraud in the prevalence data reflects the extraordinary scale and speed of UPI adoption, which has outpaced the parallel development of consumer fraud literacy. The NPCI's introduction of UPI

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fraud reporting mechanisms, TRAI's AI-powered SMS spam filter mandates, and RBI's positive pay system for high-value transfers represent meaningful regulatory interventions, but their reach has not yet penetrated sufficiently into the semi-urban and rural populations most vulnerable to social engineering. The study's finding that low-literacy consumers are 2.3 times more likely to be victimised (H1 confirmed) is consistent with Kaur and Arora (2023) and Mishra et al. (2024), and points to a structural gap in India's Digital India programme: the provision of digital access has far outpaced the provision of digital safety education.

The severe erosion of consumer trust following fraud experience (H2 confirmed, $\beta = -0.38$) has profound commercial implications. India's e-commerce market, projected to reach USD 350 billion by 2030 (IBEF, 2024), is critically dependent on sustained consumer confidence. The present findings suggest that each incident of unredressed digital fraud does not merely harm an individual consumer but creates a negative trust externality that depresses platform engagement more broadly. The positive effect of platform security visibility (H3 confirmed, $\beta = +0.31$) indicates that investments in visible security signalling—SSL certificates, fraud insurance guarantees, two-factor authentication prompts—generate measurable commercial returns in the form of enhanced consumer trust, consistent with Kumar and Pandey (2024).

The role of technology as both enabler of fraud and instrument of its prevention is a central paradox of digital commerce. The study's analysis indicates that AI-based fraud detection systems, when deployed at the payment gateway level, are perceived by consumers as significantly reducing fraud risk (H5 supported). However, the transformative potential of emerging technologies remains unrealised at scale. Blockchain-based provenance tracking, as proposed by Bhattacharya and Sen (2023), could substantially reduce counterfeit product fraud on e-commerce platforms, but faces adoption barriers including the unwillingness of established platforms to invest in infrastructure that primarily benefits consumers rather than operators. Real-time analytics-driven transaction monitoring, as demonstrated by Lim et al. (2022), offers accuracy rates above 97% in fraud detection, but adversarial adaptation by fraudsters requires continuous model retraining investments that smaller platforms cannot sustain.

The inadequacy of the consumer redress ecosystem emerges as perhaps the most actionable finding of this study. With only 16.8% of fraud victims obtaining adequate redress within 90 days, the promise of the Consumer Protection Act, 2019 is being systematically frustrated by implementation failures. Rathore and Balaji (2022) identified understaffed Consumer Commissions and adjudicators lacking technical competence as key bottlenecks; the present study adds to this picture the critical barrier of consumer unawareness of available grievance channels and the complexity of digital evidence standards. The E-Daakhil portal for online consumer complaint filing, launched by the National Consumer Disputes Redressal Commission, represents a positive development, but its penetration into non-English-speaking and semi-urban populations requires substantially enhanced promotion and vernacular language support.

Key Findings

- UPI/mobile payment fraud is the most prevalent form of digital fraud affecting Indian online consumers (34.8%), while SIM swap and investment app fraud inflict the highest per-incident financial losses.
- There is a statistically significant and strong negative relationship between consumer digital literacy and fraud susceptibility ($\chi2 = 41.87$, $p < 0.001$), with low-literacy consumers being victimised at a rate 2.3 times higher than high-literacy consumers.
- Fraud experience is the strongest negative predictor of consumer trust in online platforms ($\beta = -0.38$, $p < 0.001$), with compounding negative effects associated with higher financial losses.
- Platform security visibility ($\beta = +0.31$) and satisfaction with grievance redress ($\beta = +0.27$) are the most powerful positive predictors of consumer trust, underscoring the dual importance of technological protection and effective legal remedies.
- Only 38% of fraud victims file formal complaints, and a mere 16.8% obtain adequate redress within 90 days, indicating a systematic breakdown in the consumer protection redress chain.
- SIM swap fraud and investment/loan app fraud generate the most severe financial consequences and the least effective redress outcomes, representing the most critical consumer protection gaps.
- AI-based fraud detection systems are perceived as effective fraud deterrents by 74% of respondents who are aware of their deployment, though awareness itself remains low (43% of the sample).
- Blockchain technology holds significant theoretical promise for reducing counterfeit product and transaction repudiation fraud, but adoption is constrained by infrastructure costs and interoperability challenges.
- Semi-urban and low-income consumers are significantly underserved by existing grievance redress mechanisms, creating a digital equity dimension to the consumer protection challenge.

Suggestions and Recommendations

1. **Legislative and Regulatory Recommendations**

- Mandatory AI-Driven Fraud Detection: The RBI and MeitY should mandate the deployment of real-time AI/ML-based fraud detection systems for all payment service providers processing above a threshold transaction volume, with minimum performance standards (false negative rate < 0.5%) specified in licensing conditions.

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- Strengthened E-Commerce Rules: The Consumer Protection (E-Commerce) Rules, 2020 should be amended to impose strict liability on e-commerce platforms for fraud facilitated through their infrastructure, with mandatory fraud insurance requirements and clear 30-day resolution timelines for consumer complaints.
- Fast-Track Digital Consumer Courts: Dedicated Digital Consumer Courts or specialist benches within existing Consumer Commissions should be established, staffed by adjudicators with technical cybersecurity training and empowered to issue interim orders freezing fraudulent transactions.
- Regulatory Sandbox for Fraud Prevention Technologies: MeitY and RBI should jointly operate a regulatory sandbox permitting fintech companies to test blockchain-based transaction security, decentralised identity verification, and AI fraud analytics in a live but controlled environment.

2. **Technological Recommendations**

- Federated Learning for Fraud Intelligence Sharing: A national federated learning platform should be established enabling banks, payment processors, and e-commerce platforms to collaboratively train fraud detection models on pooled (but privacy-preserving) transaction data without sharing raw consumer data.
- Blockchain Product Provenance for High-Risk Categories: E-commerce platforms should be incentivised through tax credits to implement blockchain-based product provenance tracking for high-counterfeit-risk categories (electronics, pharmaceuticals, luxury goods).
- UPI Fraud Velocity Controls: NPCI should implement dynamic transaction velocity controls on UPI that temporarily reduce transaction limits for accounts exhibiting fraud-risk signals (new devices, unusual geographic locations, anomalous transaction patterns), with consumer override options through secondary authentication.

3. **Consumer Education Recommendations**

- National Digital Safety Curriculum: MeitY's Digital India programme should incorporate a structured digital fraud awareness curriculum delivered through Common Service Centres in 12 regional languages, modelled on the successful 'Stay Safe Online' programmes in the UK and Australia.
- Mandatory Fraud Warnings at Point of Transaction: Payment platforms should be required to display contextualised fraud warnings at the point of high-risk transactions (first-time payees, unusual amounts, requests for OTP sharing), drawing on real-time fraud pattern data.
- Consumer Fraud Loss Insurance: A government-supported micro-insurance scheme, administered through IRDAI, should be developed providing basic fraud loss coverage (up to INR 50,000) for Aadhaar-linked digital payment users, with premiums subsidised for below-poverty-line consumers.

Conclusion

This study has systematically examined the nexus between digital fraud and consumer protection in online transactions, with particular attention to the Indian digital economy. The findings paint a nuanced picture: while India's digital infrastructure has advanced remarkably—from UPI's transformative reach to the legislative architecture of the Consumer Protection Act, 2019—the consumer protection ecosystem has not yet achieved parity with the sophistication and scale of digital fraud threats.

The study establishes, with statistical rigour, that digital literacy is a powerful protective factor against fraud victimisation; that fraud experience substantially and lastingly erodes consumer trust; that platform security visibility and effective grievance redress are the strongest institutional trust-builders; and that the current redress system fails the large majority of fraud victims. Technology—particularly AI, blockchain, and real-time analytics—offers transformative potential for fraud prevention, but its deployment must be mandated, standardised, and made accessible across the full spectrum of digital platforms, not merely the largest operators.

The path toward a truly consumer-safe digital economy in India requires a convergent framework: regulatory mandates that have genuine enforcement teeth, technological infrastructure that detects and prevents fraud in real time, and a consumer population equipped with the digital literacy to protect itself and seek redress when protections fail. Achieving this convergence is not merely a commercial imperative—it is a matter of digital equity and economic justice, ensuring that the transformative benefits of digital commerce are accessible to all Indians without exposing them to disproportionate risk of financial harm.

Future research should pursue longitudinal tracking of fraud victimisation rates as digital literacy interventions are implemented, experimental studies of AI fraud detection effectiveness in the Indian regulatory environment, and comparative legal analysis of emerging digital consumer protection regimes across BRICS nations.

Limitations of the Study

- The sample, though stratified, over-represents urban, educated, and younger consumers relative to India's overall digital consumer population, limiting the generalisability of findings to rural and elderly demographics.
- The study relies on self-reported fraud experience, which may be subject to recall bias and social desirability effects.
- The rapidly evolving technological and regulatory landscape means that specific findings may require updating as the Consumer Protection (E-Commerce) Rules and RBI/NPCI guidelines are revised.

- The cross-sectional design precludes causal inference regarding the long-term trajectory of consumer trust recovery following fraud incidents.
- Secondary data on fraud losses from industry and regulatory sources may be subject to underreporting, as many fraud incidents are not formally recorded.

Scope for Further Research

- Longitudinal cohort studies tracking the evolution of consumer trust and fraud vulnerability as digital literacy programmes are scaled would provide causal evidence currently unavailable in the literature.
- Experimental research employing sandboxed UPI transaction environments could provide controlled evidence on the effectiveness of specific AI fraud detection configurations.
- Qualitative research exploring the lived experiences of fraud victims navigating the Indian consumer redress system would complement the quantitative picture presented here and inform process improvements.
- Comparative cross-country studies examining consumer protection outcomes across India, Brazil, Kenya, and Indonesia—all rapidly digitising emerging markets—could yield valuable policy learnings.
- Research into the gendered dimensions of digital fraud vulnerability and redress access in India remains a significant gap, given evidence from other contexts that women and gender-minority consumers face distinct fraud risks.

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OriginalArticle

An Analysis of Trends and Pattern changes in Agricultural Cropping and Credit flow in Haveri District

Dr. Santhosha C
Assistant Professor & Head, Department of Economics, GFGC Tilavalli,
Hangal Tq, Haveri Dist. Karnataka State
Email: santhoshc0309@gmail.com

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Abstract

The agricultural landscape of Haveri district is presently experiencing a substantial structural and financial revolution, marked by a shift from state-driven institutional lending to a more diverse cooperative and private banking framework. The primary aim of the study is to examine trends and alterations in cropping and agricultural credit flow within Haveri district. The study indicates that the Haveri district exhibits significant capital efficiency, contributing 5.6% to the state's foodgrain production while utilizing merely 2.32% of its total agricultural credit. However, there is a marked decline in the participation of Public Sector Banks, with their share of institutional credit in the district decreasing from 52.99% to 35.43% between 2019 and 2024. This change in finance reflects a significant reconfiguration in cropping patterns, with conventional cash crops such as cotton experiencing a notable fall (CAGR: -21.91%) in favor of high-growth sectors including pulses (34.21%), vegetables (33.29%), and areca nut (32.80%). Statistical analysis indicates that productivity for pulses and oilseeds is highly correlated with land expansion (r > 0.90), whereas the district's overall Net Sown Area exhibits significant sensitivity to monsoon patterns (r = 0.79). This suggests that, despite the swift modernization of credit and crop portfolios, the agricultural sustainability of the region is profoundly reliant on climatic stability and the changing functions of Regional Rural and District Central Cooperative Banks.

Keywords: *Agriculture, Finance, Cropping Pattern, Production, Development.*

Introduction

India's agricultural practices, which are profoundly rooted in history, maintain a pivotal position in the global agriculture scene. The country is the leader in milk, pulses, and jute, and ranks second in major crops such as rice and wheat. In response to population growth, technological advancements, and policy changes, the dynamics of agriculture are influenced by a variety of socio-economic and environmental pressures that diversify land-use patterns, thereby effecting production and sustainability. The demand for substantial financial resources increased as modernization progressed, particularly during the Green Revolution. This, in turn, necessitated the establishment of a robust institutional framework for agricultural financing, as traditional savings were insufficient. The objective is to assist indigent farmers in breaking free from debt cycles by highlighting the role of institutional credit in enabling modernization. The scope of this intricate investigation encompasses the historical background, present dynamics, and future prospects of agricultural credit in India. Agriculture is the primary source of income for over 58% of rural households in India, and it plays a substantial role in the national economy, accounting for nearly 16% of India's GDP and 13% of total exports.

Access to expeditious agricultural credit is essential for the financial support, development, and security of farmers. This enables them to optimize output by reducing vulnerability to agricultural risks associated with climate and maximizing the efficient use of resources.

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Address for correspondence:
Dr. Santhosha C, Assistant Professor & Head, Department of Economics, GFGC Tilavalli, Hangal Tq, Haveri Dist. Karnataka State

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In the past, Indian farmers were heavily reliant on informal lenders, who often imposed exorbitant interest rates that ensnared them in debt cycles. This necessitates an agricultural lending system that is both equitable and well-organized. This credit provides farmers with access to essential resources, thereby enhancing the stability of rural economies and the security of their food supply. The Haveri district, which is blessed with fertile soil and a tropical climate, has historically been dependent on monocropping. However, a structural transformation toward crop diversification has recently emerged, influenced by the profitability of horticultural crops, improved irrigation systems, and altered monsoon patterns. In addition to staple cereals, farmers are increasingly cultivating a diverse array of high-value crops. In spite of progress, the district continues to experience disparities in agricultural development, with certain regions experiencing prosperity while others are limited by insufficient resources and market connections. To identify regional challenges and develop effective sustainable agricultural policies, it analyzes cultivation patterns, rainfall trends, credit facilities, and production trends. Particularly for small farmers who are transitioning from subsistence practices to modern, capital-intensive approaches, agricultural credit is a critical element of Karnataka's agrarian economy.

Review of Literature

Recent studies in agriculture underscore the vital significance of cropping patterns and resource distribution for attaining long-term sustainability. Research conducted by *Karimi et al. (2024)* underscores the necessity of prioritizing crops such as fodder maize instead of wheat to improve fuel efficiency. *Panchal (2024)* advocates for enhanced management of Agricultural Land-Use Systems to effectively address climate change and guarantee food security. Moreover, study by *Li et al. (2024)* advocates for the optimization of crop diversification and scientific modeling to enhance profitability while concurrently minimizing carbon emissions. *Khan et al. (2024)* examined India's agricultural loan system from 2010 to 2024, emphasizing disparities in credit distribution and the digital divide. Regional disparities endure despite governmental interventions and technical progress. The evaluation recommends improving credit accessibility by creating more accessible financial products, enforcing stricter restrictions for non-institutional credit, and fostering innovation in digital financial services.

Further, researchers such as Chen et al. (2023) express apprehensions about the repurposing of arable land, cautioning that these transitions provide a considerable threat to world food security. Ashwini et al. (2024) examined the function of remote sensing in discerning crop patterns, observing that despite technological advancements, effectively analyzing mixed-cropping models continues to pose a significant issue. This study aims to address this notable research deficiency by concentrating primarily on Haveri district. This research seeks to ascertain the collective impact of variables such as agricultural financing accessibility and cropping patterns on regional agricultural productivity.

Objectives

For the purpose of the study have been set the following objectives:

1. To analyze the trends and pattern of Agricultural credit in the study area.
2. To trace out the Cropping pattern of Agriculture in the study area.

Methodology

The study is both descriptive and analytical in nature. The data were collected from various secondary sources, including the Handbook of Statistics on the Indian Economy, the Agriculture Census, and the Department of Agriculture, Co-operation & Farmers Welfare, Ministry of Agriculture and Farmers' Welfare, Haveri District Glance, Government of India, as well as multiple websites and other secondary data sources, effectively achieving the objective. Statistical tools such as percentage, compound annual growth rate, arithmetic mean, and correlation techniques are employed for data interpretation.

Trends of Agricultural Credit flow in Haveri

Agricultural finance is essential for maintaining the agrarian economy of Karnataka, serving as a vital support for small and marginal farmers. This loan is crucial for acquiring premium seeds, fertilizers, advanced machinery, and establishing irrigation systems. Table-1 data underscores the essential function of institutional credit within Karnataka's agricultural system, wherein a consortium of commercial, regional rural, and cooperative banks acts as a financial lifeline for the state's farmers. From 2019-20 to 2023-24, Karnataka experienced a significant increase in total agricultural credit, rising from ₹1,14,01,594 crore to ₹1,94,21,079 lakh. This expansion, indicated by a substantial Compound Annual Growth Rate (CAGR) of 14.24%, signifies a robust statewide commitment to improving financial inclusion and facilitating advanced agricultural inputs such as premium seeds and irrigation systems.

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Table-1: Agricultural Credit (in lakh Rupees) in Haveri

District	2019-20	2020-21	2021-22	2022-23	2023-24	CAGR %	Karnataka Total Foodgrain Production (2023-24) *(In Lakh Tonnes)*
Haveri	3,62,160	4,47,702	476956	576467	450299	5.59	6.34
Total	1,14,01,594	1,21,65,947	13591888	17933690	19421079	14.24	112.32

Source: Karnataka State at A Glance, Directorate of Economics & Statistics.

Compared to the state average, the credit trajectory in the Haveri district looks to be more moderate and slightly more unpredictable. Before settling at ₹4,50,299 lakh in 2023–2024, Haveri's credit disbursement increased from ₹3,62,160 lakh in 2019–20 to a peak of ₹5,76,467 lakh in 2022–2023. As a result, the district's CAGR of 5.59% was lower. Haveri has exceptional productivity in spite of this slower development in financial inputs. The district contributed 6.34 lakh tons to the state's total foodgrain production of 112.32 lakh tonnes for the 2023–2024 cycle. This shows that Haveri is a high-efficiency region in terms of capital usage for agricultural production, even if it uses only roughly 2.32% of the state's total agricultural credit and produces more than 5.6% of its total foodgrain output.

Flow of Institutional Credit to Agriculture Sector in Haveri

With significant differences between the state average and Haveri district, Karnataka's institutional credit environment for the agricultural sector shows a shifting reliance on various banking sectors. Table 2 shows that Regional Rural Banks (RRBs) continued to develop steadily, with Haveri's CAGR of 7.92% closely matching the state's 8.36%. The Public Sector Banks, however, show a notable divergence: Haveri saw a contraction of -4.51%, indicating a possible withdrawal or reallocation of public institutions funding within the district, whilst Karnataka as a whole saw an 11.07% CAGR.

Table-2: Flow of Institutional Credit to Agriculture Sector in Haveri (in lakh Rupees)

Indicators		Haveri	Karnataka (Total)
RRB	2019-20	93,114	19,71,064
	2023-24	1,26,339	27,18,178
	CAGR %	**7.92**	**8.36**
Public Sector Banks	2019-20	1,91,920	60,59,624
	2023-24	1,59,545	92,25,203
	CAGR %	**-4.51**	**11.07**
Private Sector Banks	2019-20	60,632	17,60,749
	2023-24	1,38,152	49,80,237
	CAGR %	**22.86**	**29.68**
DCC Banks	2019-20	10,848	14,82,641
	2023-24	25,212	23,98,292
	CAGR %	**23.47**	**12.77**
KSCARD/ PLD Banks	2019-20	5,646	1,27,516
	2023-24	1051	99169
	CAGR %	**-34.31**	**-6.09**

Source: Karnataka State at A Glance, Directorate of Economics & Statistics.

On the other hand, the main forces for expansion were the District Central Cooperative (DCC) Banks and the Private Sector Banks. With a 22.86% CAGR in Haveri and a 29.68% CAGR statewide, private banks saw rapid growth, suggesting a growing role for private capital in rural lending. With a CAGR of 23.47% as opposed to Karnataka's 12.77%, DCC Banks in Haveri notably surpassed the state average, indicating a strengthening of the cooperative credit movement at the local level. On the other hand, specialized long-term lending organizations such as KSCARD/PLD Banks saw a severe downturn, especially in Haveri, where credit flow fell at a CAGR of -34.31%. This systemic change implies that flexible cooperative and private institutional lending is emerging as the new pillar for agricultural growth in the area, while traditional long-term land development finance is declining.

Public Sector Banks Credit to Agriculture Sector in Karnataka

Public sector banks are the foundation of this system, providing large-scale institutional finance to farmers for both short-term "crop loans" and long-term "investment credit" (for machinery, irrigation, and land expansion). PSB involvement is crucial since they provide reduced interest rates through government subsidy schemes, reducing the reliance on informal moneylenders. The statistics in Table-3 show a major structural shift in the dominance of Public Sector Banks (PSBs) in the agricultural credit frameworks of Haveri and Karnataka. In 2019-20, PSBs retained a dominant position, accounting for 52.99% of Total Institutional Credit to Agriculture (TICA) in Haveri and 53.15% across the state. This initial parity indicates that governmental institutions were the dominant sources of rural loans.

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While the state-wide percentage share of PSBs remained relatively consistent, tapering off to 47.50% by 2023-24, Haveri had a far more drastic reduction in PSB influence, with their share falling to 35.43% in the same terminal year.

Table-3: Flow of Public Sector Banks (PSBs) Credit to Agriculture Sector in Haveri (in lakh Rupees)

Indicators		Haveri	Karnataka (Total)
2019-20	PSBs	1,91,920	60,59,624
	TICA	3,62,160	11401594
	% Share to TICA	**52.99**	**53.15**
2020-21	PSBs	2,41,959	61,30,643
	TICA	4,47,702	12165947
	% Share to TICA	**54.04**	**50.39**
2021-22	PSBs	211337	6678854
	TICA	476956	13591888
	% Share to TICA	**44.31**	**49.14**
2022-23	PSBs	238985	8933064
	TICA	576467	17933690
	% Share to TICA	**41.46**	**49.81**
2023-24	PSBs	1,59,545	92,25,203
	TICA	450299	19421079
	% Share to TICA	**35.43**	**47.50**

Source: Karnataka State at A Glance, Directorate of Economics & Statistics.
Note: TICA = Total Institutional Credit to Agriculture, PSBs = Public Sector Banks

This disparity is especially noticeable when looking at the absolute credit flow. Over a five-year period, PSBs in Karnataka increased their lending from ₹60,59,624 lakh to ₹92,25,203 lakh, in line with general credit growth. Haveri's PSB credit reached a high of ₹2,41,959 lakh in 2020-21 and then decreased to ₹1,59,545 lakh in 2023-24. According to the data, when the entire credit market in Haveri developed, the vacuum left by the receding public sector was most likely filled by other participants, such as private or cooperative banks. This shows that Haveri's agrarian economy is transitioning to a more diverse and possibly less state-dependent credit environment than the larger state aggregate.

Bank-wise Agriculture credit in in the Study Area

Crop loans, which are short-term loans for seasonal cultivation, and term loans and allied credit, which are long-term investments for machinery, irrigation, and infrastructure, are the two primary categories that fall within the wider category of agricultural credit. The following table-4 presents a comparative breakdown of how several banking institutions were selected for the study. More specifically, five public sector banks were chosen for the study: Canara Bank, State Bank of India, Bank of Baroda, Bank of India, and Central Bank of India.

Table-4: Bank-wise Agriculture credit in in the Study Area (2022-23)

District	Banks	Farm Credit		Infrastructure/ Allied Credit	Total Agriculture Credit	Grand total Credit	% Share of total Agricultural credit to Grand total credit
		Crop Loan	Term Loan				
Haveri	Canara Bank	3061800000	605400000	307600000	3974800000	7106300000	56
	State Bank of India	1346100000	260300000	240800000	1847200000	3695660000	49
	Bank of Baroda	734200000	89100000	114100000	937400000	1853960000	50
	Bank of India	30500000	62400000	6700000	99600000	277600000	35
	Central Bank	56900000	71500000	78500000	206900000	392100000	52

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	of India						
	Other Banks	10311000000	2653700000	1819900000	14784600000	24213180000	61
	Grand Total	***15540500000***	***3742400000***	***2567600000***	**21850500000**	**37538800000**	58
Total (State-level)	Canara Bank	136680685583	65563926049	51150188583	253394800215	785417283222	32
	State Bank of India	112094050492	41095018878	43292048125	196481117495	831185665556	24
	Bank of Baroda	43547166685	19183007741	21516004597	84246179023	407966699902	21
	Bank of India	10402977355	5021596093	4609277882	20033851330	144137824570	14
	Central Bank of India	3712586037	2318137035	3475197350	9505920422	106537458557	9
	Other Banks	512519606877	170798152510	161755235930	845072995317	3621811211536	23
	Grand Total	**818957073029**	**303979838306**	**285797952467**	**1408734863802**	5897056143343	24

Source: Karnataka State at A Glance, Directorate of Economics & Statistics.

There is a striking disparity in the way agricultural credit is prioritized between the specific study area of Haveri and the overall performance of Karnataka at the state level, as shown by the data for the fiscal year 2022-23. One of the most important things that can be observed from Table 4.11 is the much higher credit depth in Haveri. This is because agricultural credit accounts for 58% of the ultimate total credit that is distributed among all banks. To put this into perspective, agricultural lending only accounts for 24 percent of the total credit portfolio at the state level. The fact that this difference exists highlights the fact that Haveri has an economy that is primarily dependent on agriculture. Institutional financing is virtually solely directed toward the primary sector, whereas the portfolio of the state-level government is more diversified throughout the industrial and service sectors.

The composition of farm loan suggests a significant reliance on cash that is available in the short term. A substantial quantity of crop loans, which equal to ₹15,540.5 million, constitute the majority of agricultural lending in Haveri. This is in stark contrast to term loans and infrastructure/allied finance, which are significantly less prevalent. Despite the fact that banks are successfully providing the immediate seasonal requirements of farmers, there is still a comparative imbalance in long-term capital expenditure for infrastructure, as indicated by this. The Canara Bank appears as the leading financier in both domains among the specific public sector banks; nevertheless, its sectoral commitment is significantly more evident in the study area (where 56% of its total credit is agricultural) in comparison to its average of 32% across the state.

Furthermore, the data underscores a high degree of dependence on "Other Banks"—likely encompassing Regional Rural Banks and Cooperatives which manage 61% of the total agricultural credit in Haveri. Even though the absolute volumes are enormous, the percentage share of agricultural credit to overall credit for big banks such as the State Bank of India (24%) and the Bank of Baroda (21%) is significantly lower. This is the case even though the actual quantities are enormous. The findings of this study suggest that public sector banks in the area under investigation are working under a more stringent mission to support rural livelihoods. On the other hand, state-level banking operations are more balanced toward a wider urban and commercial loan base.

Taluk-wise agricultural credit in Haveri district

Table 5 presents the findings of an analysis of agricultural credit in Haveri district broken down by taluk. The analysis demonstrates that there was a remarkable increase in the amount of financial support provided by institutions between the years 2018-19 and 2022-23. With a remarkable Compound Annual Growth Rate (CAGR) of 128.40%, the total agricultural credit given by RRBs, Public, Private, DCC, and KSCARD/PLD banks exploded from ₹21,182 lakh to ₹576,468 lakh. This represents a significant milestone in the history of agricultural credit. This increase is indicative of a significant change toward the formalization of rural credit initiatives throughout the area. At the micro-level,

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Haveri taluk emerged as the primary recipient, receiving a total disbursement of ₹153,378 lakh. Ranebennur, on the other hand, received ₹126,829 lakh. Rattihalli Taluk, which was recently established, has registered the strongest growth momentum with a compound annual growth rate (CAGR) of 148.86%, which indicates that it has rapidly integrated itself into the district's financial network.

Table–5: Taluk-wise Agricultural Credit in Haveri district

Taluk	Total agricultural credit (RRBs, Public, Private, DCC, and KSCARD/PLD banks)		CAGR %	Per-Bank Credit Intensity		CAGR %
	2018-19	2022-23		2018-19	2022-23	
Byadgi	2057	50522	***122.61***	26204	26029	***-0.16***
Hangal	2366	84362	***144.36***	19724	28322	***9.46***
Haveri	4134	153378	***146.80***	32507	47798	***10.11***
Hirekerur	3720	61400	***101.56***	24063	44738	***16.77***
Ranebennur	3859	126829	***139.43***	21670	32083	***10.30***
Rattihalli	531	20367	***148.86***	17913	19004	***1.48***
Savanur	2509	37332	***96.40***	16208	20261	***5.73***
Shiggaon	2006	42278	***114.26***	18666	19683	***1.33***
Total	21182	576468	***128.40***	22668	31082	***8.21***

Source: Haveri District Statistical Glance, Haveri (2022-23)

In terms of the credit intensity per bank, the district witnessed an increase in the average agricultural loan per bank, which went from ₹22,668 to ₹31,082, indicating a consistent compound annual growth rate of 8.21%. Additionally, Haveri taluk is at the forefront of this particular indicator, as it boasts a per-bank loan average of ₹47,798. This figure is substantially higher than the average for the district, showing a considerable concentration of banking activity and credit demand within the district headquarters. Byadgi taluk witnessed a marginal contraction of -0.16%, indicating that while the volume of credit in Byadgi increased, the per-unit distribution through its banking branches stayed same. This is in contrast to Hirekerur, which demonstrated the most strong rise in per-bank credit, which was 16.77%. Taking the whole picture into consideration, the data demonstrates that the credit climate in Haveri is extremely dynamic, and that institutional lending has become the foundation of agricultural sustainability.

Taluk-wise Net Sown Area as a Percentage of Geographical Area in Haveri District

The spatial pattern of land use in the Haveri district, which is given in Table-6, demonstrates a highly stable agricultural landscape. The Net Sown Area (NSA) as a percentage of the total geographical area remained essentially similar between 2018-19 and 2022-23. This indicates that the overall agricultural landscape has become relatively stable. With a Compound Annual Growth Rate (CAGR) of 0.17%, the district-wide average experienced a slight rise, going from 77.20% to 77.75%. This is a virtually insignificant gain. It may be deduced from this that the majority of the land that is suitable for cultivation in the district has already been put into production, leaving very little room for additional horizontal growth. In terms of land usage intensity, the Savanur and Haveri taluks are at the top of the district. They retain high percentages of 88.11% and 83.79%, respectively, which establishes them as the core agricultural heartlands of the region.

Table-6: Taluk-wise Net Sown Area as a Percentage of Geographical Area in Haveri District

Taluk	2018-19	2022-23	CAGR %	Correlation between Avg Rainfall & Net Sown Area
Byadgi	77.81	79.18	**0.43**	***0.74***
Hangal	72.60	72.6	**0**	***0.72***
Haveri	83.67	83.79	**0.03**	***0.08***
Hirekerur	83.96	77.27	**-2.05**	***-0.25***
Ranebennur	75.07	75.47	**0.13**	***0.71***
Rattihalli	68.22	74.55	**2.24**	***0.20***
Savanur	87.04	88.11	**0.30**	***0.63***
Shiggaon	70.15	71.9	**0.61**	***0.48***
Total	77.20	77.75	**0.17**	***0.79***

Source: *Author Calculated by SPSS Software, Haveri District Statistical Glance, Haveri*

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Additionally, the data shed light on major regional differences in terms of growth and dependence on climate trends. With a compound annual growth rate (CAGR) of 2.24%, Rattihalli taluk displayed the most aggressive expansion. On the other hand, Hirekerur witnessed a considerable contraction in its net sales authority (NSA), which dropped from 83.96% to 77.27% (a CAGR of -2.05%). Among the most important aspects of the investigation is the introduction of a correlation coefficient, which is used to quantify the connection between the average rainfall and the Net Sown Area. There is a strong positive correlation of 0.79 at the district level, which suggests that agricultural expansion in Haveri is very susceptible to monsoon patterns. This is the case since the correlation is substantial. The most obvious manifestation of this dependency may be seen in Byadgi (0.74) and Hangal (0.72), where the patterns of sowing are closely aligned with the availability of rainfall. In contrast, the poor connection in Haveri taluk (0.08) and the negative correlation in Hirekerur (-0.25) show that these regions may rely more heavily on irrigation or face other restricting factors that decouple planting decisions from immediate variations in rainfall. Both of these correlations are negative.

CAGR of Total Net Sown Area in Haveri District

There was a major structural shift in the agricultural environment of the Haveri district between the years 2018-19 and 2022-23, as seen by the differing Compound Annual Growth Rates (CAGR) that were observed across the various crop categories in table-7. Pulses, which had a district-wide CAGR of 34.21%, and Areca Nut, which increased at 32.80%, are the two trends that stand out the most. Pulses have experienced the most noteworthy growth. This change recommends that farmers should adopt a twofold strategy: first, they should diversify their crops to include high-protein food grains, and then they should simultaneously expand their operations to include high-value perennial cultivating. Furthermore, vegetables demonstrated a high growth rate of 33.29 percent, which is most likely caused by the increasing demand for perishable goods in metropolitan markets located nearby.

Table-7: CAGR of Total Net Sown Area in Haveri District (2018-19 to 2022-23)

Taluk	Cereal	Pulses	*Total Food Grain (Cereal+Pulse)*	Flower	Oilseeds	Fruits	Vegetables	Cotton	Sugarcane	Areca Nut
Byadgi	11.19	70.49	13.10	12.99	54.49	13.42	2.00	-24.47	-4.28	17.18
Hangal	2.57	42.66	4.53	15.70	21.27	5.47	44.56	-25.78	-13.88	30.90
Haveri	12.51	35.40	13.34	30.83	14.39	1.05	21.25	-27.69	0.36	41.86
Hirekerur	-7.51	29.97	-4.56	-4.22	27.02	8.56	39.94	-46.21	4.23	13.55
Ranebennur	17.42	17.19	17.41	31.04	22.56	27.81	2.518	-30.61	-12.85	34.81
Rattihalli	10.22	10.63	7.70	-2.85	27.48	7.51	25.61	-35.61	19.30	16.77
Savanur	16.54	18.35	16.66	-6.84	2.46	-3.78	104.76	-12.36	43.00	25.74
Shiggaon	6.95	29.45	8.76	7.40	5.32	8.33	172.29	-10.57	4.30	33.33
Total	10.97	34.21	12.11	15.00	13.00	9.32	33.29	-21.91	-4.28	32.80

Source: *Author Calculated by SPSS Software, Haveri District Statistical Glance, Haveri*

According to the data, conventional cash crops especially cotton, which fell at a district CAGR of -21.91% have experienced a severe and systemic collapse. Hirekerur (-46.21%) and Rattihalli (-35.61%) saw the biggest declines, suggesting a significant move away from fiber crops, perhaps as a result of insect vulnerability or volatile market prices. Additionally, sugarcane experienced a little decline of -4.28%, highlighting a shift toward more profitable or climate-resilient alternatives. At the taluk level, Shiggaon and Savanur showed exceptional growth rates of 172.29% and 104.76%, respectively, making them hotspots for vegetable diversification. Cereals and pulses grew at about 17%, while Ranebennur maintained the most balanced growth profile in the food grain industry. In conclusion, Haveri's agricultural economy is quickly shifting toward a diverse portfolio, with the notable decline in cotton production being offset by the growth of pulses, vegetables, and plantation crops like areca nut.

CAGR of Total production in Haveri District

The Haveri district's production trends from 2018–19 to 2022–2023 show a period of strong yield development, especially in the oilseed and protein-rich categories shown in Table 8. The district's total food grain output increased by 12.74% overall, mostly due to a notable 20.06% increase in pulses, according to the computed CAGR statistics. This indicates that while cereal production continues to be the main driver of the district's output (increasing at 12.64%), secondary food grains and oilseeds are receiving more attention (growing at 17.77%), probably due to better irrigation and consumer demand.

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Table-8: CAGR of Total production in Haveri District (2018-19 to 2022-23)

Taluk	**Cereals**	Pulses	Total Food Grain (Cereals+Pulses)	Oilseeds
Byadgi	***16.29***	***21.07***	***16.38***	***22.64***
Hangal	***4.33***	***49.53***	***4.77***	***15.17***
Haveri	***13.21***	***41.56***	***13.48***	***15.35***
Hirekerur	***-10.79***	***12.56***	***-10.18***	***-10.04***
Ranebennur	***13.42***	***7.12***	***13.38***	***15.10***
Rattihalli	***28.44***	***39.51***	***43.44***	***59.77***
Savanur	***49.43***	***48.27***	***49.41***	***26.09***
Shiggaon	***11.22***	***72.85***	***11.79***	***10.24***
Total	***12.64***	***20.06***	***12.74***	***17.77***

Source: *Author Calculated by SPSS Software, Haveri District Statistical Glance, Haveri*

Savanur and Rattihalli stand out as the district's high-growth corridors at the taluk level. A significant increase in productivity or an increase in high-yielding crop varieties is indicated by Savanur's impressive CAGR of about 50% across Cereals and Total Food Grains. With a CAGR of 59.77%, the highest in the district, Rattihalli came in second with outstanding performance in oilseeds. Additionally, Shiggaon showed a specialized increase in the production of pulses at a rate of 72.85%, indicating a shift in the region's agricultural focus toward pulse agriculture.

Hirekerur, on the other hand, saw a significant decline, with production declining at rates greater than -10% in Cereals, Total Food Grains, and Oilseeds. This points to regional difficulties, such unfavorable weather or a substantial change in land usage away from these traditional crops. Overall, the district totals are still favorable, depicting an agricultural sector that is changing and successfully modernizing Haveri's output profile due to the quick expansion of some taluks and crop categories.

Correlation between Total Cultivation Area & Total Production in Haveri District

The statistical correlation between land utilization and agricultural output in Haveri district exhibits a robust, positive association across all principal crop types in table-9. Data from 2018-19 to 2022-23 reveals that the district-level correlation coefficients for Cereals (0.81), Pulses (0.92), and Oilseeds (0.93) demonstrate that expansions in cultivation area are nearly directly reflected by corresponding increases in production. The significant synchronization indicates that the district's agricultural progress is predominantly influenced by land expansion and localized intensity, rather than being solely detached through technology advancements or drastic yield enhancements.

Table-9: Correlation between Total Cultivation Area & Total Production in Haveri District

Taluk	**Cereals**	Pulses	Total Food Grain (Cereals+Pulses)	Oilseeds
Byadgi	**0.86**	**0.90**	**0.89**	**0.93**
Hangal	**0.56**	**0.97**	**0.72**	**0.61**
Haveri	**0.80**	**0.94**	**0.80**	**0.89**
Hirekerur	**0.68**	**0.91**	**0.64**	**0.41**
Ranebennur	**0.68**	**0.77**	**0.67**	**0.90**
Rattihalli	**0.80**	**0.88**	**0.94**	**0.98**
Savanur	**0.97**	**0.94**	**0.97**	**0.90**
Shiggaon	**0.73**	**0.98**	**0.80**	**0.67**
Total	**0.81**	**0.92**	**0.85**	**0.93**

Source: *Author Calculated by SPSS Software, Haveri District Statistical Glance, Haveri*

Savanur and Rattihalli demonstrate the most stable and nearly perfect connections at the taluk level. Savanur exhibits a notable 0.97 correlation for both Cereals and Total Food Grains, indicating an exceptionally stable production environment where output is highly foreseeable based on the area cultivated. Rattihalli's correlation for oilseeds is a remarkable 0.98, signifying that the recent increase in oilseed output in this taluk is directly linked to the augmentation of acreage allocated for these crops.

Pulses exhibit a remarkably strong correlation throughout almost all taluks, reaching a peak of 0.98 in Shiggaon and 0.97 in Hangal. This indicates that pulse farming in the district is acutely responsive to acreage, with yields stabilizing as additional land is cultivated. The diminished correlation for Cereals in Hangal (0.56) and for Oilseeds in Hirekerur (0.41) indicates a potential decoupling effect; in these regions, production levels may be more substantially affected by external factors such as irrigation efficiency, seed quality, or fluctuating climatic conditions, rather than merely land availability. The research indicates that, for most of Haveri, land is the principal factor influencing agricultural productivity.

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Conclusion

Agricultural finance is crucial in India to ensure food security, enhance rural livelihoods, and stimulate economic growth. Institutionalized credit has supplanted informal lending, marked by regulatory interventions and structural transformations. The longitudinal analysis of Haveri district's agricultural economy from 2018 to 2023 indicates a high-efficiency region experiencing significant structural and financial transformation. Haveri, despite utilizing merely 2.32% of Karnataka's total agricultural credit, produces nearly 5.6% of the state's foodgrain output, indicating remarkable capital productivity and resource efficiency. This growth is occurring amidst a notable institutional transition: Public Sector Banks, previously the foundation of rural finance, have experienced a decline in their credit share in the district from 52.99% to 35.43%, while Private Sector and District Central Cooperative (DCC) Banks have increased their share. This transition indicates that as state-led finance diminishes, it is being supplanted by increasingly localized and private capital, which has expanded at rates surpassing 22%.

The district is experiencing a swift diversification of its cropping patterns, shifting from conventional cash crops such as Cotton, which has declined by -21.91%, towards high-growth alternatives including Pulses, Areca Nut, and Vegetables. This transition is especially evident in taluks such as Shiggaon and Savanur, which have developed into high-growth corridors for production. Notwithstanding these dynamic changes, the analysis substantiates that agricultural output is significantly linked to land expansion and precipitation, exhibiting a robust correlation (0.81 to 0.93) between total cultivated area and production. Considering that approximately 78% of the district's land is currently cultivated, Haveri's agricultural sustainability will likely hinge on reallocating credit from short-term seasonal liquidity to long-term investments in irrigation and modern infrastructure, thereby mitigating the impacts of climate and land limitations on production.

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OriginalArticle

Education and Social Mobility among Marginalized Communities: An Empirical Study of Rural Students in India

Usha Kencharlli
Research Scholar, Karnataka Janapada Vishwavidayalaya Gotagodi Shiggaov, Haveri

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Abstract

This study examines the role of education in promoting social mobility among marginalized communities in rural India. It is based on primary data collected from 40 rural students belonging to socially and economically disadvantaged groups. The research focuses on key indicators such as access to education, first-generation learning, awareness of government schemes, aspirations for higher education, and financial constraints. The findings reveal that a majority of students have access to schooling and display strong aspirations for higher education. A significant proportion of respondents are first-generation learners, indicating gradual educational expansion. However, limited awareness of welfare schemes and persistent financial barriers continue to restrict educational progress. The study highlights that education has positively influenced confidence, awareness, and social status among students. At the same time, structural inequalities still hinder equal opportunities. The paper concludes that while education serves as a powerful tool for social upliftment, effective policy implementation and targeted support are essential to ensure inclusive and sustainable social mobility.

Keywords: *Education, Social Mobility, Marginalized Communities, Rural India, Inequality, Empowerment*

Introduction

Education is widely regarded as one of the most powerful instruments for individual transformation and societal development. It not only enhances knowledge and skills but also promotes values such as equality, justice, and social participation. In modern societies, education serves as a key mechanism for achieving social mobility, enabling individuals to improve their socio-economic status and break free from traditional constraints of caste, class, and gender.

In the Indian context, the role of education becomes even more significant due to the deeply rooted structure of social stratification. Marginalized communities, including Scheduled Castes (SC), Scheduled Tribes (ST), Other Backward Classes (OBC), and economically weaker sections, have historically been deprived of access to quality education. These inequalities are not merely economic but are also shaped by social discrimination, cultural exclusion, and lack of institutional support. Visionaries like B. R. Ambedkar strongly advocated education as the most effective means of empowerment, emphasizing that it is essential for achieving social justice and equality.

Despite various constitutional provisions and government initiatives such as the Right to Education (RTE) Act, scholarships, and reservation policies, disparities in educational access and outcomes continue to persist, especially in rural areas. Rural education systems often face challenges such as inadequate infrastructure, shortage of qualified teachers, poverty, child labor, and limited awareness about educational opportunities and welfare schemes. These factors collectively hinder the ability of marginalized students to fully benefit from education.

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Address for correspondence:
Usha Kencharlli, Research Scholar, Karnataka Janapada Vishwavidayalaya Gotagodi Shiggaov, Haveri

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Furthermore, the concept of social mobility is closely linked with educational attainment. Higher levels of education generally lead to better employment opportunities, increased income, and improved social status. However, for marginalized rural students, the pathway from education to mobility is often obstructed by financial constraints, digital divide, and socio-cultural barriers. Many students are first-generation learners, which add additional challenges such as lack of academic support at home and limited exposure to career opportunities.

In recent years, there has been a gradual improvement in school enrolment and awareness about education among rural populations. Government programs and non-governmental efforts have contributed to increasing access to schooling. Nevertheless, the quality of education and the ability to translate educational attainment into meaningful socio-economic mobility remain areas of concern.

This study is therefore significant as it seeks to examine the actual impact of education on social mobility among marginalized communities in rural India. By focusing on a sample of 40 rural students, the research aims to analyze their access to education, aspirations, awareness levels, and the challenges they face. It attempts to provide a micro-level understanding of how education functions as a tool of empowerment and where it falls short in addressing structural inequalities.

Review of Literature

Education has long been recognized as a crucial factor in promoting social mobility and reducing inequalities in society. Early sociological studies emphasized that access to education can enable individuals from disadvantaged backgrounds to improve their socio-economic status. However, the relationship between education and mobility is complex and influenced by structural and cultural factors. Pierre Bourdieu introduced the concept of cultural capital, arguing that students from privileged backgrounds possess cultural resources that align with the education system, giving them an advantage over marginalized learners. This often results in unequal educational outcomes despite equal access.

Similarly, Karl Marx viewed education as part of the social structure that reflects and reproduces class inequalities. According to his perspective, the education system often serves the interests of dominant groups, limiting true social mobility for the underprivileged. In contrast, Émile Durkheim emphasized the positive role of education in maintaining social cohesion and integration. He believed that education transmits shared values and norms, thereby contributing to the stability and unity of society.

Contemporary studies have expanded these perspectives by examining the role of education in developing countries like India. Reports by the UNESCO highlight that while global enrolment rates have improved significantly, disparities in quality and access remain major challenges. In the Indian context, reports from the Ministry of Education India indicate that initiatives such as the Right to Education Act and mid-day meal schemes have increased school participation, especially among marginalized communities.

However, several studies point out that dropout rates remain high among SC/ST students due to poverty, lack of infrastructure, and social discrimination. Gender inequality also continues to affect educational attainment in rural areas. Research further shows that first-generation learners face additional challenges such as lack of academic guidance and limited family support. This often impacts their performance and continuation in higher education.

Moreover, the digital divide has emerged as a new barrier, particularly after the COVID-19 pandemic, where access to online education was unevenly distributed. Thus, existing literature suggests that while education has the potential to promote social mobility, systemic inequalities continue to limit its effectiveness for marginalized communities.

Research Methodology

The present study adopts a descriptive and analytical research design to examine the role of education in promoting social mobility among marginalized communities in rural India. The research is based on a sample of 40 rural students belonging to socially and economically disadvantaged groups such as SC, ST, OBC, and economically weaker sections. A purposive sampling method was used to select respondents, ensuring that only students from marginalized backgrounds were included in the study.

Primary data was collected through a structured questionnaire, which consisted of both close-ended and a few open-ended questions to understand the students' access to education, awareness of government schemes, aspirations for higher education, and challenges faced. In addition, informal interactions were conducted to gain deeper insights into their socio-economic conditions and educational experiences.

The collected data was systematically organized and analyzed using the percentage method and tabulation, allowing for clear interpretation of patterns and trends. This method helped in presenting the data in a simple and understandable format, facilitating effective analysis of key indicators such as access, awareness, and barriers. The methodology thus ensures a focused and empirical understanding of the relationship between education and social mobility among marginalized rural students.

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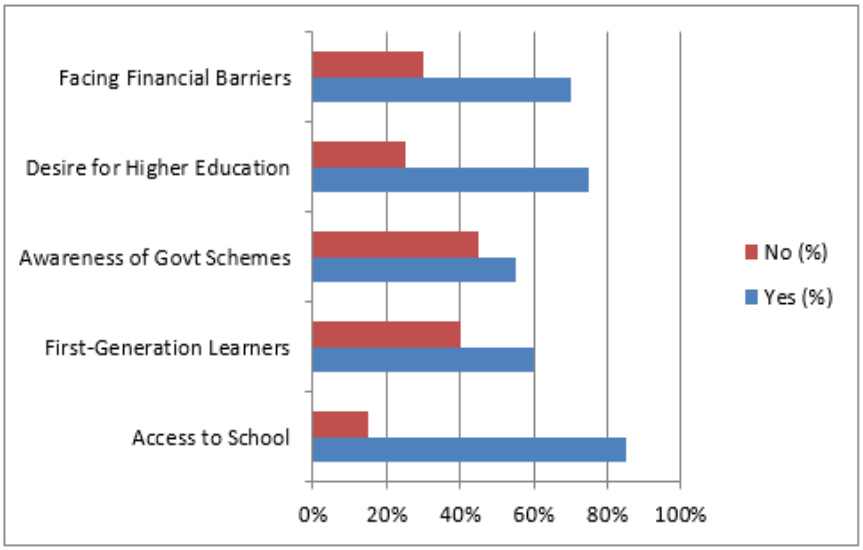
Data Analysis

Indicator	Yes (%)	No (%)
Access to School	85%	15%
First-Generation Learners	60%	40%
Awareness of Govt Schemes	55%	45%
Desire for Higher Education	75%	25%
Facing Financial Barriers	70%	30%

Table 1: Educational Indicators of Respondents

The findings of the study reveal that **85% of the students have access to schooling**, which indicates a considerable improvement in the reach of education among marginalized rural communities. At the same time, **60% of the respondents are first-generation learners**, showing that education is gradually extending beyond families with a prior history of formal learning and creating new opportunities for social advancement. The data further shows that **only 55% of the students are aware of government educational schemes**, which points to a significant gap in policy awareness and outreach at the grassroots level. A notable **75% of the students expressed a desire to pursue higher education,** reflecting increasing educational aspirations, ambition, and the potential for upward social mobility. However, despite these positive indicators, **70% of the respondents reported facing financial barriers,** highlighting poverty and economic hardship as major constraints that continue to limit access to sustained educational progress and the realization of long-term mobility goals.



Findings

The study reveals that education has become relatively accessible to marginalized rural students, indicating progress in enrollment and outreach efforts. However, access alone does not ensure equal effectiveness, as disparities in quality and support systems persist. A significant proportion of respondents are first-generation learners, highlighting a positive shift toward educational inclusion among previously excluded communities. Despite this progress, financial constraints continue to be the most significant barrier, affecting continuity and higher education opportunities. The level of awareness regarding government schemes is moderate, suggesting the need for better dissemination of information at the grassroots level. Many students are unable to fully benefit from existing welfare programs due to this lack of awareness. At the same time, students demonstrate strong aspirations for higher education and improved livelihoods. This reflects a growing belief in education as a pathway to social mobility. Overall, while education is creating opportunities, structural challenges still limit its full impact on marginalized communities.

Conclusion

Education plays a vital role in enhancing social mobility among marginalized communities in rural India by providing opportunities for personal and economic advancement. The study shows that access to education has improved significantly, reflecting positive developments in policy implementation and outreach. However, mere access is not sufficient to ensure meaningful outcomes, as disparities in quality and support continue to exist. Financial constraints remain a major obstacle, limiting students' ability to pursue and sustain education. In addition, limited awareness of government schemes reduces the benefits that students can derive from available support systems. Despite these challenges, students exhibit strong aspirations for higher education and better livelihoods. This indicates a growing recognition of education as a pathway to empowerment. To maximize its impact, policies must prioritize

inclusivity and equal opportunities. Improving infrastructure, financial assistance, and awareness programs is essential. A holistic approach is necessary to address structural inequalities. Only then can education truly function as an effective instrument of social transformation and inclusive development.

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OriginalArticle

An Economic Analysis of Viksit Bharat 2047: Growth Strategy, Structural Transformation, and Policy Imperatives

Dr. Kalakanagouda Patil
Assistant Professor & HOD, Department of Economics,
Shri BSS Govt First Grade Arts, Science and Commerce College, Gajendragad - Karnataka - India

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Abstract

The vision of Viksit Bharat 2047 represents India's long-term developmental aspiration to achieve developed nation status by the centenary of independence in 2047. This study provides a comprehensive economic analysis of the growth trajectory, sectoral transformation, fiscal sustainability, and policy frameworks required to achieve this vision. The research evaluates macroeconomic indicators, demographic trends, investment requirements, and structural reforms necessary for sustained development. Using secondary data from government reports, international organizations, and academic literature, the study examines the feasibility of achieving high-income status through inclusive growth and technological innovation. The findings suggest that maintaining a consistent annual GDP growth rate of 7–9 percent, increasing investment in human capital and infrastructure, and strengthening institutional capacity are critical determinants for achieving the Viksit Bharat vision. The study concludes that balanced regional development, employment generation, and sustainable economic policies are essential for transforming India into a developed economy by 2047.

Keywords: *Economic Growth, Development Economics, Structural Transformation, Inclusive Growth, Fiscal Sustainability, India 2047*

Introduction

India is currently at a crucial stage in its development journey, characterized by rapid economic growth, demographic transition, and technological advancement. The concept of Viksit Bharat 2047 represents a strategic vision to transform India into a developed nation by the year 2047, marking 100 years of independence. This vision emphasizes economic prosperity, social equity, environmental sustainability, and technological leadership.

Over the past three decades, India has experienced significant economic transformation. Since the economic reforms of 1991, the country has transitioned from a closed economy to a globally integrated market economy. India's Gross Domestic Product (GDP) has grown steadily, making it one of the fastest-growing major economies in the world. However, challenges such as unemployment, poverty, inequality, and infrastructure deficits continue to persist.

The Viksit Bharat vision aims to address these challenges through structural reforms, investment in human capital, and technological innovation. The goal is not only to increase income levels but also to improve the quality of life for citizens through better healthcare, education, housing, and employment opportunities.

Achieving developed nation status requires sustained economic growth, efficient governance, and inclusive development policies. Therefore, a comprehensive economic analysis is necessary to assess the feasibility of the Viksit Bharat vision and identify the key policy interventions required to achieve this objective.

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Address for correspondence:
Dr. Kalakanagouda Patil, Assistant Professor & HOD, Department of Economics, Shri BSS Govt First Grade Arts, Science and Commerce College, Gajendragad - Karnataka – India

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Objectives of the Study

The primary objectives of this research study are:

1. To analyze the economic vision and growth targets of Viksit Bharat 2047
2. To examine sectoral contributions to economic development
3. To evaluate investment and infrastructure requirements
4. To assess employment and demographic trends
5. To identify challenges and policy recommendations for achieving developed nation status

Research Methodology

Type of Study

Descriptive and analytical research design.

Data Sources

The study is based on secondary data collected from:

- Government of India economic reports
- NITI Aayog policy documents
- World Bank and IMF databases
- Economic Survey of India
- Research journals and academic publications

Methods of Analysis

The following analytical methods were used:

- Trend analysis
- Comparative economic analysis
- Projection analysis
- Descriptive statistical analysis

Concept and Vision of Viksit Bharat 2047

The concept of Viksit Bharat 2047 focuses on transforming India into a developed economy characterized by high income levels, advanced infrastructure, technological innovation, and social inclusion.

Core Dimensions of Viksit Bharat

- Economic Growth
- Social Development
- Environmental Sustainability
- Technological Advancement
- Good Governance

The government aims to achieve these objectives through large-scale investment, digital transformation, industrial expansion, and policy reforms.

Macroeconomic Targets of Viksit Bharat 2047

Achieving developed nation status requires ambitious but achievable macroeconomic targets. These targets include GDP growth, per capita income, poverty reduction, and employment generation.

Table 1: Macroeconomic Targets for India (2023–2047)

Indicator	2023	2030	2047
GDP (Trillion USD)	3.7	6.5	25–30
GDP Growth Rate (%)	7.2	7.5	7–9
Per Capita Income (USD)	2,600	5,500	14,000
Poverty Rate (%)	10	5	Below 1
Urbanization (%)	35	45	60
Employment Rate (%)	92	95	97

These targets highlight the need for sustained economic growth and structural transformation.

Sectoral Transformation in the Indian Economy

Economic development is closely associated with structural transformation, which involves shifting resources from low-productivity sectors to high-productivity sectors.

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Table 2: Sectoral Contribution to GDP

Sector	Current Share (%)	Projected Share 2047 (%)
Agriculture	15	8
Industry	28	35
Services	57	57

Interpretation
Agriculture's share in GDP is expected to decline as productivity increases and workers shift to manufacturing and services. Industrial growth will play a key role in employment generation and export expansion.

Infrastructure Development Requirements
Infrastructure development is essential for economic growth and productivity improvement. Investment in transportation, energy, and digital infrastructure is critical for achieving the Viksit Bharat vision.

Table 3: Infrastructure Investment Requirements

Sector	Investment Requirement (% of GDP)
Transportation	4
Energy	3
Urban Infrastructure	2
Digital Infrastructure	1
Total Infrastructure Investment	10

Infrastructure investment stimulates economic activity, reduces production costs, and improves competitiveness.

Employment and Demographic Dividend
India has one of the largest working-age populations in the world. This demographic advantage can drive economic growth if supported by skill development and employment opportunities.

Table 4: Labour Market Projections

Indicator	2023	2035	2047
Workforce (Million)	520	650	720
Unemployment Rate (%)	7.5	5.5	4
Skilled Workforce (%)	25	45	60
Female Labour Participation (%)	25	35	45

Human capital development is essential for increasing productivity and income levels.

Investment and Capital Formation
Investment plays a crucial role in economic growth and development. Higher investment leads to increased production, employment, and technological advancement.

Table 5: Investment Requirements by Sector

Sector	Investment Requirement (% of GDP)
Manufacturing	8
Infrastructure	10
Education	6
Healthcare	5
Research and Development	3

Increasing investment in research and development is essential for innovation-driven growth.

Fiscal Sustainability and Public Finance
Fiscal discipline is necessary to maintain economic stability and ensure long-term growth. The government must balance public expenditure with revenue generation.

Table 6: Fiscal Indicators for Sustainable Development

Indicator	Target Level
Fiscal Deficit	Below 3.5% of GDP
Public Debt	Below 60% of GDP
Tax-to-GDP Ratio	20–25%
Capital Expenditure Growth	Increasing annually

Sound fiscal management helps maintain investor confidence and macroeconomic stability.

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Role of Technology and Innovation
Technology plays a critical role in economic development by improving productivity and efficiency.

Key Areas of Technological Development
- Artificial Intelligence
- Digital Payments
- Renewable Energy
- Biotechnology
- Automation

Technological innovation enhances economic competitiveness and supports sustainable growth.

Challenges to Achieving Viksit Bharat 2047
Despite strong growth potential, India faces several economic and structural challenges.

Economic Challenges
- Income inequality
- Unemployment
- Inflation
- Fiscal deficit
- External debt

Structural Challenges
- Regional disparities
- Informal employment
- Low productivity
- Infrastructure gaps

Environmental Challenges
- Climate change
- Resource depletion
- Pollution

Addressing these challenges requires coordinated policy interventions and institutional reforms.

Opportunities for Economic Growth
India has significant opportunities to accelerate economic development through innovation, investment, and global integration.

Major Growth Drivers
1. Digital economy
2. Manufacturing expansion
3. Export promotion
4. Renewable energy
5. Urbanization

These growth drivers can significantly increase productivity and income levels.

Policy Recommendations
To achieve the Viksit Bharat vision, the government must implement comprehensive economic policies.

Economic Policy Measures
1. Increase public investment
2. Promote industrialization
3. Support small and medium enterprises
4. Strengthen export competitiveness

Social Policy Measures
1. Improve education quality
2. Expand healthcare services
3. Reduce poverty and inequality
4. Promote gender equality

Institutional Reforms
1. Strengthen governance
2. Improve transparency
3. Enhance regulatory efficiency
4. Encourage public-private partnerships

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Conclusion

The vision of Viksit Bharat 2047 represents a transformative development strategy aimed at achieving economic prosperity, social equity, and environmental sustainability. Sustained economic growth, structural transformation, and technological innovation are essential for achieving developed nation status.

India's demographic advantage, expanding digital economy, and increasing investment provide a strong foundation for future growth. However, challenges such as unemployment, inequality, and infrastructure deficits must be addressed through effective policy interventions.

If the government successfully implements inclusive and sustainable economic policies, India can achieve its goal of becoming a developed nation by 2047.

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OriginalArticle

Rise of Digital Payments in India: Impact on Economic Growth (2025 Perspective)

Basavaraja, K.N[1], Dr. Girish, D. H.[2]
[1]Research Scholar and Assistant Professor, Department of Economics, Government First Grade College, Harapanahalli, Vijayanagara
[2]Assistant Professor & Research Supervisor, Department of Studies in Economics, Davanagere University, Shivagangotri, Davanagere

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Abstract

The rise of digital payments in India in recent years has brought significant changes to the financial system. In particular, the Unified Payments Interface (UPI), developed by the National Payments Corporation of India, has enabled faster and more convenient transactions. By 2025, India is emerging as a global leader in digital payment systems. This study aims to analyse the impact of the growth of digital payments on India's economic development. The research is based on secondary data collected from reports of the Reserve Bank of India, World Bank, and International Monetary Fund. Descriptive and analytical methods are used to examine the economic implications of digital payments. The findings indicate that digital payments play a crucial role in enhancing financial inclusion. Even people without access to traditional banking services are now able to use financial services digitally, thereby reducing the economic gap between rural and urban areas. Additionally, digital transactions improve transparency and strengthen tax collection. Moreover, digital payments reduce transaction costs and save time, thereby increasing economic efficiency. Small and Medium Enterprises (SMEs) benefit significantly from this system. However, challenges such as cybersecurity risks, lack of digital literacy, and inadequate internet infrastructure persist. Overall, the growth of digital payments is a key driver of economic growth in India and contributes to sustainable development in the future.

***Keywords**: Digital, Bank, Financial, payments.*

Introduction

The rise of digital payments in India has led to a major transformation in the economic system in recent years. Technological advancements, increased smartphone usage, and the expansion of internet access have made digital transactions a part of everyday life. The Unified Payments Interface (UPI), developed by the National Payments Corporation of India, has brought a revolutionary change in India's payment ecosystem. Through the "Digital India" initiative, the government has taken several steps to promote a digital economy. Financial inclusion has improved through the JAM Trinity (Jan Dhan, Aadhaar, Mobile). In addition, mobile applications such as Phone Pay, Google Pay, and Paytm have made digital payments fast and user-friendly. After the COVID-19 pandemic, the demand for contactless payments increased significantly, accelerating the adoption of digital transactions. By 2025, India has become one of the fastest-growing digital payment markets globally. Digital payments contribute to economic growth by enhancing financial inclusion, transparency, and efficiency. Reduced dependence on cash lowers transaction costs and improves tax collection. However, challenges such as cybersecurity threats, lack of digital literacy, and inadequate rural internet infrastructure remain significant. Hence, this study aims to analyse the impact of digital payments on economic growth in India.

Objectives of the Study:

1. To analyse the growth of digital payments in India

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Address for correspondence:
Basavaraja, K.N., Research Scholar and Assistant Professor, Department of Economics, Government First Grade College, Harapanahalli, Vijayanagara

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2. To study their impact on economic growth
3. To identify benefits and challenges of digital payments
4. To suggest future opportunities and policy measures

Research Methodology:

This study analyses the rise of digital payments in India and their impact on economic growth (2025 perspective). The research follows a systematic and scientific approach. This study mainly uses descriptive and analytical methods. The descriptive method explains the trends in the growth of digital payments, while the analytical method examines their impact on economic growth. This research uses secondary data. The main sources of secondary data include reports of the Reserve Bank of India, UPI statistics from the National Payments Corporation of India, reports of the World Bank, studies of the International Monetary Fund, government publications, economic surveys, research articles, journals, and reliable web sources. The scope of the study is economically and geographically limited to India and covers the period from 2016 (launch of UPI) to 2025. The scope of this study includes the growth, usage, and economic impact of digital payments.

Growth of Digital Payments in India:

By 2025, India has achieved a leading position globally in digital payments. In particular, the success of the Unified Payments Interface (UPI) system has significantly increased digital transactions. The key statistics are as follows:

1. **Total Digital Transactions:** In 2025, India recorded around 150–180 billion digital transactions annually, with a year-on-year growth of about 20–25%.
2. **UPI Transactions:** The volume of UPI transactions averages around 12–14 billion per month, with an annual transaction value of approximately ₹200–220 lakh crore. According to the National Payments Corporation of India, UPI has become the dominant payment system in India.
3. **Card and Other Payments:** Debit and credit card usage has increased by 15–20%, along with a rise in POS and online payments.
4. **Mobile Wallet Usage:** Applications such as Phone Pay, Google Pay, and Paytm have seen rapid growth, with widespread usage in both urban and rural areas.
5. **Global Share:** India accounts for approximately 40–45% of the world's total digital payments and is the largest real-time payments market globally.
6. **Rural Growth:** Digital payment usage has increased by more than 30% in rural areas, contributing significantly to financial inclusion.
7. **QR Code Payments:** The use of QR code payments among small merchants has grown rapidly, leading to an increase in cashless transactions.

The 2025 statistics clearly indicate that digital payments in India have expanded rapidly and brought significant changes to the economic system. In particular, the Unified Payments Interface has played a major role in this growth.

Causes for the Rise of Digital Payments in India:

The rise of digital payments in India is a result of technological advancement and government policies. In particular, the Unified Payments Interface (UPI), developed by the National Payments Corporation of India, has made payments easy and fast. The increase in smartphone usage and expansion of internet access have attracted people towards digital transactions. Through the "Digital India" initiative, the government has promoted a cashless economy. In addition, applications like PhonePe, Google Pay, and Paytm have provided further encouragement due to their ease of use. During COVID-19, the need for contactless payments increased, accelerating digital adoption. As a result, digital payments have rapidly expanded in India and become an important part of the economic system.

1. **Government Policies**

Government initiatives such as Digital India and Make in India have played a key role in strengthening the digital economy. Through JAM Trinity (Jan Dhan, Aadhaar, Mobile), access to banking and digital services has increased. These policies have promoted cashless transactions and increased digital payment usage among the general public. Government support has also expanded digital transactions in rural areas. Thus, government policies are a major reason for the rapid growth of digital payments.

2. **Technological Expansion**

The use of smartphones and expansion of internet services have increased rapidly in India. Affordable data services and mobile connectivity have enabled more people to go online. As a result, the use of UPI and digital payment applications has increased. Digital transactions are now easily carried out in both rural and urban areas. Thus, technological expansion is a major factor behind the growth of digital payments.

3. **Role of FinTech Companies**

FinTech companies have played a significant role in the growth of digital payments in India. Applications like PhonePe, Google Pay, and Paytm have made digital payments simple, fast, and secure. These apps attract users through user-friendly interfaces and cashback/offers. Small traders and common people have also easily adopted digital transactions. Thus, FinTech companies are key drivers of the rapid expansion of digital payments.

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4. **Impact of COVID-19**

During the COVID-19 pandemic, the need for contactless payments increased. People reduced the use of cash and shifted towards digital payments. During this time, the use of UPI and mobile payment applications increased rapidly. From a safety and health perspective, online transactions gained more importance. Thus, COVID-19 was a major factor that accelerated the growth of digital payments.

Impact on Economic Growth in India:

The rise of digital payments in India has played a significant role in economic growth. In particular, UPI has enabled fast and easy transactions. Digital payments save time, reduce transaction costs, and increase economic efficiency. Reduced cash usage has improved transparency and tax collection. In addition, Small and Medium Enterprises (SMEs) benefit greatly from digital payments. Financial inclusion has increased, and economic activities have expanded even in rural areas. Thus, digital payments act as a major driver of economic growth.

1. **Financial Inclusion**

The rise of digital payments has enabled rural and underprivileged people to access the banking system. Through Pradhan Mantri Jan Dhan Yojana, millions of bank accounts have been opened. UPI enables easy fund transfer and payments. As a result, access to financial services has increased and economic inequality has reduced. Thus, financial inclusion contributes to overall economic development.

2. **Transparency**

Digital payments record all transactions, increasing transparency in the economic system. Every UPI transaction is digitally recorded. This reduces corruption and black money transactions. It also simplifies tax collection for the government. Thus, increased transparency makes the economy more reliable.

3. **Increase in Tax Revenue**

The rise of digital payments increases government tax revenue. Transactions through UPI are clearly recorded, reducing tax evasion. This provides accurate income data to the government. It also supports tax systems like GST. Thus, digital payments improve tax collection and increase government revenue.

4. **Reduction in Transaction Cost**

Digital payments significantly reduce transaction costs. Costs related to printing, transporting, and storing cash are reduced. UPI enables quick and low-cost transactions. This saves both time and money for businesses and consumers. Thus, digital payments improve economic efficiency and reduce overall transaction costs.

5. **Impact on GDP**

The rise of digital payments accelerates economic activities and contributes to GDP growth. UPI enables faster transactions, supporting business expansion. The digital economy strengthens production, investment, and consumption. SMEs can conduct more business. Thus, digital payments act as a key driver of GDP growth.

Sector-wise Impact:

1. **Banking Sector**

Digital payments have transformed the banking sector. Under the guidance of the Reserve Bank of India, digital banking services have expanded rapidly. UPI, mobile banking, and internet banking are easily accessible. Operational costs have reduced, and service efficiency has improved.

2. **Retail Sector**

Digital payments have brought significant changes in the retail sector. QR code-based payments are widely used by small and large merchants. UPI enables instant and easy payments. This reduces dependency on cash and improves transparency.

3. **E-Commerce**

Digital payments have led to rapid growth in the e-commerce sector. Online shopping has increased among the general public. UPI and card payments provide secure and fast transactions, enhancing customer experience.

4. **MSME Sector**

Digital payments have significantly benefited the MSME sector. Small businesses have adopted digital transactions and expanded their operations. UPI improves cash flow through instant payments. It also increases market access and customer base.

Challenges:

1. **Cyber Security Issues.**

With the rise of digital payments, cyber security issues have increased. Online fraud, hacking, and data theft cases are major challenges. Although transactions through Unified Payments Interface are secure, risks arise due to user negligence. Sharing OTPs and clicking phishing links can lead to financial loss. Therefore, strengthening cyber security and creating awareness among people is very essential**.**

2. **Lack of Digital Literacy.**

Lack of digital literacy is a major challenge in the growth of digital payments. Especially in rural and backward areas, people do not have complete knowledge of using technology. There is a lack of awareness about how to properly use

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Unified Payments Interface and other applications. This increases the chances of errors and fraud. Hence, expanding digital education and awareness programs is necessary.

3. **Lack of Internet Infrastructure.**

The lack of internet infrastructure is a major challenge in the growth of digital payments in India. Particularly in rural and remote areas, internet connectivity is not stable. A good network is required to carry out transactions through Unified Payments Interface. Due to connectivity issues, transactions may be delayed or fail. Therefore, expanding better internet facilities is essential for the success of digital payments**.**

4. **Data Privacy Issues.**

With the rise of digital payments, the security of users' personal data has become very important. Bank details, mobile numbers, and transaction information are stored digitally. Although systems like Unified Payments Interface have security measures, the risk of data leaks or misuse still exists. Hacking and unauthorized access can lead to misuse of information. Hence, strong data protection policies and user awareness are highly necessary. Leaks and misuse. Strong data protection policies are required.

Suggestions:

1. **Expansion of Digital Literacy.**

To overcome the challenges of digital payments, expanding digital literacy is very essential. People should be made aware of the safe use of digital payments. Training should be provided on how to use Unified Payments Interface and other applications. Awareness programs should be especially conducted in rural areas. Thus, increasing digital literacy will reduce fraud and increase the usage of digital payments.

2. **Strengthening Cyber Security.**

Strengthening cyber security is very important for the safety of digital payments. The government and banks should adopt advanced security technologies. The use of OTP, two-factor authentication, and encryption should be increased in Unified Payments Interface transactions. Users should be made aware of phishing and online fraud. Thus, strong cyber security measures will make digital payments more secure.

3. **Development of Rural Internet Infrastructure.**

For the expansion of digital payments, developing internet infrastructure in rural areas is very important. The government should extend broadband and mobile network services to rural areas. High-speed internet connectivity can be provided through schemes like BharatNet. This will enable rural people to easily use digital payments through Unified Payments Interface. Thus, better internet facilities will support the growth of the digital economy.

4. **Improvement of Regulatory Framework.**

To enhance the safety and reliability of digital payments, improving the regulatory framework is necessary. Reserve Bank of India and other regulatory bodies should implement strict rules. Clear guidelines and security standards should be developed for Unified Payments Interface and other payment systems. Laws to protect consumer rights should be strengthened. Thus, an improved regulatory system will increase trust in digital payments and support their expansion.

Future Trends:

1. **Use of Artificial Intelligence.**

Artificial Intelligence will play a major role in the future of digital payments. With the use of AI, advanced systems are being developed to detect and prevent fraud. Through AI-based analytics, user transaction patterns can be understood to enhance security. Additionally, personalized services and chatbots can provide a better customer experience. Thus, AI technology makes digital payments more secure, faster, and efficient.

2. **Central Bank Digital Currency (CBDC).**

In the future, Central Bank Digital Currency will be a major trend in the field of digital payments. It is a digital form of money issued by the central bank and acts as an alternative to cash. In India, the Reserve Bank of India has already started pilot projects for the digital rupee (e₹). This makes transactions more secure and faster. The use of CBDC reduces the need for intermediaries and may also lower transaction costs. Thus, CBDC is likely to play a significant role in the future digital economy.

3. **FinTech Innovation.**

FinTech innovation will play an important role in the future of digital payments. Companies like Phonepay, Google Pay, and Paytm are introducing new technologies. With the use of AI, blockchain, and cloud computing technologies, payments are becoming more secure and faster. New financial products and digital lending services provide more convenience to users. Thus, FinTech innovation will make the digital payment system more modern and efficient.

Limitations of the Study:

- This study is limited only to secondary data.
- Some of the data used in this study may be based on estimates.
- Due to rapidly changing technology, the results of this study may change over time.

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Conclusion:

The rise of digital payments in India has brought significant changes in the economic system in recent years. Systems like Unified Payments Interface have made payments faster, easier, and more secure. The expansion of digital transactions has reduced dependence on cash. This has increased transparency and reliability. Financial inclusion has improved, and even rural people have joined the banking system. Small and Medium Enterprises (MSMEs) have gained new opportunities. Digital payments have reduced transaction costs and improved tax collection. Moreover, the digital economy contributes to GDP growth. The e-commerce and banking sectors are growing rapidly. However, challenges such as cyber security and lack of digital literacy still remain. Appropriate measures are needed to address these issues. The government and institutions like the Reserve Bank of India are strengthening the regulatory framework. Rural internet development is also important. Awareness should be created among people through the expansion of digital education. In the future, the use of Central Bank Digital Currency and Artificial Intelligence is likely to increase. FinTech innovations will further improve digital payments. Overall, digital payments are a key driver of India's economic growth, and with proper policies and technological advancement, greater progress can be achieved in the future.

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OriginalArticle

Occupational Health Risks and Health Status of Tobacco Processing Workers in Nippani Taluk, Karnataka: An Anthropological Research

Dr. Goutam Singi
Guest Faculty, Department of Anthropology, Karnatak University, Dharwad
Email: myfaith108@gmail.com

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Abstract

The health and occupational health concerns of tobacco workers in Karnataka's Nippani Taluk, Belgaum District, are examined in the current study. The research included 825 respondents, of which 480 were males (58.18%) and 345 were women (41.82%), indicating that both sexes actively participate in tobacco processing works. According to the findings, 24.36% of employees suffer from tobacco addiction, with men experiencing a somewhat higher frequency (26.25%) than women (21.73%). The easy access to smoke at work is one of the factors causing this addiction. Despite the fact that many workers have minor health issues including cough, back pain, and hand pain, an evaluation of general health status shows that most employees think their health is satisfactory, with 44% rating "very good" and 34.18% reporting "good." Even though more than 93% of workers are aware of the risks to their health at work, they continue in this profession due to economic dependence. The study found that blood pressure and age are associated, with 46.06% of workers having hypertension, particularly those between the ages of 46 and 60. Low back pain, hand weakness, headaches, dyspnea, and tooth difficulties are common health complaints that emphasize the occupational health dangers connected to tobacco processing work.

Keywords: *Occupational Health Problems, Tobacco Processing Workers, Occupational Hazards Tobacco Industry Workers and Workplace Health Hazards*

Introduction

The most crucial part of human life is health. Health is more than just being free of disease or discomfort; it is the ability of an individual to function to his full potential. Human health can be researched on many dimensions, including physical problems, mental issues, and social problems. Many factors contribute to an individual's degree of wellness, such as the work he does to meet his necessities. A positive and joyful work environment improves individual health and productivity. Having a joyful workplace culture make men socially, economically, and physically well, assisting them in living a healthy life. The social side of human development is critical to human growth and development. His social position and function in his society are extremely vital in his individual growth and general health state. A good social recognition contributes to individual pleasure, and happy men live healthier lives. The economic situation of a person has a significant impact on his or her life. His financial situation is determined by how he earns his daily necessities. A solid work and a decent salary make a man economically strong, and his financial security makes him physically and mentally strong. To live a stress-free life, one must have a healthy working environment and a reliable source of income to meet his daily financial and necessities. The physical environment is another major factor that influences an individual's overall health. It has been observed that human survival is difficult in extreme environmental conditions. Humans can survive in a moderate environment. A healthy environment is essential for human growth and development (Bagwe, A. N., & Bhisey, R. A. (1993). A healthy environment promotes a healthy lifestyle. The cultural component of human society has a significant impact on human health and development.

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Address for correspondence:
Dr. Goutam Singi, Guest Faculty, Department of Anthropology, Karnatak University, Dharwad

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The cultural factor has a significant impact on human mental, physical, and emotional health (Joshi, K., Robins, M., & Mallikarjunaih, K. (2013). A good and well-socialized culture helps an individual become a strong mentally and physically. And a strong personality is essential for optimum health.

Tobacco Cultivation:

The ideal conditions for growing tobacco include an annual rainfall ranging from 50 to 100cm and a consistent temperature of 15 to 20° Celsius throughout the entire growing season. Tobacco cannot survive if the rainfall exceeds 100cm. After harvesting, the leaves must be dried in bright sunlight and dry weather with not less than 8% moisture content. Too dry weather is unsuitable because the leaves split up into little fragments. Tobacco requires a variety of soil types. Beedi tobacco is mostly farmed as a rain fed crop on alluvial, black clayey or loamy soils.(*Agriculture Information | Crop Information | Tobacco*, n.d.)

Source: Field Visit

The Tobacco Industry in Karnataka and Its Significance:

Karnataka, located in the southern part of India, is a significant region for tobacco cultivation and production. The state has a long-standing history of tobacco farming, with several districts actively involved in the production of tobacco leaves. The Belgaum District, which encompasses Nippani Taluk, is one of the key regions where tobacco farming holds significant economic importance. The tobacco industry in Karnataka contributes significantly to the state's agricultural and economic sectors (Gupta, P. C. (n.d.). Tobacco cultivation provides livelihood opportunities to a large number of farmers, labourers, and workers in the region. The industry generates employment and income for numerous individuals involved in various stages of tobacco production, including cultivation, processing, and trading. Karnataka cultivates different types of tobacco, including Virginia tobacco, Burley tobacco, and FCV (Flue-Cured Virginia) tobacco. These varieties are grown in different agro-climatic zones within the state, utilizing both rain-fed and irrigated farming practices. The tobacco produced in Karnataka is primarily used for various purposes such as cigarette manufacturing, tobacco chewing, and tobacco-based products. The state's tobacco output contributes to the domestic demand for tobacco products in India and also serves as a significant source of export.

The significance of the tobacco industry in Karnataka extends beyond economic factors. It has social and cultural implications as well. Tobacco consumption, especially in the form of chewing tobacco and smoking, is deeply rooted in certain communities and cultural practices in the state. These practices may have implications for the health and well-being of individuals engaged in tobacco-related activities.

Occupational Health issues associated with the Tobacco processing work:

Tobacco processing workers face various health risks and potential occupational hazards associated with their work in the tobacco industry. Some of the health problems commonly associated with tobacco processing workers includes:

Respiratory Issues: Working with tobacco leaves exposes employees to tobacco dust, which can lead to respiratory problems such as coughing, wheezing, and shortness of breath. Prolonged exposure to tobacco dust can also increase the risk of developing conditions like bronchitis, asthma, and chronic obstructive pulmonary disease (COPD). Cheriamane, D. (2014).

Skin Conditions: Direct contact with tobacco leaves, particularly during sorting and processing, can cause skin irritations, rashes, and dermatitis. This is especially true for individuals with sensitive skin or those prone to allergic reactions.

Eye Irritation: Tobacco dust particles can irritate the eyes, leading to redness, itching, and watering. Prolonged exposure may contribute to more severe eye conditions and discomfort.

Nicotine Exposure: Tobacco processing workers may come into contact with nicotine present in tobacco leaves. Nicotine can be absorbed through the skin, leading to symptoms such as dizziness, headaches, nausea, and in severe

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cases, nicotine poisoning. Proper protective measures, including gloves and masks, are crucial to minimize nicotine absorption.

Musculoskeletal Issues: Some tasks in tobacco processing, such as lifting and repetitive motions, can contribute to musculoskeletal problems, including strains, sprains, back pain, and joint issues. These issues can result from long hours of manual labor and improper ergonomics.

Chemical Exposure: In addition to nicotine, tobacco processing workers may be exposed to various chemicals and pesticides used in tobacco cultivation. Prolonged or excessive exposure to these substances can potentially lead to adverse health effects, including skin disorders, respiratory issues, and even increased cancer risks.

Psychological Effects: The nature of the work in the tobacco industry, combined with the ethical concerns surrounding tobacco use, can have psychological impacts on workers. Feelings of stress, guilt, or moral conflict may arise, especially for individuals who are aware of the health risks associated with tobacco products.

Area of Research:

The Nippani Taluk was chosen specifically for the study of "Assessment of Health Status of Tobacco Workers around Nippani Taluk, Belgaum District of Karnataka-An Anthropological Study."

Nippani tobacco is highly renowned for its high quality. Tobacco cultivated in the Nippani area is ideally suited for beedi production and smokeless tobacco. The people here are heavily reliant on tobacco in several ways. Tobacco is grown by farmers in this region because it is a profitable cash crop that generates high revenue. The tobacco processing plants employ a considerable number of workers. Tobacco processing is a unskilled employment that does not require any work experience; as a result, many people go to tobacco processing plants to find work during a time when they are jobless. Tobacco firms provide flexible job opportunities, allowing workers to shift to other jobs as needed.

Beedi manufacture has provided employment opportunities for many housewives. *Beedi* manufacturing is a skilled job that requires experience to properly roll the *beedis*. Women from both urban and rural areas visit *beedi* production plants to collect raw materials such as *tendu* leaves, processed tobacco, and thread. Generally, the women take the raw materials to home and roll the *beedis* at home. Many housewives choose the *beedi* rolling profession and complete the work when they are free at home since it allows them flexibility in their career. *Beedi* rolling is the primary source of income for many women in this region. People in the region rely on the tobacco industry for jobs. This area is purposefully chosen for the current research.

Results and Discussion

Table 1: Gender Wise Distributions of The Respondents

Gender	Number of Respondents	percentage
Male	480	58.18%
Female	345	41.82%
Total	825	100%

The table 1 reveals that total numbers of 825 subjects are been included in this present study. Researcher has made his best to select subjects randomly where in slightly more number of males are included.

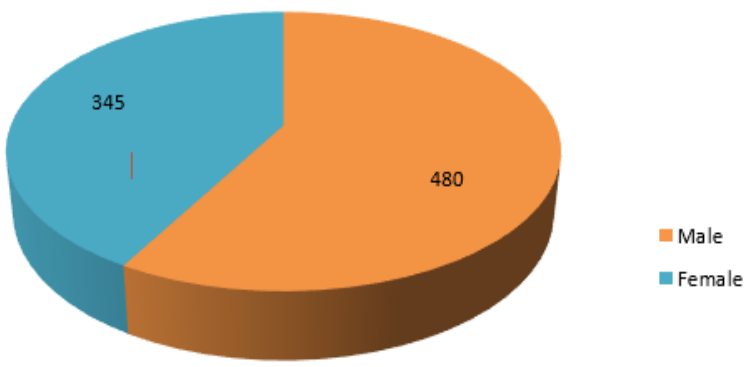

Figure 1: Gender Wise Distributions Of The Respondents

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Table 2: Gender Wise Classification of Tobacco Addiction

Gender	Tobacco Addiction		Total
	Yes	No	
Male	126 (26.25%)	354 (73.75%)	480 (58.20%)
Female	75 (21.73%)	270 (78.27%)	345 (41.80%)
Total	201 (24.36%)	624 (75.64%)	825 (100%)

Table 2 shows the addiction of tobacco among the respondents. Majority numbers of respondents are aware of health risks as they work in the same field. Rests of 24% respondents have got addiction to tobacco as they have availability of tobacco in work place that too without any cost.

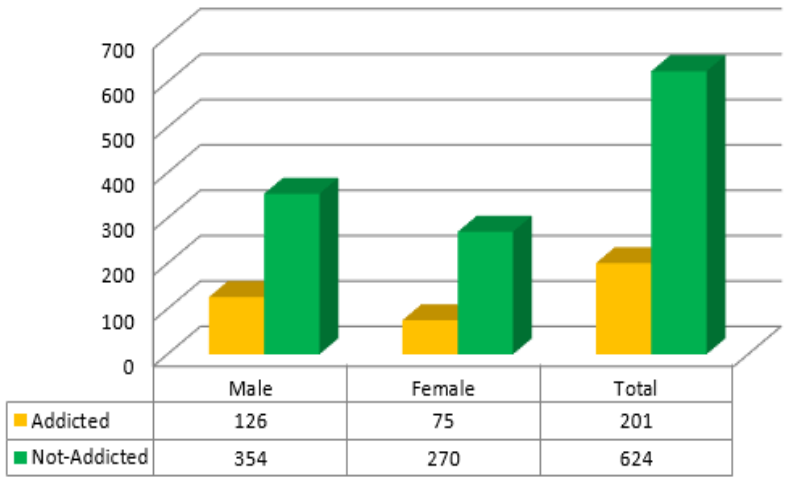

Figure 2: Tobacco Addiction

Table 3: Gender Wise Distribution of General Health

Gender	General Health					Total
	Excellent	Very good	Good	Fair	Poor	
Male	65 -13.54%	228 -47.50%	155 -32.29%	26 -5.42%	6 -1.25%	480 -58.18%
Female	42 -12.17%	135 -39.13%	127 -36.81%	30 -8.70%	11 -3.19%	345 -41.82%
Total	107 -12.97%	363 -44.00%	282 -34.18%	56 -6.79%	17 -2.06%	825 -100%

General health refers to an overall state of physical, mental, and social well-being. It encompasses a wide range of factors that contribute to a person's overall health. Physical health included factors such as diet, exercise, sleep, and medical conditions. Table 3 shows over all or general health condition of the respondents in male and female individuals. Majority of the respondents feel that their health condition is above the standard of margin. Though they have some health issue such as cough, back pain, pain in hand but in their opinion, it has observed that they do not consider these problems as health issues. In initial days any worker joins to the tobacco processing units he/she feels work stress later some time they cope up with the work emotionally as well as psychologically. Now they do not feel any type of mental stress on them. Overall their general health is considered as Good.

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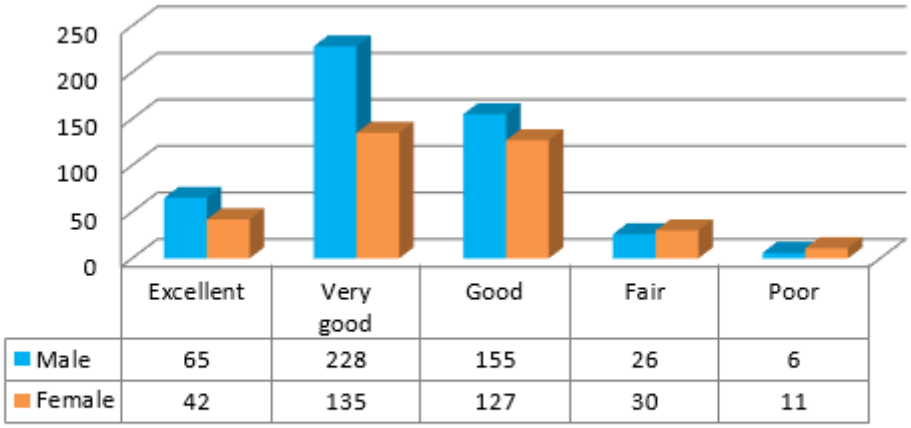

Figure 3: Opinion of General Health

Table 4: Gender Wise Distribution of Dental Health Condition						
Gender	Dental Health					Total
	Excellent	Very good	Good	Fair	Poor	
Male	116 (24.17%)	150 (31.25%)	151 (31.46%)	52 (10.83%)	11 (2.29%)	480 (58.18%)
Female	98 (28.41%)	113 (32.75%)	79 (22.90%)	46 (13.33%)	9 (2.61%)	345 (41.82%)
Total	214 (25.94%)	263 (31.88%)	230 (27.88%)	98 (11.88%)	20 (2.42%)	480 (100%)

Dental health refers to the overall health of the mouth, teeth, and gums. It encompasses a wide range of factors that contribute to the maintenance of healthy teeth and gums. Oral hygiene, healthy diet, regular dental check-ups, fluoride mineral in drinking water and avoiding tobacco products can be a good sign for dental health. Table 4 shows as per their opinion majority of the individuals are having good dental health. Researcher has tried to collect the information from other sources like nearby medical shops, government and private hospitals revealed information about tobacco processing workers. As per local doctor's, use of tobacco has led them verity of dental problems including tooth discoloration and gum disease.

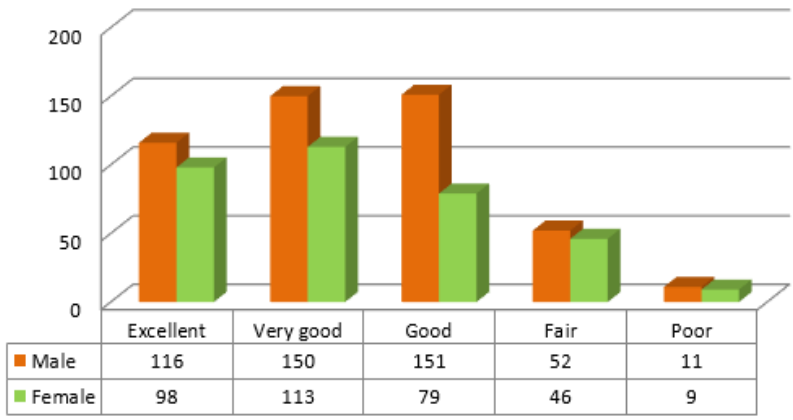

Figure 4: Dental Health

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Table 5: Gender and Awareness About Health Risk

Gender	Health Risk		Total
	Yes	No	
Male	445 -92.71%	35 -7.29%	480 -58.18%
Female	328 -95.07%	17 -4.93%	345 -41.82%
Total	773 -93.70%	52 -6.30%	825 -100%

Gender can play a significant role in awareness about health risks, as well as access to healthcare services and information. In many cultures, women are the primary caregivers for their families and may have a greater awareness of health risks and the importance of preventative care. However, women may also face barriers to accessing healthcare services and information, such as cultural norms or limited resources. On the other hand, men may be less likely to seek out healthcare services or to prioritize preventative care, due to cultural expectations around masculinity or a perceived lack of time or resources. This can lead to a lower level of awareness about health risks and an increased risk of preventable health problems. It is important to recognize that gender is just one factor that can influence awareness and access to healthcare services and information. Table 5 explains awareness of healthcare facilities among individuals. Both male and female shows significant level of understanding about it with 93% and 95%. Female's shows slightly higher rate of knowledge than their counterparts. Majority of individuals know the risk of working in tobacco processing units very well.

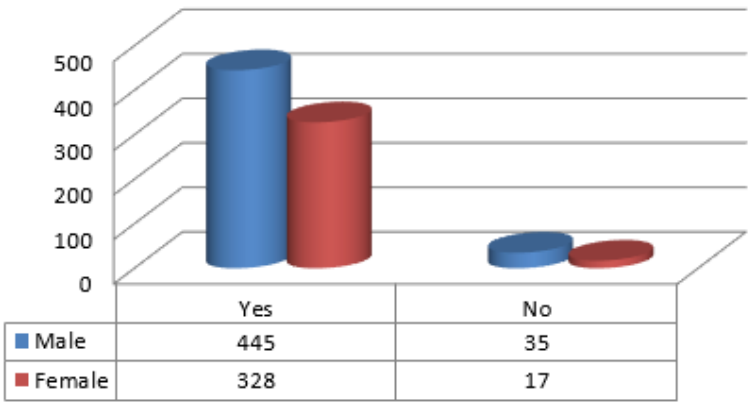

Figure 5: Gender and Awareness About Health Risk

Table 6: Distribution of Age of Employees and Blood Pressure

Age of the Employee	Blood Pressure		Total
	Yes	No	
20-30	--- ----	89 (20%)	89 (10.79%)
31-45	122 (32.10%)	296 (66.51%)	418 (50.67%)
46-60	209 (55.00%)	60 (13.48%)	269 (32.61%)
61-70	46 (12.10%)	----- ----	46 (5.58%)
Above 70	3 (0.78%)	----- -----	3 (0.36%)
Total	380 (46.06%)	445 (53.94%)	825 (100%)

Age can have a significant impact on blood pressure. As people get older, their blood vessels may become less elastic and stiffer, which can lead to an increase in blood pressure. This is due to a number of factors, including changes in the structure and function of the blood vessels, as well as changes in hormone levels and the activity of the nervous system. In general, blood pressure tends to increase gradually with age, with the risk of developing high blood pressure increasing significantly after the age of 40.

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Table 6 shows the compression between age and blood pressure among the individuals. It has been found that more 380 (46%) number of individuals are suffering from blood pressure. Among 380 individuals between the age group of 46-60 age group 55% of the individuals are found to be affected followed by 32% in age group of 31-45 and 13% in age group of Above 60.

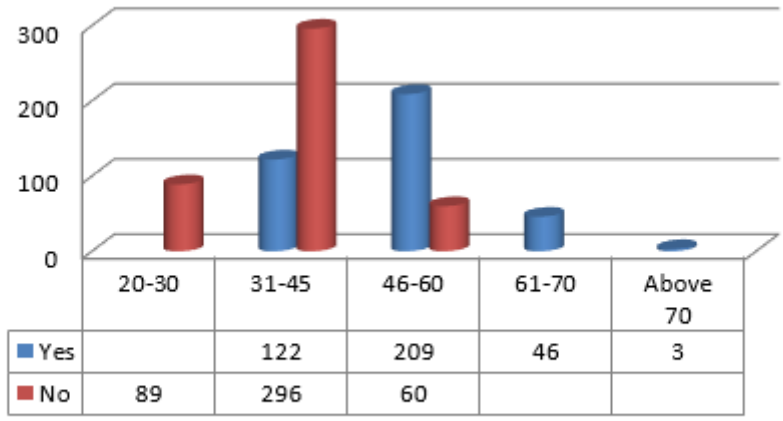

Figure 6: Age of Employees and Blood Pressure

Table 7: Physical Health Related Problems Among Respondents

Sl. No	Health Problem	Male (Total=480)	Female (Total=345)	Total
1	Low-back pain	115	222	337
2	Weakness of hand	125	185	310
3	Headache	68	86	154
4	Breathlessness	88	50	138
5	Burning Vision	78	36	114
6	Abdomen pain	39	63	102
7	Dental Problem	56	44	100
8	Acidity/Epigastric pain	53	17	70
9	Cough	19	31	50
10	Nausea/Vomiting	23	6	29
11	Palpitation	13	10	23
12	Skin Diseases	7	5	12

Table 7 shows the different kinds of health problems among the tobacco processing units. Majority numbers of female workers are affected with multiple of health issues where in other hand men are comparatively less.

Common health problems are low-back pain wherein though out a day they must sit and work. Here a greater number of females are affected as they must work in their household work also and that's became hectic for them.

Even weakness of hand or hand paining is also major issues concerns with tobacco processing workers. The sorting work is to be done with bare hands only. Tobacco huffing has been linked to an increased risk of headaches and migraines. The nicotine and other chemicals in tobacco can affect blood vessels and neurotransmitter activity in the brain, which can trigger headaches in susceptible individuals. Here in above table 154 individuals are having headache.

Tobacco use can contribute to breathlessness or shortness of breath. There are several ways in which tobacco use can affect the respiratory system and lead to breathlessness of about 138 individuals are having breathlessness problem that too men's will slightly higher.

Tobacco use can have several adverse effects on vision and eye health. While burning vision is not a commonly reported symptom, tobacco use and huffing can contribute to other eye-related problem which is common problems among workers and 114 individuals have reported it.

Abdominal pain can have various causes, ranging from minor issues to more serious medical conditions. However, here are some common causes of abdominal pain they are Indigestion or gas: Excessive gas, bloating or indigestion can cause discomfort and pain in the abdomen. This can be due to overeating, consuming certain foods, or eating too quickly, Gastritis: Inflammation of the stomach lining often caused by factors like infection, alcohol consumption, certain medications, or excessive acid production. It can result in abdominal pain, nausea, and a feeling of fullness, Gastroenteritis: Commonly known as the stomach flu, gastroenteritis is an infection of the digestive tract caused by viruses, bacteria, or parasites. Symptoms include abdominal pain, diarrhoea, vomiting, and nausea where in

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29 individuals are reported it. Gallstones: Hardened deposits in the gallbladder that can cause severe abdominal pain, typically in the upper-right or upper-middle part of the abdomen. The pain may radiate to the back or shoulder, Appendicitis: Inflammation of the appendix, usually causing pain in the lower-right side of the abdomen. Appendicitis is a medical emergency and requires immediate attention, Menstrual cramps: Women may experience abdominal pain during menstruation due to the contractions of the uterus. There are 102 individuals reported it where in 63 respondents are females.

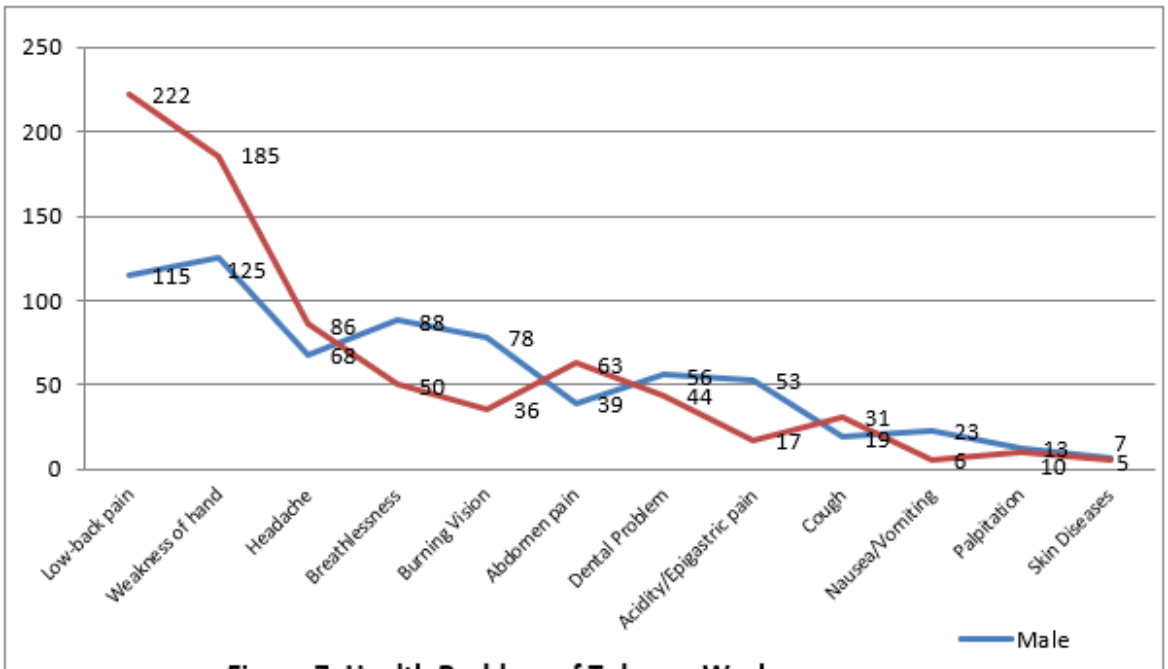

Figure 7: Health Problem of Tobacco Workers

Conclusion

The study's conclusions shed light on the general health and occupational health problems that tobacco processing employees in Nippani Taluk experience. Of the 825 respondents in the survey, 58.18% were men and 41.82% were women, suggesting that both sexes are heavily involved in work related to tobacco. Despite the fact that 93–95% of workers are aware of the health dangers connected with tobacco processing, a sizable minority of respondents (24.36%) still exhibit tobacco addiction, primarily because tobacco is readily available at work. Despite the fact that many employees have occupational health problems, the research of general health conditions reveals that the majority of workers consider their health to be "very good" or "good." According to this view, employees frequently normalize minor health issues as a result of long-term adjustment to their workplace. According to the perceptions of the respondents, oral health conditions also seem adequate; nonetheless, data from local medical professionals suggests that tobacco exposure causes teeth discolouration and gum-related issues in employees. The study also shows a strong correlation between blood pressure and age. Nearly 46% of employees have blood pressure issues, with the 46–60 age groups having the highest frequency. This suggests that work stress and extended exposure to tobacco dust may increase cardiovascular risk.

Additionally, a number of physical health issues, such as low back discomfort, hand weakness, headaches, dyspnea, and abdominal pain, are frequently reported among employees. Certain musculoskeletal problems seem to affect female workers more than male workers because of the combined strain of work and domestic duties. Overall, the study shows that although tobacco processing offers opportunities for employment, it also exposes workers to a number of health risks. This emphasizes the need for better occupational safety protocols, health awareness campaigns, and routine medical examinations for tobacco industry workers.

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OriginalArticle

The Influence of Viral Marketing on Consumers' Purchasing Decisions – A Study

Puneeth Jois[1], Dr. Rashmi M[2]
[1]Research Scholar, Department of Studies in Commerce Davangere University
[2]Assistant Professor, Department of Studies in Commerce Davangere University
Email: puneethjois9999@gmail.com

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Abstract

Social media serves as the primary engine for viral marketing by enabling rapid, extensive sharing that amplifies reach exponentially beyond paid efforts, transforming everyday users into powerful brand advocates through seamless features like shares, likes, reports and stories on platforms such as Instagram, Facebook, YouTube and WhatsApp. This extensive sharing platform influence on consumer purchasing decisions. Mobile usage was rapidly increasing, short reels are a strategic marketing tool which is influence on buying a new product, identifying the new brand and identifying the new promotional tool. New electronic word-of-mouth has benefited marketers in marketing the product. This paper describes how social influence is a new branch in business and marketing, the impact of social influence on consumer behaviour, different models of social influencers and strategies of social influencing to win the customer's choice.

Keywords: *social influence, viral marketing, purchasing decisions*

Introduction

The rapid growth of social media platforms has significantly transformed the way of doing the business. In today's digital era, social media platforms not only change the culture but also significantly change the business from a traditional mode to a digital mode. Through social media apps, customers can also easily access the new product. In traditional marketing channels like television, newspapers, and radio, etc. was not actually allowed to reach the customer in real-time. It was quite expensive and had low reachability. But in viral marketing, which means using social media apps like Instagram, Facebook, Twitter, and YouTube has enabled the marketer to communicate directly with their target audience in real time. It allows businesses to create personalised and engaging content that appeals to specific customer segments.

It also provides an opportunity for two-way communication, where consumers can share feedback, reviews and suggestions instantly. This communication helps companies to understand customer preferences and improve their products and services accordingly. Viral marketing platforms offer advanced targeting tools that allow marketers to reach a wider yet more relevant audience at a lower cost. The viral nature of these platforms further enhances brand visibility, as users can easily share content within their networks. As a result, businesses can achieve greater brand awareness and customer engagement with minimal investment in today's digital age. Customers are increasingly influenced by viral marketing, which plays a vital role in shaping their purchasing decisions. Viral marketing refers to the rapid spread of information, advertisement or content through social media platforms where users actively share, like and comment on posts. This form of marketing is highly effective because it relies on peer-to-peer communication rather than traditional advertising, making it more trustworthy and relatable. Consumers tend to rely heavily on the opinions, reviews and recommendations of friends, family and online communities before making a purchase.

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Address for correspondence:
Puneeth Jois, Research Scholar, Department of Studies in Commerce Davangere University

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When a product or service goes viral on social media apps, it gains widespread visibility and credibility, encouraging more people to consider it. Positive experiences shared by other users, such as reviews, testimonials, and unboxing videos, create a sense of trust and reduce uncertainty among potential buyers. At the same time, they were experiencing negative impact like quick damage to brand reputation, discouraging purchase, shifting of consumer comparison and purchase decisions were no longer.

Viral Marketing

Viral marketing is a form of digital marketing that leverages social media, online communities, and various digital platforms to spread information about a product, service, or brand rapidly and widely. It is termed "viral" because the content spreads quickly from one person to another, much like a virus, through social networks. The main objective of viral marketing is to generate strong public interest or buzz, which helps increase brand awareness and boost sales. This is achieved by creating engaging and easily shareable content—such as videos, memes, or social media challenges—that motivates users to share it within their networks.

Social influence as a new branch in business and marketing

To begin with, it is important to understand the concept of social influence in marketing. In general terms, influence refers to the ability to shape or affect the thoughts, attitudes and behaviour of others. When this social influence is applied in business and marketing, it gives rise to a modern form of advertising that leverages individuals such as influencers, opinion leaders and bloggers. These individuals have established credibility and strong connections with their audience, allowing them to impact consumer perceptions effectively. By promoting or recommending products, they can encourage their followers to develop interest and trust in those products. As a result, influencers play a key role in converting their audience into potential customers, thereby increasing brand visibility and driving sales.

An impact of social influence and consumer behaviour

To better understand how social influence works. It is important to explore the psychology of human behaviour. The basis of all is to be liked by other individuals, so if we do the same thing as an influencer, who is so adored, we will have a chance to become a little bit closer to their lifestyle and status.

Generally, there are three ways of social influence: compliance, identification, and internalisation. The first concept of compliance is about conforming to the group behaviour. The second revolves around defending your viewpoint, while behaving in a specific way because you genuinely believe in it, and the third, internalisation, means fully embracing and agreeing with the group norms and values

Working with influencers

Influencers are those who are using social media to create a great amount of content, like writing, posts, producing videos, stories and creating blogs.

There are three models of social influencers: commercial social influencers, curators and bots.

Commercial influencers: Firstly, they have gained popularity on Instagram and then spread to other social media. It implies commercial self-promotion and self-monetisation.

Curators: Curators are leaders of thoughts that somehow oppose themselves to influencers as they usually authentically produce content, as they see or feel it, not depending on whether somebody will pay for it or not.

Bots: means that we somehow give a human face to the most popular social media, as they are a part of our everyday life.

Best social influencing strategies to win customers.

1. Try to evaluate everything from the consumer's point of view, from your product itself to the marketing strategy you have chosen.
2. Customer reviews and opinions are most important. Their experience with the whole product will help them share their thoughts with others.
3. Participate in discussions by going live, digging into negative comments, taking social opinion, and resolving customer issues, which works a lot in marketing.

Conclusion

Viral marketing has emerged as a powerful tool in the digital era, significantly influencing consumers' purchasing decisions through social media platforms and online communities. Its ability to spread information rapidly and organically enables businesses to achieve wide reach, enhanced brand visibility, and stronger customer engagement at relatively low cost. The role of social influence—driven by influencers, peer reviews, and electronic word-of-mouth—has become a crucial factor in shaping consumer attitudes, preferences, and buying behaviour.

Consumers today rely more on authentic experiences, recommendations, and social validation rather than traditional advertising methods. As a result, influencers and online communities play a key role in building trust and reducing uncertainty in purchase decisions. However, viral marketing also presents challenges such as misinformation, negative publicity, and shifting consumer preferences.

Overall, businesses that effectively leverage viral marketing strategies—by creating engaging content,

maintaining transparency, and actively interacting with customers—can successfully influence consumer behaviour and gain a competitive advantage. Therefore, viral marketing, supported by strong social influence, will continue to be a vital component of modern marketing strategies in the future.

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OriginalArticle

Unstable Democracy: The Crisis of Political Awareness in India

Dr. Mallikarjuna M
Assistant Professor, Department of Political Science,
KLE Society's Shri Shivayogi Murughendra Swamiji Arts Science and Commerce College. Athani

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Abstract

This study explores the growing crisis of political awareness in India and its impact on democratic stability. Despite having a well-established democratic framework, a significant portion of the population remains politically unaware and disengaged. Factors such as illiteracy, poverty, misinformation, and lack of civic education contribute to this issue. The study highlights the consequences of low awareness, including voter apathy and weak accountability, and suggests measures to strengthen democratic participation.

Keywords: *Political Awareness, Indian Democracy, Voter Participation, Civic Education, Misinformation, Voter Apathy, Democratic Stability, Electoral Behavior, Youth Participation, Governance, Social Inequality, Political Engagement.*

Introduction

Democracy thrives on the active participation, awareness, and informed decision-making of its citizens. It is not merely a system of government but a continuous process that depends on the engagement of people in political, social, and civic activities. In India, the democratic framework provides numerous opportunities for citizens to participate in governance, most notably through regular, free, and fair elections, as well as through various forms of civic engagement such as public discussions, social movements, and community initiatives. These mechanisms enable individuals to express their opinions, choose their representatives, and influence public policies.

However, in recent years, there has been a growing concern about the lack of political awareness among citizens. Many individuals remain uninformed about their rights, duties, and the functioning of political institutions. This decline in awareness often leads to reduced electoral participation, uninformed voting decisions, and a general sense of detachment from the democratic process. As a result, democratic values such as equality, justice, and accountability may become weakened, ultimately affecting the quality of governance. An informed and aware citizenry plays a crucial role in strengthening democracy. When people are educated about political processes and issues, they are better equipped to question authority, demand transparency, and hold leaders accountable for their actions. This not only ensures that governance remains responsive and responsible but also promotes inclusiveness and fairness in decision-making. Therefore, enhancing political awareness through education, media, and public discourse is essential for sustaining a vibrant and effective democratic system.

Statement of the Problem

The crisis of political awareness in India has led to an unstable democratic environment. Many citizens lack knowledge about their rights, duties, and political processes. This results in low participation, uninformed voting, and the rise of ineffective leadership. The issue is particularly severe among marginalized and economically weaker sections, creating an imbalance in democratic representation.

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Address for correspondence:
Dr. Mallikarjuna M, Assistant Professor, Department of Political Science, KLE Society's Shri Shivayogi Murughendra Swamiji Arts Science and Commerce College. Athani

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Objectives of the Study

1. To assess the level of political awareness among citizens.
2. To identify the causes of low political awareness.
3. To analyze its impact on democratic stability.
4. To suggest measures to improve political awareness.
5. To promote active and informed citizenship.

Factors and Real-Life Examples of Lack of Political Awareness in Democracy

The lack of political awareness in a democracy can be attributed to several interconnected social, economic, and institutional factors. One of the primary causes is the lack of civic education, as many citizens are not adequately educated about democratic values, constitutional rights, electoral processes, and their responsibilities as voters. Without this foundational knowledge, individuals may fail to understand the significance of their participation in governance. Another major factor is the rapid spread of misinformation and fake news, especially through digital platforms and social media, where false or misleading political information often shapes public opinion. This leads voters to make decisions based on rumors rather than facts.

Economic inequality and poverty also significantly affect political awareness. People struggling to meet their basic needs often prioritize immediate survival over political participation, leaving little time or opportunity to become informed about political developments. Similarly, political apathy among the urban population has emerged as a challenge, where educated and economically secure citizens often refrain from voting or engaging in public affairs because they feel their participation makes little difference. The influence of money and muscle power during elections further weakens democratic awareness, as some voters are manipulated through bribery, gifts, or coercion, undermining the ethical basis of elections.

In addition, a lack of trust in political institutions discourages citizens from active involvement. When people perceive institutions as corrupt or ineffective, they may become disillusioned and withdraw from democratic processes. Social exclusion of marginalized groups, including economically weaker sections, women, and minority communities, also contributes to political unawareness because these groups often have limited access to education, political information, and representation.

These issues are reflected in various real-life examples. Urban voter apathy is evident in metropolitan cities such as Bengaluru and Mumbai, where voter turnout is often lower than in rural areas despite higher literacy rates. This shows that education alone does not guarantee political participation, as many urban citizens feel disconnected from electoral outcomes. Another example is vote buying in states like Tamil Nadu and Andhra Pradesh, where the distribution of money or gifts during elections influences voters. Such practices reveal a lack of awareness regarding ethical voting and democratic responsibility.

The influence of fake news has become increasingly visible during elections, especially through platforms like WhatsApp and Facebook, where misinformation spreads rapidly and affects voting behavior. Similarly, the criminalization of politics, where candidates with criminal backgrounds are elected to public office, demonstrates that many voters may not critically evaluate the qualifications or integrity of candidates. Reports from the Election Commission of India highlight that several elected representatives face serious criminal charges, raising concerns about voter awareness.

Another example is the low awareness of welfare schemes such as Mahatma Gandhi National Rural Employment Guarantee Act, where many rural citizens remain unaware of their eligibility and benefits, preventing effective implementation. Youth political disengagement is also a growing concern, as many young people prioritize careers or entertainment over civic participation, reducing their involvement in policy discussions, student politics, and democratic debates. Moreover, voting based on caste or religion rather than policies remains common in many regions, indicating that emotional and identity-based considerations often outweigh informed political judgment. Finally, participation in protests without fully understanding the issue reflects partial awareness and the influence of group behavior rather than conscious democratic engagement.

Together, these factors demonstrate that political awareness is essential for the proper functioning of democracy. Without informed and active citizens, democratic institutions become vulnerable to manipulation, corruption, and ineffective governance. Therefore, strengthening civic education, promoting ethical political participation, and ensuring equal access to political information are necessary steps to build a more aware and responsible democratic society.

Measures to Improve Political Awareness and Strengthen Democracy

To address the challenges of low political awareness, it is essential to strengthen civic and political education at all levels. Educational institutions should incorporate subjects that promote understanding of democratic values, constitutional rights, and civic responsibilities, enabling citizens to make informed decisions. Alongside this, conducting voter awareness campaigns is crucial to educate people about the importance of voting, ethical participation, and the impact of their choices on governance. Promoting media and digital literacy has become increasingly important in the modern era, where misinformation spreads rapidly. Citizens must be equipped with the

skills to critically evaluate information and distinguish between reliable and false content. Encouraging youth participation in politics is another key measure, as young people bring energy, innovation, and fresh perspectives to democratic processes. Their involvement in debates, policymaking, and leadership roles can significantly strengthen governance.

Ensuring transparency and accountability in political institutions is also vital to rebuild public trust and encourage citizen engagement. When governments function openly and responsibly, people are more likely to participate actively in democracy. Additionally, special focus must be given to the inclusion of marginalized communities, ensuring they have equal access to education, political representation, and participation opportunities.

Finally, technology should be used responsibly as a tool for spreading awareness and information. Digital platforms can play a positive role in educating citizens, promoting civic engagement, and fostering informed public discourse when used ethically and effectively. Together, these measures can help create a more aware, active, and responsible citizenry, ultimately strengthening the foundations of democracy.

Conclusion

The crisis of political awareness poses a serious challenge to the stability and effectiveness of Indian democracy. Democracy depends not only on the existence of institutions but also on the active and informed participation of its citizens. When people lack awareness about their rights, duties, and political processes, their participation becomes limited or misguided, weakening democratic values and institutions. This often results in low voter turnout, uninformed electoral choices, and reduced accountability of political leaders.

In such a situation, governance may become less transparent and less responsive to public needs, increasing the chances of corruption and misuse of power. Therefore, enhancing political awareness is essential for strengthening democracy. Civic education plays a key role in helping citizens understand democratic principles and their responsibilities. At the same time, media must provide accurate and unbiased information, while digital literacy helps people identify misinformation.

Inclusive policies are also important to ensure that marginalized groups are not left out of the democratic process. When citizens are informed and actively engaged, they are better able to demand transparency, hold leaders accountable, and contribute to effective governance. Thus, building political awareness is vital for creating a stable, responsible, and vibrant democratic system in India.

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OriginalArticle

Contemporary Perspectives on Para-Athlete Development in Sports

Mohan Kumar K M[1], Basavaraju[2]
[1]Physical Education Teacher
[2]Research Scholar, Department of Physical Education and Sport,
Central University of Tamil Nadu, Tamil Nadu, India
Gmail id -mohankumarkm8150@gmail.com

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Abstract

The development of para-athletes has gained increasing attention in recent years as sports systems move toward greater inclusion and equal opportunities. In the present context, para-sports are not only a platform for participation but also an important area for performance excellence and athlete development. However, para-athletes continue to face several challenges related to training, accessibility, resources, and social awareness. This paper focuses on contemporary perspectives on para-athlete development in sports, highlighting the need for inclusive training practices and structured support systems. It can be observed that effective development of para-athletes requires a combination of appropriate coaching methods, access to facilities, assistive technologies, and psychological support. In addition, awareness and positive attitudes toward disability play a crucial role in promoting participation and performance. The paper also emphasizes the importance of integrating para-sports within physical education and sports programs to ensure equal opportunities for all individuals. By adopting a more inclusive and systematic approach, the development of para-athletes can be enhanced, leading to improved performance and broader participation in sports.

Keywords: *Para-Athletes, Inclusive Sports, Athlete Development, Para-Sports, Physical Education*

Introduction

In recent years, the field of sports has witnessed a significant shift toward inclusivity, with increased recognition of para-athletes and their achievements at national and international levels. Para-sports provide opportunities for individuals with disabilities to participate in competitive and recreational activities, contributing to their physical, psychological, and social well-being. In the present context, the development of para-athletes has become an important area within physical education and sports science. It can be observed that while opportunities for para-athletes have improved, several challenges still exist in ensuring equal access to training, facilities, and competitive platforms. Many para-athletes face limitations related to infrastructure, availability of specialized coaching, and lack of awareness in society (DePauw & Gavron, 2005). These factors may affect both participation and performance.

From a performance perspective, para-athlete development requires a structured and scientific approach similar to that of able-bodied athletes, but with additional considerations based on the type of disability. Training programs must be adapted to meet individual needs, ensuring safety, effectiveness, and long-term development. This highlights the importance of inclusive coaching practices and specialized support systems (Tweedy & Vanlandewijck, 2011). Furthermore, modern perspectives in sports emphasize that athlete development is not limited to physical training alone but also includes psychological support, social inclusion, and access to appropriate resources. Creating a supportive environment helps para-athletes build confidence, improve performance, and achieve their full potential. Therefore, understanding contemporary perspectives on para-athlete development is essential for promoting inclusivity and enhancing performance in sports.

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Address for correspondence:
Mohan Kumar K M, Physical Education Teacher

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This paper aims to examine the key aspects, challenges, and future directions related to the development of para-athletes in modern sports.

Concept of Para-Athlete Development

Para-athlete development refers to the systematic process of enhancing the physical, technical, psychological, and social abilities of athletes with disabilities to enable effective participation and performance in sports. In the present context, this concept goes beyond mere participation and focuses on long-term athlete development, performance improvement, and inclusion within the broader sports system.

It can be observed that para-athlete development requires a more individualized and adaptive approach compared to traditional athlete development. This is because athletes differ not only in skill level but also in the nature and extent of their disabilities. Therefore, training programs must be carefully designed to meet specific needs while ensuring safety, effectiveness, and progression (Tweedy & Vanlandewijck, 2011).

1. **Physical and Functional Development**

Physical development in para-athletes includes improving strength, endurance, flexibility, and coordination based on individual capacity. However, it is important to consider functional ability rather than focusing only on physical limitations.

Modern approaches emphasize classification systems that group athletes based on functional abilities, ensuring fair competition and appropriate training methods (DePauw & Gavron, 2005).

This helps in creating equal opportunities and enhancing performance.

2. **Skill Development and Adaptation**

Skill development is a key component of para-athlete training. Athletes are trained to perform sport-specific skills with necessary adaptations based on their abilities.

For example:

- Use of assistive equipment
- Modified techniques
- Adapted rules

These adaptations allow athletes to perform effectively while maintaining the integrity of the sport.

Skill adaptation ensures both participation and performance excellence

3. **Psychological and Social Development**

Para-athlete development also includes psychological aspects such as motivation, confidence, and resilience. Many athletes may face social barriers or negative attitudes, which can affect their participation.

A supportive environment, encouragement, and positive reinforcement play a crucial role in building self-confidence and mental strength (Tweedy & Vanlandewijck, 2011).

Psychological support is essential for overall athlete development.

4. **Inclusive and Structured Development Approach**

Modern perspectives highlight the importance of integrating para-athletes into mainstream sports systems wherever possible. This includes:

- Inclusive training environments
- Access to proper facilities
- Equal opportunities in competition

Structured development programs help in identifying talent and supporting athletes throughout their career.

Inclusion is a key principle in contemporary para-sports development.

It can be clearly understood that para-athlete development is not limited to physical training but involves a comprehensive approach that includes functional ability, skill adaptation, psychological support, and social inclusion.

Challenges in Para-Athlete Development

Despite the growing recognition of para-sports, the development of para-athletes still faces several challenges. It can be observed that while opportunities have improved, many barriers continue to limit participation, performance, and long-term development. Understanding these challenges is essential for creating more inclusive and effective sports systems.

1. **Limited Access to Facilities and Infrastructure**

One of the major challenges is the lack of accessible sports facilities. Many training centers are not designed to accommodate the needs of para-athletes, which restricts their participation.

Inadequate infrastructure, such as absence of ramps, specialized equipment, and adapted training environments, can create significant difficulties for athletes with disabilities (DePauw & Gavron, 2005).

Accessible infrastructure is essential for equal participation.

2. **Lack of Specialized Coaching**

Para-athletes require trained coaches who understand the specific needs related to different types of disabilities. However, there is often a shortage of qualified coaches with expertise in adaptive sports training.

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Without proper guidance, athletes may not receive effective training, which can affect performance and development (Tweedy & Vanlandewijck, 2011).
Specialized coaching is key to improving performance.

3. **Social and Cultural Barriers**

In many societies, disability is still associated with stigma and negative attitudes. These perceptions may discourage individuals from participating in sports.
Lack of awareness and support from family, community, and institutions can limit opportunities for para-athletes to develop their potential.
Changing attitudes is important for promoting inclusion.

4. **Financial Constraints**

Participation in sports often requires financial support for equipment, training, travel, and competition. Para-athletes may face additional expenses due to the need for assistive devices and specialized equipment.
Limited funding and sponsorship opportunities further restrict their ability to train and compete at higher levels.
Financial support plays a crucial role in athlete development.

5. **Limited Awareness and Policy Support**

In some regions, para-sports are not fully integrated into physical education and sports policies. This lack of structured support affects talent identification and athlete development programs.
Greater awareness and strong policy implementation are needed to promote equal opportunities in sports.
It can be clearly understood that para-athlete development is influenced not only by training but also by social, economic, and structural factors. Addressing these challenges is necessary for creating an inclusive sports environment.

Strategies for Enhancing Para-Athlete Development

To overcome the challenges faced by para-athletes, it is essential to adopt effective and inclusive strategies that support their development. In the present context, modern approaches emphasize creating equal opportunities, improving access, and providing structured support systems. These strategies can help enhance both participation and performance in para-sports.

1. **Development of Accessible Infrastructure**

Improving sports infrastructure to meet the needs of para-athletes is a key requirement. Facilities should be designed to ensure accessibility, including ramps, adapted equipment, and safe training environments.
Accessible infrastructure encourages participation and allows athletes to train effectively without barriers (DePauw & Gavron, 2005).
Inclusive facilities promote equal opportunities.

2. **Training and Education of Coaches**

There is a need to develop specialized training programs for coaches to enhance their understanding of adaptive sports. Coaches should be trained in:

- Disability-specific training methods
- Use of assistive devices
- Safety and injury prevention

Educated coaches can design effective training programs tailored to individual needs (Tweedy & Vanlandewijck, 2011).
Skilled coaching improves athlete performance and confidence.

3. **Promoting Awareness and Social Inclusion**

Raising awareness about para-sports is essential to change negative perceptions and promote inclusion. Educational programs, media coverage, and community initiatives can help in creating positive attitudes toward athletes with disabilities.
Inclusive physical education programs can also encourage early participation and talent identification.
Awareness leads to acceptance and participation.

4. **Financial Support and Sponsorship**

Providing financial assistance is crucial for supporting para-athletes. Governments, sports organizations, and private sponsors should invest in:

- Training programs
- Equipment
- Competition opportunities

Financial support helps athletes focus on performance without economic barriers.
Funding is essential for development and sustainability.

5. **Policy Development and Implementation**

Strong policies are needed to promote para-sports at all levels. This includes integrating para-sports into national sports programs and educational institutions.
Effective policies can support talent identification, training, and participation in competitions.
Policy support ensures long-term growth of para-sports

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6. **Individualized Training Approach**

Each para-athlete has unique abilities and needs. Therefore, training programs should be personalized to suit individual conditions, ensuring safety and effectiveness.

Modern sports science emphasizes individualized training for better performance outcomes.

It can be clearly understood that enhancing para-athlete development requires a combined effort involving infrastructure, education, awareness, financial support, and policy implementation.

Discussion

The present paper highlights the importance of adopting inclusive and structured approaches in the development of para-athletes. It can be observed that while participation opportunities in para-sports have increased in recent years, several challenges such as limited infrastructure, lack of specialized coaching, and social barriers continue to affect athlete development.

The discussion indicates that effective para-athlete development requires more than physical training. It involves a combination of accessible facilities, proper coaching, financial support, and positive social attitudes. Modern perspectives emphasize individualized training and inclusive practices, which help athletes perform according to their abilities and potential (Tweedy & Vanlandewijck, 2011).

Furthermore, addressing these challenges through well-planned strategies can improve both participation and performance in para-sports. From a practical point of view, integrating para-sports into mainstream physical education and sports systems can create equal opportunities and support long-term athlete development.

Overall, para-athlete development should be viewed as a comprehensive process that combines physical, psychological, and social aspects.

Conclusion

Para-athlete development is an essential component of modern sports that reflects the principles of inclusion, equality, and opportunity. As discussed, the development process involves not only physical training but also access to infrastructure, specialized coaching, financial support, and social acceptance.

In the present context, although progress has been made in promoting para-sports, several challenges still need to be addressed. Creating accessible facilities, improving awareness, and implementing supportive policies are crucial for enhancing participation and performance of para-athletes.

It is also important for coaches, educators, and sports organizations to adopt inclusive and individualized approaches that meet the specific needs of athletes with disabilities. Such approaches not only improve performance but also contribute to confidence, independence, and overall well-being.

In conclusion, the future of sports lies in inclusivity. Strengthening para-athlete development through systematic and supportive measures will help in building a more equitable and effective sports environment.

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ಭಾರತದ ಜಾತಿ ವ್ಯವಸ್ಥೆ ಮತ್ತು ಲೋಹಿಯಾ

ನಾಗರಾಜ ಕಡ್ಲಬಾಳು
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು ಇತಿಹಾಸ ವಿಭಾಗ
ಕೆ.ಎಸ್.ಎಸ್ ಕಲಾ, ವಾಣಿಜ್ಯ ಮತ್ತು ವಿಜ್ಞಾನ ಮಹಾವಿದ್ಯಾಲಯ, ಗದಗ.

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ಸಮಾಜವಾದವನ್ನು ಒಂದು ವ್ಯಾಖ್ಯಾನ ರೂಪದಲ್ಲಿ ಅದು ಒಳಗೊಳ್ಳುವ ಎಲ್ಲ ಆಯಾಮಗಳೊಂದಿಗೆ ಹಿಡಿದಿಡುವುದು ಅಸಾಧ್ಯ. ಅನೇಕ ಸಲ ಅದನ್ನು ಅರ್ಥೈಸುವ ಪ್ರಯತ್ನಕ್ಕಿಳಿದು, ಅದರ ಗುರಿ ಉದ್ದೇಶಗಳನ್ನು ಹೇಳುವ ಗೊಂದಲ ಎದುರಿಸಬೇಕಾಗುತ್ತದೆ. ಸಮಾಜವಾದ ಒಂದು ನೈಸರ್ಗಿಕ ಪ್ರಕ್ರಿಯೆ. ಜಗತ್ತಿನ ಮೇಲು ಕೀಳೆಂಬ ಎಲ್ಲ ಸಂಗತಿಗಳನ್ನು ನಿರಾಕರಿಸುವ ಆ ಮೂಲಕ ಸಮಾನತಾ ಸಮಾಜದ ಆಶಯವುಳ್ಳ ಸಿದ್ಧಾಂತವಾಗಿ ಸಮಾಜವಾದ ಕಂಡುಬರುತ್ತದೆ. ಇದನ್ನೇ ಕಾರ್ಲ್ ಮಾರ್ಕ್ಸ್ ವರ್ಗಸಂಘರ್ಷದ ಮೂಲಕ, ಗಾಂಧೀಜಿ ಸರ್ವೋದಯದ ಮೂಲಕ, ಅಂಬೇಡ್ಕರ ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಮೂಲಕ ಜೆ.ಪಿಯ ಸಂಪೂರ್ಣ ಕ್ರಾಂತಿಯ ಮೂಲಕ, ಲೋಹಿಯಾ ಜಾತ್ಯತೀತತೆಯ ಮೂಲಕ ಸಾಧಿಸುವ ಪ್ರಯತ್ನ ಮಾಡಿದರು. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಸಮಾಜವಾದ ಎನ್ನುವುದು ಒಂದು ದ್ರವ ರೂಪದಂತೆ. ಸಮಾನತೆಯ ಸಮಸಮಾಜ ನಿರ್ಮಾಣದ ಎಲ್ಲ ಥಿಯರಿಗಳಿಗೂ ಅದು ಆಕರವಾಗಬಲ್ಲದು.

ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಸಾಮಾಜಿಕ, ಆರ್ಥಿಕ, ರಾಜಕೀಯ ಪರಿವರ್ತನೆಗಳಿಗೆ ತುಡಿಯುತ್ತಿರುವ ತತ್ವವಾದಗಳಲ್ಲಿ ಸಮಾಜವಾದವೂ ಒಂದು. ಇಂತಹ ಸಮಾಜವಾದವನ್ನು ಲೋಹಿಯಾ ಅರ್ಥೈಸಿಕೊಂಡ ರೀತಿ ಭಾರತ ಸಂದರ್ಭಕ್ಕೆ ಅತ್ಯಂತ ಪ್ರಸ್ತುತವೆನಿಸುವಂತಿದೆ. ಲೋಹಿಯಾರವರಿಗೆ ಸಮಾಜವಾದಿ ಚಿಂತನೆಯನ್ನು ರೂಪಿಸಿದ ಮಾರ್ಕ್ಸ್‌ವಾದ ಮತ್ತು ಗಾಂಧಿವಾದಗಳನ್ನು ಸ್ಥೂಲವಾಗಿ ಹೇಳುವುದಾದರೆ ಒಂದು ಆರ್ಥಿಕವಾಗಿ ಮತ್ತು ಇನ್ನೊಂದು ಸಾಮಾಜಿಕ ಆಧಾರ ಎಂದು ಚರ್ಚಿಸಬಹುದಾಗಿದೆ. 'ಸಾಮಾಜಿಕ ಬದುಕಿನ ಮೂರು ಅಂಶಗಳಾಗಿ ಧರ್ಮ, ಜಾತಿ, ಭಾಷೆಗಳನ್ನು ಮಾರ್ಕ್ಸ್‌ವಾದ ಅರ್ಥೈಸುವ ರೀತಿಗೂ ಗಾಂಧಿವಾದ ಅರ್ಥೈಸುವ ರೀತಿಗೂ ವ್ಯತ್ಯಾಸವಿದೆ. ಆರ್ಥಿಕ ನೆಲೆಯ ವರ್ಗ ಸಂಘರ್ಷವನ್ನೇ ಕೇಂದ್ರವಾಗಿಟ್ಟುಕೊಳ್ಳುವ ಮಾರ್ಕ್ಸ್‌ವಾದ ಭಾಷೆ, ಧರ್ಮ, ಜಾತಿ ಮುಂತಾದವುಗಳನ್ನು ಕೇವಲ ಬಾಹ್ಯ ಅಂಶಗಳನ್ನಾಗಿ ಪರಿಗಣಿಸುತ್ತದೆ.

ಅಂದರೆ ವರ್ಗ ಸಂಘರ್ಷದಿAದ ರೂಪುಗೊಳ್ಳುವ ಆರ್ಥಿಕ ಸಮಾನತೆ ಇವುಗಳ ಸಮಸ್ಯೆಗಳನ್ನು ವಿವರಿಸಬಹುದಾಗಿದೆ ಎಂದು ನಂಬುತ್ತದೆ. ಅದೇ ರೀತಿ ಗಾಂಧಿಯದು ಕೇವಲ ಆರ್ಥಿಕ ಬದಲಾವಣೆಯನ್ನು ಮೂಲ ಆಧರಿಸಿರದೆ, ಸಾಮಾಜಿಕ ಬದಲಾವಣೆಯು ಮುಖ್ಯ ಎಂದು ಹೇಳುತ್ತದೆ. ಮಾರ್ಕ್ಸ್ ಸಮಾಜ ಬದಲಾವಣೆಯನ್ನು ಭೌತಿಕವಾಗಿ ವಿವರಣೆಯೊಂದಿಗೆ ವಿಶ್ಲೇಷಿಸಿದರೆ, ಗಾಂಧಿ ಆಧ್ಯಾತ್ಮವಾದಿ ವಿವರಣೆಯೊಂದಿಗೆ ವಿವರಿಸುತ್ತಾರೆ. ಇವರಿಬ್ಬರ ಗುರಿಯೂ ಒಂದೆ ಆದರೆ ಚಿಂತನೆಯ ದಾರಿ ಮತ್ತು ಧಾರೆ ಬೇರೆ ಬೇರೆ. ಈ ಎರಡು ಧಾರೆಗಳನ್ನು ಸಮರ್ಥವಾಗಿ ಬಳಸಿಕೊಂಡ ಲೋಹಿಯಾ ಭಾರತದ ಜಾತಿಪದ್ಧತಿ ವರ್ಗ ವ್ಯವಸ್ಥೆಯ ಅರ್ಥೈಸುವಿಕೆಯನ್ನು ಬಳಸಿಕೊಂಡು ಭಾರತಕ್ಕೊಂದು ಬದಲು ದಾರಿಯನ್ನು ಶೋಧಿಸುತ್ತಾರೆ.

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Address for correspondence:
ನಾಗರಾಜ ಕಡ್ಲಬಾಳು, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು ಇತಿಹಾಸ ವಿಭಾಗ ಕೆ.ಎಸ್.ಎಸ್ ಕಲಾ, ವಾಣಿಜ್ಯ ಮತ್ತು ವಿಜ್ಞಾನ ಮಹಾವಿದ್ಯಾಲಯ, ಗದಗ.

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ಲೋಹಿಯಾ ಭಾರತದ ಜಾತಿ ವ್ಯವಸ್ಥೆಯನ್ನು ಲಿಂಗ-ವರ್ಣಗಳ ಹಿನ್ನೆಲೆಯಿಂದ ನೋಡಬಲ್ಲವರಾಗಿದ್ದು, ಜಾತಿಯಾಧಾರಿತ ವ್ಯವಸ್ಥೆಗೆ ಕಾರಣವಾದ ಈ ದೇಶದ ಜನರ ಮನಸ್ಥಿತಿಯ ಬಗ್ಗೆ ಸಮಾಜಶಾಸ್ತ್ರçÃಯ, ಮಾನವಶಾಸ್ತ್ರçÃಯ ಗ್ರಹಿಕೆಗಳನ್ನು ಮೀರಿದ ವಾಸ್ತವಗಳನ್ನು ಕಂಡುಕೊಳ್ಳಲು ಪ್ರಯತ್ನಿಸಿದ್ದಾರೆ. ಭಾರತದಲ್ಲಿ ಜಾತಿ ಪದ್ಧತಿ ಹೇಗೆ ಹುಟ್ಟಿತು? ಸೋತ ಎಲ್ಲಾ ಬುಡಕಟ್ಟುಗಳು ಭಾರತದ ಜಾತಿ ಪದ್ಧತಿಯೊಳಗೆ ಬೆರೆತುಹೋಗಿ ನಾನಾ ಜಾತಿಗಳಾದವೆ?

ಸಮಾಜದ ಬೇರೆ ಬೇರೆ ವರ್ಗಗಳು ತಮತಮಗೆ ತಕ್ಕ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿಕೊಂಡು ಒಬ್ಬರನ್ನೊಬ್ಬರು ಹೆಚ್ಚು ಕಾದಾಡದೆ ಇರುವ ಒಂದು ಸಂಸ್ಥೆ ಎನ್ನುವ ಅರ್ಥದಲ್ಲಿ ಜಾತಿ ಅದು ಸಾರ್ವತ್ರಿಕ ಎಂದು ಲೋಹಿಯಾ ಅಭಿಪ್ರಾಯಪಡುತ್ತಾರೆ. ಆದರೆ ಜನ್ಮತಃ ವರ್ಗೀಕರಣ, ಜಾತಿಯಿಂದ ದೊರೆಯುವ ಮನ್ನಣೆ ಇವುಗಳನ್ನು ಅಲ್ಲಗಳೆಯುತ್ತಾರೆ. ಜಾತಿ-ವರ್ಗಗಳ ಸಂಬAಧವನ್ನು ಕುರಿತು ವಿಶ್ಲೇಷಿಸುತ್ತಾರೆ. ಜಾತಿಯನ್ನು ವರ್ಗದಿಂದ ಬೇರ್ಪಡಿಸುವಂತಹುದು ಯಾವುದೆಂದರೆ ಜಾತಿಗಳ ಪರಸ್ಪರ ಸಂಬAಧದಲ್ಲಿ ನುಸುಳಿ ಬಂದಿರುವ ಚಲನಾಶಾಹಿತ್ವ, ಮೇಲ್ಮಟ್ಟದ ಜಾತಿಯೊಳಕ್ಕೆ ಪ್ರವೇಶಿಸಲಾರದ ವೃತ್ತಿಯ ಚಲನಾರಹಿತ ಅಂತಸ್ತಿನಲ್ಲಾಗಲಿ ಆದಾಯದಲ್ಲಾಗಲೀ ಮೇಲಕ್ಕೇರಲು ಇಡೀ ಜಾತಿಯೊಂದಕ್ಕೆ ಅಸಾಧ್ಯವಾಗುವ ಚಲನಾರಾಹಿತ್ಯ, ವರ್ಗ ಎಂದರೆ ಚಲನಾ ಸಾಮರ್ಥ್ಯವುಳ್ಳ ಜಾತಿ, ಜಾತಿ ಎಂದರೆ ಚಲನಾರಹಿತವಾದ ವರ್ಗ, ವರ್ಗದಿಂದ ಜಾತಿಗೆ, ಜಾತಿಯಿಂದ ವರ್ಗಕ್ಕೆ ನಡೆಯುವ ಈ ಚಲನೆಯನ್ನು ಪ್ರತಿಯೊಂದು ಸಮಾಜವೂ ನಾಗರೀಕತೆಯೂ ಬಲ್ಲದು. ಈ ಚಲನೆಗೆ ಹೆಚ್ಚು ಕಡಿಮೆ ಯಾವಾಗಲೂ ನ್ಯಾಯ ಮತ್ತು ಸಮಾನತೆಗಳ ಬೇಡಿಕೆಯೇ ಸ್ಫೂರ್ತಿಯನ್ನು ಕೊಡುತ್ತದೆ ಎಂದು ಹೇಳುತ್ತಾ ಒಟ್ಟು ಜಾತಿ ವ್ಯವಸ್ಥೆಯ ಸಮೀಕರಣವನ್ನು ತೆರೆದಿಡುತ್ತಾರೆ.

ಭಾರತದಲ್ಲಿ 'ಜಾತಿ' ಮನುಷö್ಯನ ಹುಟ್ಟಿನಿಂದ ಸಾಯುವತನಕ ಸುತ್ತುವರಿದಿರುವ ಒಂದು ಸಾಮಾಜಿಕ ವ್ಯವಸ್ಥೆ. ಪ್ರಾಚೀನ ಕಾಲದ ವೃತ್ತಿಗಳು ಬರುಬರುತ್ತಾ ಜಾತಿ ಎಂಬುದಾಗಿ ಪರಿವರ್ತನೆಗೊಂಡಿದ್ದಿದೆ. ಉದಾ. ಕುರಿ ಕಾಯುವ ಕುರುಬರು, ಬೇಟೆಯಾಡುವ ಬೇಡರು ಇತ್ಯಾದಿ. ಸಮಾನ ವೃತ್ತಿಯ ಅನೇಕರು ಒಂದೆಡೆ ಸೇರಿ ಹಬ್ಬ-ಆಚರಣೆಗಳನ್ನು ರೂಢಿಸಿಕೊಂಡರು. ಇಂತಹ 'ಗುಂಪು' ಅಥವಾ 'ಸಮೂಹ' ಒಂದು ಜಾತಿಯಾಗಿ ಮಾರ್ಪಟ್ಟಿರಬಹುದು. ಆರ್ಥಿಕ, ಸಾಮಾಜಿಕ ಬದುಕಿನ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಜಾತಿಗಳನ್ನೇ ವರ್ಣಗಳಾಗಿ ಗುರುತಿಸಿಕೊಂಡಿರಬಹುದು. ಸಮಾಜದಲ್ಲಿ ಲಭ್ಯವಾಗುವ ಅವಕಾಶಗಳ ತಾರತಮ್ಯದಿಂದ ಜಾತಿಗಳಲ್ಲಿಯೇ ಅಂತರ ಕಂಡು ಬರುತ್ತದೆ. ಹೀಗೆ ಭಾರತದ ಜಾತಿ ವ್ಯವಸ್ಥೆ ಸಂಕೀರ್ಣವಾದದ್ದು. ಒಂದೊAದು ಜಾತಿಯೂ ನೂರಾರು ಒಳಪಂಗಡಗಳನ್ನು ಹೊಂದಿದೆ. ಈ ಒಳಪಂಗಡಗಳು ಆಚರಣೆ, ನಡವಳಿಕೆಗಳ ಸಂದರ್ಭದಲ್ಲಿ ಪರಸ್ಪರ ವಿರುದ್ಧವಾಗಿಯೂ ವರ್ತಿಸುತ್ತವೆ.

ಭಾರತೀಯ ಮನಸ್ಸುಗಳನ್ನು ಜಾತಿ ವರ್ಗೀಕರಣಕ್ಕೊಳಪಡಿಸಿಕೊಂಡಿದೆ. ಅದರಿಂದ ಬಿಡುಗಡೆಯೆ ಸಾಧ್ಯವಿಲ್ಲ ಎಂಬಷö್ಟರ ಮಟ್ಟಿಗೆ ಅದು ಇಲ್ಲಿನ ಬದುಕನ್ನು ಆವರಿಸಿಕೊಂಡಿದೆ. ಅದನ್ನು ತಾತ್ವಿಕವಾಗಿ ಅಲ್ಲಗಳೆಯುತ್ತಲೇ ಅನೇಕ ಸಂದರ್ಭಗಳಿಗೆ ಅದನ್ನು ಸ್ವೀಕರಿಸುವವರೂ ಅನೇಕರು. 'ಜಾತಿ ವ್ಯವಸ್ಥೆ' ಸೃಷಿö್ಟಸಿರುವ ಚೌಕಟ್ಟಿನಲ್ಲಿ ಬದುಕುತ್ತಿರುವ ಭಾರತೀಯನಿಗೆ ವಿಶ್ವಾತ್ಮಕ ಮೌಲ್ಯಗಳನ್ನು ರೂಢಿಸಿಕೊಳ್ಳಲು ಸಾಧ್ಯವಾಗುತ್ತಿಲ್ಲ. ಭಾರತೀಯ ಸಂಸ್ಕೃತಿಯ ವಿಶಿಷö್ಟ ಲಕ್ಷಣವೆಂದರೆ ವಿಚಾರಕ್ಕೂ ಆಚರಣೆಗೂ ಸಂಬAಧವೇ ಇಲ್ಲದಿರುವುದು. ಆದರೆ ಈ ವಿಚಿತ್ರ ಕಂದರವು ಪ್ರಧಾನವಾಗಿ ಜಾತಿಯಿಂದ ಸೃಷಿö್ಟಯಾದುದು ಎಂದು ಯಾರಿಗೆ ಗೊತ್ತಿದೆ, ಜಾತಿಯದು ಒಂದು ಬದಲಾಗದ ಚೌಕಟ್ಟಾಗಿದೆ. ಆದ್ದರಿಂದ ಜಾತ್ಯತೀತತೆಯನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವುದೇ ಭಾರತಕ್ಕಿರುವ ಬದಲಿ ದಾರಿ ಎಂದು ಲೋಹಿಯಾ ಅಭಿಪ್ರಾಯಪಡುತ್ತಾರೆ. ಅವರು ಜಾತಿ ನಿರ್ಮೂಲನೆಯ ಸಾಧನಗಳಾಗಿ ರೈತ ಸಂಘಟನೆ, ಮಹಿಳಾ ಸಂಘಟನೆ, ವಿದ್ಯಾರ್ಥಿ ಸಂಘಟನೆಗಳAತಹ ವರ್ಗ ಸಂಘಟನೆಗಳನ್ನು ಬಲಪಡಿಸಬೇಕೆನ್ನುತ್ತಾರೆ.

ಜಾತಿ ವ್ಯವಸ್ಥೆ ಮತ್ತು ವರ್ಗ ಸಂಘಟನೆಗಳನ್ನು ಜೊತೆಯಾಗಿಟ್ಟು ಚರ್ಚೆ ಮಾಡುವ ಲೋಹಿಯಾ ಯಾವುದೇ ರಾಜಕೀಯ ಸಂಘಟನೆ ಅಥವಾ ಪಕ್ಷಕ್ಕೆ ಜಾತ್ಯತೀತ ಧೋರಣೆ ಅತ್ಯಾವಶ್ಯಕ ಎನ್ನುತ್ತಾರೆ. ಕೇವಲ ಒಂದು ಜಾತಿ ವರ್ಗದ ಜನರಿಂದ ಯಾವುದೇ ಪರಿವರ್ತನೆ ಸಾಧ್ಯವಿಲ್ಲ. ಶೂದ್ರರ, ಹರಿಜನರ ಹಾಗೂ ಸ್ತ್ರçಯರ ಚೇತನಗಳನ್ನು ಹುರುಪುಗೊಳಿಸುವ ಪ್ರಯತ್ನವನ್ನು ಪರಿಪರಿಯಾದ ಉತ್ಸಾಹದಿಂದ ಮುಂದುವರಿಸದಿದ್ದರೆ ಈ ದೇಶದಲ್ಲಿ ಹೊಸ ಜೀವ ತುಂಬಿದ ಆಸೇಯೆ ಉಳಿಯದು. ದ್ವಿಜ ಪರಂಪರೆ ಶೂದ್ರಕ ದಿವ್ಯಶಕ್ತಿಯೊಂದಿಗೆ ಒಂದಾಗಬೇಕು. ಸಾಮಾಜಿಕ ಬದಲಾವಣೆಯ ಪ್ರಯತ್ನಗಳು ಜೊತೆಗೂಡದೆ ಬರೀ ಕ್ರಾಂತಿಕಾರಿ ರಾಜಕೀಯದ ಬಗ್ಗೆ ಮಾತನಾಡುವುದು ವ್ಯರ್ಥ. ಈ ಸಾಮಾಜಿಕ ಕ್ರಾಂತಿಯನ್ನು ಮುಂಚೂಣಿಯಲ್ಲಿರಿಸಿಕೊಳ್ಳುವ ರಾಜಕೀಯ ಪಕ್ಷಕ್ಕೆ ಮಾತ್ರ ಈ ದೇಶದಲ್ಲಿ ಭವಿಷö್ಯವಿದೆ. ಹಾಗೂ ಅದು ಮಾತ್ರ ಇಲ್ಲಿ ಹೊಸ ಬೆಳಕನ್ನು ತರಬಲ್ಲದು.

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ಇಂದು ಭಾರತ ಆರ್ಥಿಕ ಸ್ವಾವಲಂಬನೆಗಾಗಿ ಏನೆಲ್ಲವನ್ನು ಮಾಡಲು ಸಜ್ಜಾಗುತ್ತಿದೆ. ಕೆಲವೇ ಜನ ಮೇಲ್ವರ್ಗದವರ ಹಿತಾಸಕ್ತಿಯಾಗಿ ಐಟಿ, ಬಿಟಿಗಳಂತಹ ಪ್ರಗತಿಯ ಮಾದರಿಗಳನ್ನು ತನ್ನ ಅಭಿವೃದ್ಧಿಯ ಪ್ರಧಾನಧಾರೆಗಳನ್ನಾಗಿ ಬಳಸಿಕೊಳ್ಳಲು ಮುಂದಾಗಿದೆ. ಇದರಿಂದ ಭಾರತದ ನೂರಾರು ಬುಡಕಟ್ಟುಗಳು ಮತ್ತು ಅವರ ಭಾಷೆಗಳು ಅದೋಗತಿಗಿಳಿಯುತ್ತಿವೆ. ಅಂದರೆ ಹೆಚ್ಚಿನ ಜಾತಿಗಳಿಗೆ ತಮ್ಮ ರಾಜಕೀಯ, ಆರ್ಥಿಕ, ಧಾರ್ಮಿಕ ಆಳ್ವಿಕೆಯನ್ನು ಉಳಿಸಿಕೊಳ್ಳಬೇಕಿದೆ. ಅದನ್ನವರು ಬಂದೂಕಿನ ನಳಿಗೆಯಿಂದಷೆಂಟ ಮಾಡಲಾರರು. ಅದಕ್ಕಾಗಿ ಅವರು ಯಾರನ್ನು ಆಳಲು ಹಾಗೂ ಶೋಷಿಸಲು ಬಯಸಿದ್ದಾರೋ ಅವರ ಮನಸ್ಸುಗಳಿಗೆ ಮೊದಲು ಕೀಳರಿಮೆಯನ್ನು ಬಿತ್ತುತ್ತಾರೆ. ಅಂದರೆ ಕೆಳವರ್ಗದವರ ಭಾಷೆಯನ್ನು ಎಲ್ಲಾ ಬಗೆಯ ಅವಕಾಶಗಳಿಗೆ ಶಕ್ತವಾಗುವಂತೆ ಸಜ್ಜುಗೊಳಿಸಬೇಕಿರುವ ಆಡಳಿತಶಾಹಿ ಮೇಲ್ವರ್ಗ ಇಂಗ್ಲೀಷ ಕಡೆಗೆ ಒಲಿಯುತ್ತಿರುವ ಹಿನ್ನೆಲೆಯಿಂದ ಲೋಹಿಯಾ ಈ ಮಾತನಾಡುತ್ತಾರೆ. ನಮ್ಮ ಸಂದರ್ಭದ ಕರ್ನಾಟಕದಲ್ಲಿ ಕನ್ನಡಕ್ಕೊದಗಿರುವ ಸ್ಥಿತಿಯೂ ಇದನ್ನು ಸೂಚಿಸುತ್ತದೆ.

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ಭಾರತದ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣೆಗಳು ಮತ್ತು ಸಮಕಾಲೀನ ಭಾರತದ ಮೇಲೆಅವುಗಳ ಪ್ರಭಾವ

ಶಾಂತೇರಿ ದಾಮೋದರ ಪೈ
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ಸಾರಾಂಶ (Abstract)

೧೯ನೇ ಮತ್ತು ೨೦ನೇ ಶತಮಾನದ ಭಾರತೀಯ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ದೇಶದ ಸಾಂಸ್ಕೃತಿಕ, ಸಾಮಾಜಿಕ ಮತ್ತು ರಾಜಕೀಯ ಸ್ತರಗಳಲ್ಲಿ ಅಮೂಲಾಗ್ರ ಬದಲಾವಣೆಗಳನ್ನು ತಂದವು. ರಾಜಾ ರಾಮಮೋಹನ ರಾಯ್, ದಯಾನಂದ ಸರಸ್ವತಿ, ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ, ಶ್ರೀ ನಾರಾಯಣ ಗುರು, ಜ್ಯೋತಿರಾವ್ ಫುಲೆ ಮತ್ತು ಬಾಬಾ ಸಾಹೇಬ್ ಅಂಬೇಡ್ಕರ್ ಅಂತಹ ಮಹಾನ್ ಸುಧಾರಕರು ಜಾತಿ ತಾರತಮ್ಯ, ಅಸ್ಪೃಶ್ಯತೆ, ಮಹಿಳಾ ಶೋಷಣೆ ಹಾಗೂ ಮೂಢನಂಬಿಕೆಗಳ ವಿರುದ್ಧ ನಿರಂತರ ಹೋರಾಟ ನಡೆಸಿ ಭಾರತೀಯ ಸಮಾಜದ ಪುನರ್ನಿರ್ಮಾಣಕ್ಕೆ ಶ್ರಮಿಸಿದರು. ಪ್ರಸ್ತುತ ಸಂಶೋಧನಾ ಲೇಖನವು ಈ ಚಳುವಳಿಗಳ ಐತಿಹಾಸಿಕ ಹಿನ್ನೆಲೆಯನ್ನು ಅವಲೋಕಿಸುವುದರ ಜೊತೆಗೆ, ಪ್ರಮುಖ ಸುಧಾರಕರ ಕೊಡುಗೆಗಳು, ಜಾರಿಗೆ ಬಂದ ಶಾಸನಾತ್ಮಕ ಬದಲಾವಣೆಗಳು ಮತ್ತು ಸಮಕಾಲೀನ ಭಾರತದ ಮೇಲೆ ಅವು ಬೀರಿದ ದೀರ್ಘಕಾಲಿಕ ಪರಿಣಾಮಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ. ದ್ವಿತೀಯ ಮೂಲಗಳ ಅಧ್ಯಯನ ಮತ್ತು ಐತಿಹಾಸಿಕ ವಿಶ್ಲೇಷಣೆ ವಿಧಾನವನ್ನು ಬಳಸಿ, ಈ ಸುಧಾರಣೆಗಳು ಭಾರತದ ಸಂವಿಧಾನ, ಶಿಕ್ಷಣ ವ್ಯವಸ್ಥೆ, ಮಹಿಳಾ ಸಬಲೀಕರಣ ಮತ್ತು ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಮೇಲೆ ಎಷ್ಟರ ಮಟ್ಟಿಗೆ ಪ್ರಭಾವ ಬೀರಿವೆ ಎಂಬುದನ್ನು ಅಧ್ಯಯನ ಮಾಡಲಾಗಿದೆ. ಈ ಚಳುವಳಿಗಳ ಫಲಶ್ರುತಿಯಾಗಿ ರೂಪುಗೊಂಡ ಸಾಮಾಜಿಕ-ರಾಜಕೀಯ ಚಿಂತನೆಯ ಬೀಜಗಳು ಇಂದಿಗೂ ಭಾರತೀಯ ಪ್ರಜಾಪ್ರಭುತ್ವ ಮತ್ತು ಸಾಮಾಜಿಕ ಚಿಂತನೆಯಲ್ಲಿ ಜೀವಂತವಾಗಿವೆ ಎಂದು ಎಂದು ಈ ಅಧ್ಯಯನವು ತೀರ್ಮಾನಿಸುತ್ತದೆ.

ಪ್ರಮುಖ ಪದಗಳು (Keywords): *ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣೆ, ಬ್ರಹ್ಮ ಸಮಾಜ, ಆರ್ಯ ಸಮಾಜ, ಅಸ್ಪೃಶ್ಯತಾ ನಿರ್ಮೂಲನ, ಮಹಿಳಾ ಸಬಲೀಕರಣ, ಜಾತಿ ವಿನಾಶ, ಸಮಕಾಲೀನ ಭಾರತ, ಸಾಮಾಜಿಕ ನ್ಯಾಯ, ಭಾರತೀಯ ಸಂವಿಧಾನ*

ಪೀಠಿಕೆ (Introduction)

ಭಾರತವು ವೈವಿಧ್ಯಮಯ ಸಂಸ್ಕೃತಿ, ಧರ್ಮ ಮತ್ತು ಸಂಪ್ರದಾಯಗಳ ನೆಲೆವೀಡಾಗಿದೆ. ಆದರೆ, ಶತಮಾನಗಳ ಕಾಲ ಭಾರತೀಯ ಸಮಾಜವು ಜಾತಿ ಪದ್ಧತಿ, ಅಸ್ಪೃಶ್ಯತೆ, ಸ್ತ್ರೀ ಶೋಷಣೆ, ಬಾಲ್ಯ ವಿವಾಹ, ಸತಿ ಪದ್ಧತಿ ಮತ್ತು ಮೂಢನಂಬಿಕೆಗಳಂತಹ ಸಾಮಾಜಿಕ ಪಿಡುಗುಗಳಿಂದ ನರಳುತ್ತಿತ್ತು. ೧೯ನೇ ಶತಮಾನದ ಆರಂಭದಲ್ಲಿ ಬ್ರಿಟಿಷ್ ಆಡಳಿತದ ಪ್ರಭಾವ, ಪಾಶ್ಚಾತ್ಯ ಶಿಕ್ಷಣದ ವಿಸ್ತರಣೆ ಮತ್ತು ಆಧುನಿಕ ವೈಚಾರಿಕ ಚಿಂತನೆಗಳು ಭಾರತೀಯ ಬುದ್ಧಿಜೀವಿಗಳಲ್ಲಿ ಸ್ವ-ಪ್ರಜ್ಞೆ ಹಾಗೂ ಸಾಮಾಜಿಕ ಜಾಗೃತಿಯನ್ನು ಮೂಡಿಸಿದವು. ಇದರ ಪರಿಣಾಮವಾಗಿ ದೇಶದಾದ್ಯಂತ ಹಲವಾರು ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಉಗಮಿಸಿದವು.

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Address for correspondence:
ಶಾಂತೇರಿ ದಾಮೋದರ ಪೈ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು ಇತಿಹಾಸ ವಿಭಾಗ, ಸರಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಯಲ್ಲಾಪುರ (ಉ.ಕ)

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ಈ ಚಳುವಳಿಗಳು ಕೇವಲ ಧಾರ್ಮಿಕ ಆಚರಣೆಗಳ ಶುದ್ಧೀಕರಣಕ್ಕೆ ಸೀಮಿತವಾಗದೆ, ಸಾಮಾಜಿಕ ಸಂರಚನೆಯ ಮರುನಿರ್ಮಾಣ, ರಾಷ್ಟ್ರೀಯ ಪ್ರಜ್ಞೆಯ ಜಾಗೃತಿ ಮತ್ತು ಭಾರತದ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮಕ್ಕೆ ವೈಚಾರಿಕ ಬಲ ನೀಡುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸಿದವು. ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಭಾರತದ ಸಂವಿಧಾನದಲ್ಲಿ ಸಾಕಾರಗೊಂಡಿರುವ ಸಮಾನತೆ, ಸ್ವಾತಂತ್ರ್ಯ, ಭ್ರಾತೃತ್ವ ಮತ್ತು ನ್ಯಾಯದ ತತ್ವಗಳು ಈ ಚಳುವಳಿಗಳ ಆಶಯಗಳನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತವೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳ ಸ್ವರೂಪ, ಪ್ರಭಾವ ಮತ್ತು ಸಮಕಾಲೀನ ಭಾರತದಲ್ಲಿ ಅವುಗಳ ಪ್ರಸ್ತುತತೆಯನ್ನು ವಿಶ್ಲೇಷಿಸುವುದು ಶೈಕ್ಷಣಿಕ ಹಾಗೂ ಸಾಮಾಜಿಕ ದೃಷ್ಟಿಯಿಂದ ಅತ್ಯಗತ್ಯವಾಗಿದೆ.

ಸಂಶೋಧನಾ ವಿಧಾನ (Research Methodology)

ಈ ಸಂಶೋಧನಾ ಲೇಖನವು ಗುಣಾತ್ಮಕ ಮತ್ತು ಐತಿಹಾಸಿಕ ಸಂಶೋಧನಾ ವಿಧಾನವನ್ನು ಆಧರಿಸಿದೆ. ಮುಖ್ಯವಾಗಿ ದ್ವಿತೀಯ ಮೂಲಗಳಾದ ಇತಿಹಾಸ ಪುಸ್ತಕಗಳು, ಶೈಕ್ಷಣಿಕ ನಿಯತಕಾಲಿಕೆಗಳು, ಸರ್ಕಾರಿ ವರದಿಗಳು, ಸಂವಿಧಾನ ಚರ್ಚೆಗಳ ದಾಖಲೆಗಳು ಮತ್ತು ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಪ್ರಾಥಮಿಕ ದಾಖಲೆಗಳನ್ನು ಅಧ್ಯಯನ ಮಾಡಲಾಗಿದೆ. ಸಂಶೋಧನಾ ವಿಧಾನಗಳ ವಿವರ ಈ ಕೆಳಗಿನಂತಿದೆ:

1. ಐತಿಹಾಸಿಕ ವಿಶ್ಲೇಷಣಾ ವಿಧಾನ: 19ನೇ ಮತ್ತು ೨೦ನೇ ಶತಮಾನದ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಚಳುವಳಿಗಳ ಐತಿಹಾಸಿಕ ಸಂದರ್ಭ ಮತ್ತು ಅವುಗಳ ಘಟನಾಕ್ರಮವನ್ನು ವಿಶ್ಲೇಷಿಸಲಾಗಿದೆ
2. ತುಲನಾತ್ಮಕ ಅಧ್ಯಯನ: ವಿವಿಧ ಸಂಘಟನೆಗಳ ಮತ್ತು ಸುಧಾರಕರ ನಿಲುವು, ಕಾರ್ಯಕ್ರಮ ಮತ್ತು ಪ್ರಭಾವಗಳನ್ನು ತುಲನಾತ್ಮಕವಾಗಿ ಅಧ್ಯಯನ ಮಾಡಲಾಗಿದೆ.
3. ವಿಷಯ ವಿಶ್ಲೇಷಣೆ: ಸಂವಿಧಾನ, ಕಾನೂನುಗಳು ಮತ್ತು ಸರ್ಕಾರಿ ನೀತಿಗಳ ವಿಷಯ ವಿಶ್ಲೇಷಣೆ ಮೂಲಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳ ಶಾಸನಾತ್ಮಕ ಪ್ರಭಾವವನ್ನು ಅರ್ಥೈಸಲಾಗಿದೆ.
4. ಅಂತರ-ಶಿಸ್ತೀಯ ವಿಧಾನ: ಸಮಾಜಶಾಸ್ತ್ರ, ರಾಜ್ಯಶಾಸ್ತ್ರ, ಇತಿಹಾಸ ಮತ್ತು ಧಾರ್ಮಿಕ ಅಧ್ಯಯನ ಶಾಖೆಗಳ ಜ್ಞಾನವನ್ನು ಸಮ್ಮಿಳಿತಗೊಳಿಸಿ ವ್ಯಾಪಕ ಚಿತ್ರಣ ನೀಡಲು ಯತ್ನಿಸಲಾಗಿದೆ.

ಸಂಶೋಧನಾ ಮಿತಿಗಳು (Research Limitations)

ಯಾವುದೇ ಸಂಶೋಧನೆಯಂತೆ ಈ ಲೇಖನವೂ ಕೆಲವು ಮಿತಿಗಳನ್ನು ಹೊಂದಿದೆ. ಪ್ರಾಥಮಿಕ ಸಂಶೋಧನೆಯ ಅನುಪಸ್ಥಿತಿ, ದ್ವಿತೀಯ ಮೂಲಗಳ ಮೇಲೆ ಹೆಚ್ಚಿನ ಅವಲಂಬನೆ ಮತ್ತು ಭಾರತದ ಭೌಗೋಳಿಕ ವ್ಯಾಪ್ತಿ ಅತ್ಯಂತ ದೊಡ್ಡದಾಗಿರುವ ಕಾರಣ ಎಲ್ಲಾ ಪ್ರಾದೇಶಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳನ್ನು ಸಮಗ್ರವಾಗಿ ಒಳಗೊಳ್ಳಲು ಸಾಧ್ಯವಾಗಿಲ್ಲ. ಕರ್ನಾಟಕ, ಮಹಾರಾಷ್ಟ್ರ, ಬಂಗಾಳ ಮತ್ತು ತಮಿಳುನಾಡಿನ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳಿಗೆ ಹೆಚ್ಚಿನ ಆದ್ಯತೆ ನೀಡಲಾಗಿದ್ದು, ಈಶಾನ್ಯ ಭಾರತ ಮತ್ತು ಮಧ್ಯ ಭಾರತದ ಚಳುವಳಿಗಳ ಬಗ್ಗೆ ಸಮಗ್ರ ಚರ್ಚೆ ಇಲ್ಲಿ ಸಾಧ್ಯವಾಗಿಲ್ಲ. ಅಲ್ಲದೆ, ಪ್ರಮಾಣಾತ್ಮಕ ದತ್ತಾಂಶಗಳ ಅನುಪಸ್ಥಿತಿಯಿಂದ ಸುಧಾರಣೆಗಳ ಪ್ರಭಾವದ ಪ್ರಮಾಣ ನಿರ್ಧರಿಸುವುದು ಕಠಿಣವಾಗಿದೆ.

ಸಂಶೋಧನಾ ಆಕರಗಳು (Research Sources)

ಈ ಲೇಖನದ ರಚನೆಗೆ ಈ ಕೆಳಗಿನ ಮೂಲ ಆಕರಗಳನ್ನು ಬಳಸಲಾಗಿದೆ: ಬಿಪಿನ್ ಚಂದ್ರ ಅವರ 'ಆಧುನಿಕ ಭಾರತದ ಇತಿಹಾಸ', ಅನಿಲ್ ಸೀಲ್ ಅವರ 'The Emergence of Indian Nationalism', ಬಾಬಾ ಸಾಹೇಬ್ ಅಂಬೇಡ್ಕರ್ ಅವರ 'Annihilation of Caste' ಮತ್ತು 'The Untouchables', ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ ಸಮಗ್ರ ಕೃತಿ ಸಂಪುಟ, ಜ್ಯೋತಿರಾವ್ ಫುಲೆ ಅವರ 'ಗುಲಾಮಗಿರಿ', ಸಿ.ಎ. ಬಾಯ್ಲ್ ಸಂಪಾದಿತ 'Socio-Religious Reform Movements in British India', ಕೆ.ಎಂ. ಪಣಿಕ್ಕರ್ ಅವರ 'A Survey of Indian History', ರಮೇಶ್ ಚಂದ್ರ ಮಜುಮ್ದಾರ್ ಅವರ 'History of the Freedom Movement in India', NCERT ಇತಿಹಾಸ ಪಠ್ಯಗ್ರಂಥಗಳು ಮತ್ತು ಭಾರತೀಯ ಸಂವಿಧಾನ ಸಭೆಯ ಚರ್ಚೆಯ ದಾಖಲೆಗಳು.

ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳ ಐತಿಹಾಸಿಕ ಹಿನ್ನೆಲೆ

18ನೇ ಶತಮಾನದ ಅಂತ್ಯ ಮತ್ತು ೧೯ನೇ ಶತಮಾನದ ಆರಂಭದ ಭಾರತವು ಸಾಮಾಜಿಕ ಜಡತ್ವ ಮತ್ತು ಹೊಸ ವೈಚಾರಿಕತೆಗಳ ಸಂಘರ್ಷದ ಮಡುವಿನಲ್ಲಿತ್ತು. ಬ್ರಿಟಿಷ್ ಆಳ್ವಿಕೆಯು ಒಂದೆಡೆ ಆರ್ಥಿಕ ಶೋಷಣೆಯ ಮೂಲಕ ಭಾರತವನ್ನು ಜರ್ಜರಿತಗೊಳಿಸಿದರೂ, ಮತ್ತೊಂದೆಡೆ ಪಾಶ್ಚಾತ್ಯ ಶಿಕ್ಷಣ, ಮಾನವತಾವಾದ ಮತ್ತು ಆಧುನಿಕ ವಿಜ್ಞಾನದ ಕಿಟಕಿಯನ್ನು ತೆರೆಯಿತು. ಈಸ್ಟ್ ಇಂಡಿಯಾ ಕಂಪನಿಯ ಶಿಕ್ಷಣ ನೀತಿ ಮತ್ತು ಕ್ರೈಸ್ತ ಮಿಷನರಿಗಳ ಪ್ರಭಾವದಿಂದ ಪ್ರೇರಿತರಾದ ಭಾರತೀಯ ಬುದ್ಧಿಜೀವಿಗಳಲ್ಲಿ ತೀವ್ರವಾದ ಸ್ವ-ವಿಮರ್ಶೆ ಮತ್ತು ಸಮಾಜವನ್ನು ಸುಧಾರಿಸುವ ಹಂಬಲ ಮೊಳೆಯಿತು. ಇದರ ಫಲವಾಗಿ, ರಾಜಾ ರಾಮಮೋಹನ ರಾಯರಂತಹ ಮಹಾನ್ ಸುಧಾರಕರ ಸತತ ಹೋರಾಟದಿಂದಾಗಿ ಲಾರ್ಡ್ ವಿಲಿಯಂ ಬೆಂಟಿಂಕ್ ೧೮೨೯ರಲ್ಲಿ ಸತಿ ಪದ್ಧತಿಯನ್ನು ನಿರ್ಮೂಲನೆ ಮಾಡುವ ಐತಿಹಾಸಿಕ ಧೈರ್ಯ ತೋರಿದರು. ಅಲ್ಲಿಂದ ಆರಂಭವಾದ ಈ ಬದಲಾವಣೆಯ ಪರ್ವವು 1856ರ ವಿಧವಾ ವಿವಾಹ ಕಾಯ್ದೆ ಮತ್ತು 1891ರ ಸಮ್ಮತಿ ವಯಸ್ಸಿನ ಕಾಯ್ದೆಗಳಂತಹ ಶಾಸನಾತ್ಮಕ ಸುಧಾರಣೆಗಳ ಮೂಲಕ ಮುಂದುವರಿಯಿತು. ವಿಶೇಷವಾಗಿ 1857ರ ಪ್ರಥಮ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮದ ನಂತರ, ಈ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣೆಗಳು ಕೇವಲ ವೈಯಕ್ತಿಕ ಬದಲಾವಣೆಗಳಾಗುಳಿಯದೆ

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ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿಯ ಅವಿಭಾಜ್ಯ ಅಂಗವಾಗಿ ಮಾರ್ಪಟ್ಟು, ದೇಶದ ಸಮಗ್ರ ಜಾಗೃತಿಗೆ ಭದ್ರ ಬುನಾದಿ ಹಾಕಿದವು.

ಪ್ರಮುಖ ಸುಧಾರಕರು ಮತ್ತು ಅವರ ಕೊಡುಗೆ

ರಾಜಾ ರಾಮಮೋಹನ ರಾಯ್ (1772-1833): 'ಆಧುನಿಕ ಭಾರತದ ಜನಕ' ಎಂದೇ ಪ್ರಸಿದ್ಧರಾದ ರಾಮಮೋಹನ ರಾಯ್ 1828ರಲ್ಲಿ ಬ್ರಹ್ಮ ಸಮಾಜ ಸ್ಥಾಪಿಸಿದರು. ಸತಿ ಪದ್ಧತಿಯ ನಿರ್ಮೂಲನ, ಮಹಿಳಾ ಶಿಕ್ಷಣ, ವಿಧವಾ ವಿವಾಹಕ್ಕೆ ಪ್ರೋತ್ಸಾಹ ಮತ್ತು ಏಕ ದೇವೋಪಾಸನೆ ಅವರ ಪ್ರಮುಖ ಕೊಡುಗೆಗಳು. ವಿವಿಧ ಧರ್ಮಗ್ರಂಥಗಳ ತೌಲನಿಕ ಅಧ್ಯಯನ ಮಾಡಿ ಮೂಢನಂಬಿಕೆ ಮತ್ತು ವಿಗ್ರಹಾರಾಧನೆಯ ವಿರುದ್ಧ ನಿಲ್ಲಲು ಧೈರ್ಯ ತೋರಿದರು. ಪತ್ರಿಕಾ ಸ್ವಾತಂತ್ರ್ಯ, ಭಾರತೀಯ ಶಿಕ್ಷಣದಲ್ಲಿ ಪಾಶ್ಚಾತ್ಯ ವಿಜ್ಞಾನ ಮತ್ತು ಇಂಗ್ಲಿಷ್ ಶಿಕ್ಷಣದ ಸೇರ್ಪಡೆ ಮತ್ತು ಮಹಿಳೆಯರಿಗೆ ಕುಟುಂಬದ ಆಸ್ತಿಯಲ್ಲಿ ಸಮಾನ ಹಕ್ಕು ಸಿಗಬೇಕು ಎಂದು ಹೋರಾಡಿದರು.

ಈಶ್ವರಚಂದ್ರ ವಿದ್ಯಾಸಾಗರರು (1820-1891) ಭಾರತದ ಸಾಮಾಜಿಕ ಮತ್ತು ಶೈಕ್ಷಣಿಕ ಇತಿಹಾಸದ ಧ್ರುವತಾರೆಗಳಾಗಿದ್ದು, ಇವರು ಬಂಗಾಳದ ಪುನರುಜ್ಜೀವನ ಕಾಲದಲ್ಲಿ ಮಾನವತಾವಾದ ಹಾಗೂ ವೈಚಾರಿಕತೆಯ ಹೊಸ ಅಲೆ ಎಬ್ಬಿಸಿದರು. ಆಧುನಿಕ ಬಂಗಾಳಿ ಗದ್ಯದ ಪಿತಾಮಹ ಎಂದು ಕರೆಯಲ್ಪಡುವ ಇವರು ಬಂಗಾಳಿ ವರ್ಣಮಾಲೆಯನ್ನು ವೈಜ್ಞಾನಿಕವಾಗಿ ಮರುಜೋಡಣೆ ಮಾಡಿದ್ದಲ್ಲದೆ, ಸ್ತ್ರೀ ಶಿಕ್ಷಣಕ್ಕಾಗಿ ಹತ್ತಾರು ಶಾಲೆಗಳನ್ನು ಸ್ಥಾಪಿಸಿ ಮಹಿಳೆಯರ ಬೌದ್ಧಿಕ ಸಬಲೀಕರಣಕ್ಕೆ ನಾಂದಿ ಹಾಡಿದರು. ಸಂಸ್ಕೃತ ಕಾಲೇಜಿನ ಬಾಗಿಲನ್ನು ಎಲ್ಲಾ ಜಾತಿಯವರಿಗೂ ಮುಕ್ತಗೊಳಿಸುವ ಮೂಲಕ ಶೈಕ್ಷಣಿಕ ಅಸಮಾನತೆಯ ವಿರುದ್ಧ ಸಮರ ಸಾರಿದ ಇವರು, ಕೇವಲ ಸಿದ್ಧಾಂತಕ್ಕೆ ಸೀಮಿತವಾಗದೆ ಕ್ರಿಯೆಯಲ್ಲೂ ಸುಧಾರಣೆಯನ್ನು ತಂದರು. ವಿದ್ಯಾಸಾಗರರ ಜೀವನದ ಅತ್ಯಂತ ಮಹೋನ್ನತ ಸಾಧನೆಯೆಂದರೆ ವಿಧವಾ ವಿವಾಹಕ್ಕೆ ಕಾನೂನುಬದ್ಧ ಮಾನ್ಯತೆ ಕೊಡಿಸಿದ್ದು. ಅಂದು ವಿಧವೆಯರು ಅನುಭವಿಸುತ್ತಿದ್ದ ಅಮಾನವೀಯ ಸಂಕಷ್ಟಗಳನ್ನು ಕಂಡು ಮರುಗಿದ ಇವರು, ಶಾಸ್ತ್ರಗಳ ಆಧಾರದ ಮೇಲೆಯೇ ವಿಧವಾ ವಿವಾಹಕ್ಕೆ ಒಪ್ಪಿಗೆ ಇದೆ ಎಂದು ಸಾಬೀತುಪಡಿಸಿದರು. ಇವರ ತೀವ್ರ ಹೋರಾಟದ ಫಲವಾಗಿ 1856ರಲ್ಲಿ 'ವಿಧವಾ ಪುನರ್ವಿವಾಹ ಕಾಯ್ದೆ' ಜಾರಿಗೆ ಬಂದಿತು. ಸಮಾಜದ ಸಂಪ್ರದಾಯಬದ್ಧ ವರ್ಗಗಳ ತೀವ್ರ ವಿರೋಧ ಹಾಗೂ ಜೀವ ಬೆದರಿಕೆಯನ್ನು ಲೆಕ್ಕಿಸದೆ, ತಮ್ಮ ಸ್ವಂತ ಮಗನಿಗೇ ವಿಧವೆಯೊಬ್ಬರ ಜೊತೆ ವಿವಾಹ ಮಾಡಿಸುವ ಮೂಲಕ ಸಾಮಾಜಿಕ ಬದ್ಧತೆಯನ್ನು ಮೆರೆದರು. ಅವರ ಈ ಧೈರ್ಯ ಮತ್ತು ದಯಾಗುಣವು ಅವರನ್ನು 'ದಯಾಸಾಗರ' ಎಂಬ ಹೆಸರಿನಿಂದ ಇಂದಿಗೂ ಅಮರವಾಗಿಸಿದೆ.

ಸ್ವಾಮಿ ದಯಾನಂದ ಸರಸ್ವತಿ (1824-1883): ಆರ್ಯ ಸಮಾಜದ ಸ್ಥಾಪಕ ದಯಾನಂದ ಸರಸ್ವತಿ 'ವೇದಗಳಿಗೆ ಹಿಂತಿರುಗಿ'ಎಂಬ ಘೋಷಣೆಯ ಮೂಲಕ ವೈದಿಕ ಧರ್ಮದ ಪುನರುತ್ಥಾನ ಮತ್ತು ಶುದ್ಧೀಕರಣಕ್ಕೆ ಮುಂದಾದರು. ಸಮಾಜದಲ್ಲಿದ್ದ ಜಾತಿ ಭೇದ, ಬಾಲ್ಯ ವಿವಾಹ ಮತ್ತು ಅಜ್ಞಾನದಂತಹ ಪಿಡುಗುಗಳ ವಿರುದ್ಧ ತೀವ್ರವಾಗಿ ಶ್ರಮಿಸಿದರು.ತಮ್ಮ ಪ್ರಸಿದ್ಧ ಗ್ರಂಥವಾದ 'ಸತ್ಯಾರ್ಥ ಪ್ರಕಾಶ'ದ ಮೂಲಕ ವೈದಿಕ ತತ್ತ್ವಗಳ ಆಧಾರದ ಮೇಲೆ ಸಾಮಾಜಿಕ ಸಮಾನತೆಯನ್ನು ಪ್ರತಿಪಾದಿಸಿದರು. ಅನ್ಯ ಧರ್ಮಗಳಿಗೆ ಮತಾಂತರಗೊಂಡಿದ್ದ ಹಿಂದೂಗಳನ್ನು ಪುನಃ ಸ್ವಧರ್ಮಕ್ಕೆ ಬರಮಾಡಿಕೊಳ್ಳಲು ಇವರು 'ಶುದ್ಧಿ ಚಳುವಳಿ'ಯನ್ನು ಆರಂಭಿಸಿದರು. ಇವರ ತತ್ತ್ವಗಳ ಆಧಾರದ ಮೇಲೆ ದೇಶಾದ್ಯಂತ 'ದಯಾನಂದ ಆಂಗ್ಲೋ ವೇದಿಕ್' (DAV) ಶಾಲೆಗಳು ಮತ್ತು ಕಾಲೇಜುಗಳು ಸ್ಥಾಪಿತವಾದವು.

ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ (1863-1902): ರಾಮಕೃಷ್ಣ ಮಿಷನ್ ಸ್ಥಾಪಕ ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ ಭಾರತೀಯ ಚೇತನಕ್ಕೆ ಆತ್ಮ ವಿಶ್ವಾಸ ತುಂಬಿದರು. ೧೮೯೩ರಲ್ಲಿ ಅಮೆರಿಕದ ಚಿಕಾಗೋದಲ್ಲಿ ನಡೆದ ವಿಶ್ವ ಧರ್ಮ ಸಮ್ಮೇಳನದಲ್ಲಿ ಇವರು ಮಾಡಿದ ಭಾಷಣವು ಭಾರತೀಯ ತತ್ತ್ವಶಾಸ್ತ್ರ ಮತ್ತು ಅಧ್ಯಾತ್ಮದ ಶ್ರೇಷ್ಠತೆಯನ್ನು ಜಗತ್ತಿಗೆ ಪರಿಚಯಿಸಿತು. "ಮಾನವ ಸೇವೆಯೇ ಮಾಧವ ಸೇವೆ" ಎಂಬ ತತ್ತ್ವವನ್ನು ಪ್ರತಿಪಾದಿಸಿದ ಇವರು, ಸಮಾಜ ಸೇವೆಯನ್ನು ಆಧ್ಯಾತ್ಮಿಕ ಸಾಧನೆಯ ಒಂದು ಮಾರ್ಗವೆಂದು ತೋರಿಸಿಕೊಟ್ಟರು. ಶಿಕ್ಷಣದ ಪ್ರಸಾರ, ಮಹಿಳಾ ಸಬಲೀಕರಣ ಮತ್ತು ಬಡವರ ಸೇವೆ ಇವರ ಪ್ರಮುಖ ಕಾರ್ಯಕ್ಷೇತ್ರಗಳಾಗಿದ್ದವು.

ಮಹಾತ್ಮಾ ಜ್ಯೋತಿರಾವ್ ಫುಲೆ (1827-1890): ಮಹಾರಾಷ್ಟ್ರದ ಮಾಲಿ ಜಾತಿಯಲ್ಲಿ ಜನಿಸಿದ ಸಾಮಾಜಿಕ ಕ್ರಾಂತಿಯ ಹರಿಕಾರರಾದ ಜ್ಯೋತಿರಾವ್ ಫುಲೆ ಅವರು ಶೋಷಿತರ ಮತ್ತು ಮಹಿಳೆಯರ ಉದ್ಧಾರಕ್ಕಾಗಿ ತಮ್ಮ ಜೀವನವನ್ನೇ ಮುಡುಪಾಗಿಟ್ಟವರು. ಮಹಾರಾಷ್ಟ್ರದ ಮಾಲಿ ಸಮುದಾಯದಲ್ಲಿ ಜನಿಸಿದ ಇವರು, ಸಮಾಜದಲ್ಲಿದ್ದ ಕಟ್ಟುನಿಟ್ಟಾದ ಜಾತಿ ವ್ಯವಸ್ಥೆ ಮತ್ತು ಅಸಮಾನತೆಯ ವಿರುದ್ಧ ತೀವ್ರವಾಗಿ ಹೋರಾಡಿದರು. ಬ್ರಾಹ್ಮಣ್ಯದ ಪ್ರಭುತ್ವವನ್ನು ಪ್ರಶ್ನಿಸಿ, ಶೋಷಿತರಿಗೆ ಆತ್ಮಗೌರವ ತುಂಬಿದರು. ೧೮೪೮ರಲ್ಲಿ ಪುಣೆಯ 'ಭಿಡೆ ವಾಡಾ'ದಲ್ಲಿ ಮಹಿಳೆಯರಿಗಾಗಿ ಭಾರತದ ಮೊದಲ ಶಾಲೆಯನ್ನು ತೆರೆದರು. ತಮ್ಮ ಪತ್ನಿ ಸಾವಿತ್ರಿಬಾಯಿ ಫುಲೆ ಅವರಿಗೆ ಶಿಕ್ಷಣ ನೀಡಿ, ಅವರನ್ನೇ ದೇಶದ ಮೊದಲ ಮಹಿಳಾ ಶಿಕ್ಷಕಿಯನ್ನಾಗಿ ಮಾಡಿದರು. 1873ರಲ್ಲಿ 'ಸತ್ಯಶೋಧಕ ಸಮಾಜ'ವನ್ನು ಸ್ಥಾಪಿಸಿದರು. ಇದರ ಮುಖ್ಯ ಉದ್ದೇಶ ಶೂದ್ರರು, ದಲಿತರು ಮತ್ತು ಮಹಿಳೆಯರಿಗೆ ಶಿಕ್ಷಣ ನೀಡುವುದು ಹಾಗೂ ಅವರನ್ನು ಶೋಷಣೆಯಿಂದ ಮುಕ್ತಗೊಳಿಸುವುದಾಗಿತ್ತು. ಇವರು ಬರೆದ 'ಗುಲಾಮಗಿರಿ' ಕೃತಿಯು ಜಾತಿ ವ್ಯವಸ್ಥೆಯ ಕ್ರೌರ್ಯ ಮತ್ತು ಶೋಷಣೆಯ ಇತಿಹಾಸವನ್ನು ತೆರೆದಿಡುವ ಅತ್ಯಂತ ಪ್ರಮುಖ ದಾಖಲೆಯಾಗಿದೆ.

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ಶ್ರೀನಾರಾಯಣ ಗುರು (1856-1928):ಕೇರಳದ ಸಾಮಾಜಿಕ ಸಮಾನತೆಯ ಹರಿಕಾರರಾದ ಶ್ರೀ ನಾರಾಯಣ ಗುರುಗಳು ಶೋಷಿತ ಸಮುದಾಯಗಳ ಏಳಿಗೆಗಾಗಿ ಕ್ರಾಂತಿಕಾರಿ ಬದಲಾವಣೆಗಳನ್ನು ತಂದವರು.ಇವರು ಮಾನವಕುಲಕ್ಕೆ "ಒಂದೇ ಜಾತಿ, ಒಂದೇ ಧರ್ಮ, ಒಂದೇ ದೇವರು ಮಾನವನಿಗೆ" ಎಂಬ ಅಮರ ಸಂದೇಶವನ್ನು ನೀಡಿದರು. ಕೇರಳದ ಈಳವ ಸಮುದಾಯದಲ್ಲಿ ಜನಿಸಿದ ಇವರು, ಅಸ್ಪೃಶ್ಯರಿಗೆ ದೇವಾಲಯ ಪ್ರವೇಶ ನಿರಾಕರಿಸುವುದನ್ನು ಕಟುವಾಗಿ ವಿರೋಧಿಸಿದರು. ಅರುವಿಪ್ಪುರಂನಲ್ಲಿ ಶಿವಲಿಂಗವನ್ನು ಪ್ರತಿಷ್ಠಾಪಿಸುವ ಮೂಲಕ ಧಾರ್ಮಿಕ ಕ್ಷೇತ್ರದಲ್ಲಿ ಸಮಾನತೆಯ ಹೊಸ ಹಾದಿ ತೋರಿಸಿದರು. 1903ರಲ್ಲಿ 'ಶ್ರೀ ನಾರಾಯಣ ಧರ್ಮ ಪರಿಪಾಲನ ಯೋಗಂ' (SNDP) ಎಂಬ ಸಂಸ್ಥೆಯನ್ನು ಸ್ಥಾಪಿಸಿದರು.ಕೆಳಜಾತಿಯ ಜನರ ಶೈಕ್ಷಣಿಕ ಮತ್ತು ಆರ್ಥಿಕ ಉನ್ನತಿಗಾಗಿ ಶ್ರಮಿಸಿದರು. "ಶಿಕ್ಷಣದಿಂದ ಸ್ವತಂತ್ರರಾಗಿ, ಸಂಘಟನೆಯಿಂದ ಬಲಿಷ್ಠರಾಗಿ" ಎಂದು ಕರೆ ನೀಡುವ ಮೂಲಕ ಉದ್ಯೋಗ ಮತ್ತು ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಿ ಬದಲಾವಣೆ ತಂದರು.

ಡಾ. ಬಿ.ಆರ್. ಅಂಬೇಡ್ಕರ್ (1891-1956): ಭಾರತ ರತ್ನ ಡಾ. ಭೀಮರಾವ್ ರಾಮಜಿ ಅಂಬೇಡ್ಕರ ಅವರು ಭಾರತೀಯ ಸಂವಿಧಾನದ ಮುಖ್ಯ ರಚನಾಕಾರರು ಮತ್ತು ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಮಹಾನ್ ಹೋರಾಟಗಾರರು. ಇವರು 'Annihilation of Caste' ಮತ್ತು 'The Untouchables' ಅಂತಹ ಪ್ರಭಾವಶಾಲಿ ಗ್ರಂಥಗಳ ಮೂಲಕ ಜಾತಿ ವ್ಯವಸ್ಥೆಯ ಅಮಾನವೀಯತೆಯನ್ನು ಬಯಲು ಮಾಡಿದರು. ಸ್ವತಂತ್ರ ಭಾರತದ ಮೊದಲ ಕಾನೂನು ಸಚಿವರಾಗಿ ಇವರು ಮಂಡಿಸಿದ 'ಹಿಂದೂ ಕೋಡ್ ಬಿಲ್' ಮಹಿಳೆಯರಿಗೆ ಆಸ್ತಿಯಲ್ಲಿ ಸಮಾನ ಹಕ್ಕು ಮತ್ತು ಸಾಮಾಜಿಕ ಸ್ವಾತಂತ್ರ್ಯವನ್ನು ತಂದುಕೊಡುವಲ್ಲಿ ಮಹತ್ತರ ಪಾತ್ರ ವಹಿಸಿತು. ಸಂವಿಧಾನದಲ್ಲಿ ಅಸ್ಪೃಶ್ಯತಾ ನಿರ್ಮೂಲನೆ ಮತ್ತು ಶೋಷಿತ ಸಮುದಾಯಗಳಿಗೆ ಮೀಸಲಾತಿಯನ್ನು ಒದಗಿಸುವ ಮೂಲಕ ಸಮಾನತೆಯ ತಳಹದಿಯನ್ನು ಹಾಕಿದರು. ಮಾನವ ಘನತೆಯನ್ನು ಎತ್ತಿಹಿಡಿಯಲು 1956ರಲ್ಲಿ ಲಕ್ಷಾಂತರ ಅನುಯಾಯಿಗಳೊಂದಿಗೆ ಬೌದ್ಧ ಧರ್ಮವನ್ನು ಸ್ವೀಕರಿಸಿದ ಅಂಬೇಡ್ಕರ್ ಅವರು, ದಲಿತ ವಿಮೋಚನೆಯ ಜಾಗತಿಕ ನಾಯಕರಾಗಿ ಇಂದಿಗೂ ಸ್ಮರಣೀಯರಾಗಿದ್ದಾರೆ.

ಭಾರತದ ಸಾಮಾಜಿಕ ಇತಿಹಾಸದಲ್ಲಿ ಕರ್ನಾಟಕದ ಬಸವಣ್ಣನವರು (12ನೇ ಶತಮಾನ) ವಚನ ಚಳುವಳಿಯ ಮೂಲಕ ಕ್ರಾಂತಿಕಾರಿ ಬದಲಾವಣೆ ತಂದವರು. 'ಅನುಭವ ಮಂಟಪ'ದ ಮೂಲಕ ವಿಶ್ವದ ಮೊದಲ ಸಂಸತ್ತನ್ನು ರೂಪಿಸಿದ ಇವರು, "ಕಾಯಕವೇ ಕೈಲಾಸ" ಎಂಬ ತತ್ವದಡಿ ಜಾತಿ ಪದ್ಧತಿ ಮತ್ತು ಅಸ್ಪೃಶ್ಯತೆಯ ವಿರುದ್ಧ ಐತಿಹಾಸಿಕ ಹೋರಾಟ ನಡೆಸಿದರು. ಬಂಗಾಳದ ರಾಮಕೃಷ್ಣ ಪರಮಹಂಸರು ಸರ್ವಧರ್ಮ ಸಮನ್ವಯತೆಯನ್ನು ಸಾರುವ ಮೂಲಕ ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರಿಗೆ ಅಧ್ಯಾತ್ಮದ ಸ್ಫೂರ್ತಿಯಾದರು. ಕೇಶಬ ಚಂದ್ರ ಸೇನ್ ಅವರು ಬ್ರಹ್ಮ ಸಮಾಜದ ಮೂಲಕ ಮಹಿಳಾ ಶಿಕ್ಷಣ ಮತ್ತು ಬಾಲ್ಯ ವಿವಾಹ ನಿಷೇಧಕ್ಕಾಗಿ ಶ್ರಮಿಸಿದರು. ಮಹಾರಾಷ್ಟ್ರದ ಮಹಾದೇವ ಗೋವಿಂದ ರಾನಡೆ ಅವರು 'ಪ್ರಾರ್ಥನಾ ಸಮಾಜ'ದ ಮೂಲಕ ವಿಧವಾ ವಿವಾಹಕ್ಕೆ ಪ್ರೋತ್ಸಾಹ ನೀಡಿ 'ಪಶ್ಚಿಮ ಭಾರತದ ಸಾಂಸ್ಕೃತಿಕ ನಾಯಕ' ಎನಿಸಿಕೊಂಡರು. 1861 ರಲ್ಲಿ 'ವಿಧವಾ ವಿವಾಹ ಸ್ಥಾಪಿಸಿ, ವಿಧವೆಯರ ಮರು ವಿವಾಹಕ್ಕೆ ಪ್ರೋತ್ಸಾಹ ನೀಡಿದರು.ಇವರ ಶಿಷ್ಯರಾದ ಗೋಪಾಲ ಕೃಷ್ಣ ಗೋಖಲೆ ಅವರು 'Servants of India Society' ಸ್ಥಾಪಿಸಿ, ಗಾಂಧೀಜಿಯವರ ರಾಜಕೀಯ ಗುರುಗಳಾಗಿ ದೇಶಸೇವೆಗೆ ಯುವಕರನ್ನು ಸಜ್ಜುಗೊಳಿಸಿದರು. ಇದರೊಂದಿಗೆ ಐರ್ಲೆಂಡ್‌ನಿಂದ ಬಂದ ಸಹೋದರಿ ನಿವೇದಿತಾ ಅವರು ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರ ಶಿಷ್ಯೆಯಾಗಿ ಭಾರತದ ಸ್ತ್ರೀ ಶಿಕ್ಷಣ ಮತ್ತು ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಕ್ಕೆ ತಮ್ಮ ಜೀವನವನ್ನೇ ಅರ್ಪಿಸಿ ಮಾನವೀಯತೆಯ ದಾರಿದೀಪವಾದರು.

ಪ್ರಮುಖ ಸಂಘಟನೆಗಳು ಮತ್ತು ಅವುಗಳ ಕಾರ್ಯಕ್ರಮ

ಬ್ರಹ್ಮ ಸಮಾಜ (1828):ರಾಜಾ ರಾಮಮೋಹನ ರಾಯರು ಸ್ಥಾಪಿಸಿದ ಈ ಸಂಘಟನೆಯು ಏಕದೇವೋಪಾಸನೆಯನ್ನು ಬೋಧಿಸುವುದು, ಸತಿಪದ್ಧತಿಯಂತಹ ಅನಿಷ್ಟಗಳನ್ನು ತೊಡೆದುಹಾಕುವುದು ಮತ್ತು ಮಹಿಳೆಯರಿಗೆ ಶಿಕ್ಷಣದ ಹಕ್ಕು ದೊರಕಿಸಿಕೊಡುವುದು. ನಂತರದ ದಿನಗಳಲ್ಲಿ ಕೇಶಬ ಚಂದ್ರ ಸೇನ್ ಅವರ ನೇತೃತ್ವದಲ್ಲಿ ಜಾತಿ ಪದ್ಧತಿಯ ಗೋಡೆಗಳನ್ನು ಕೆಡವಲು 'ಅಂತರ-ಜಾತಿ ವಿವಾಹ'ಗಳನ್ನು ಇದು ಪ್ರೋತ್ಸಾಹಿಸಿತು.

ಆರ್ಯ ಸಮಾಜ (1875): ಸ್ವಾಮಿ ದಯಾನಂದ ಸರಸ್ವತಿ ಯವರು ಸ್ಥಾಪಿಸಿದ ಈ ಸಂಘಟನೆಯು ವೇದ ಧರ್ಮದ ಶುದ್ಧ ಸ್ವರೂಪ ಪ್ರತಿಷ್ಠಾಪನೆ, ಸ್ತ್ರೀ ಶಿಕ್ಷಣ, ಬಾಲ್ಯ ವಿವಾಹನಿರ್ಮೂಲನ ಮತ್ತು ಮೂಢನಂಬಿಕೆ ವಿರೋಧ ಇದರ ಪ್ರಮುಖ ಕಾರ್ಯಕ್ರಮಗಳು. ಡಿ.ಎ.ವಿ. ಶಾಲೆಗಳ ಮೂಲಕ ಆಧುನಿಕ ಶಿಕ್ಷಣ ಪ್ರಸಾರ ಮಾಡಿತು.

ರಾಮಕೃಷ್ಣ ಮಿಷನ್ (1897): ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ ಸ್ಥಾಪಿಸಿದ ಈ ಸಂಸ್ಥೆ ಇಂದಿಗೂ ಶಿಕ್ಷಣ, ಆರೋಗ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಸೇವೆ ನಿರ್ವಹಿಸುತ್ತಿದೆ. ದೇಶಾದ್ಯಂತ ನೂರಾರು ಶಾಲೆ, ಆಸ್ಪತ್ರೆ ಮತ್ತು ಸಾಮಾಜಿಕ ಸೇವಾ ಕೇಂದ್ರಗಳ ಮೂಲಕ 'ಮಾನವ ಸೇವೆ' ಮಾಡುತ್ತಿದೆ.

ಪರಿಣಾಮ

ಶಾಸನಾತ್ಮಕ ಪ್ರಭಾವ

ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಭಾರತದ ಶಾಸನ ವ್ಯವಸ್ಥೆಯ ಮೇಲೆ ಅಮಿತ ಪ್ರಭಾವ ಬೀರಿವೆ. ಸ್ವಾತಂತ್ರ್ಯ ಪೂರ್ವ ಕಾಲದಲ್ಲಿ ಜಾರಿಗೆ ಬಂದ ಸತಿಪದ್ಧತಿ ನಿಷೇಧ ಕಾಯ್ದೆ (1829), ವಿಧವಾ ವಿವಾಹ ಕಾಯ್ದೆ (1856), ಸಮ್ಮತಿ ವಯಸ್ಸಿನ ಕಾಯ್ದೆ (1891) ಮೊದಲಾದ ಕಾಯ್ದೆಗಳು ಸಮಾಜ ಸುಧಾರಕರ ನಿರಂತರ ಒತ್ತಡ ಮತ್ತು ಹೋರಾಟದ ಫಲ.

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ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಕಾಲದಲ್ಲಿ ಭಾರತೀಯ ಸಂವಿಧಾನದ ಪ್ರಮುಖ ಅನುಚ್ಛೇದಗಳಾದ ಅನುಚ್ಛೇದ14 (ಕಾನೂನಿನ ಮುಂದೆ ಸಮಾನತೆ), ಅನುಚ್ಛೇದ 15 (ಜಾತಿ, ಧರ್ಮ, ಲಿಂಗ ಆಧಾರದ ತಾರತಮ್ಯ ನಿಷೇಧ), ಅನುಚ್ಛೇದ 16 (ನಿಯೋಜನೆಯಲ್ಲಿ ಸಮಾನ ಅವಕಾಶ), ಅನುಚ್ಛೇದ 17 (ಅಸ್ಪೃಶ್ಯತಾ ನಿರ್ಮೂಲನ), ಅನುಚ್ಛೇದ 25-28 (ಧಾರ್ಮಿಕ ಸ್ವಾತಂತ್ರ್ಯ) ಮತ್ತು ಅನುಚ್ಛೇದ 46 (ಅಲ್ಪಸಂಖ್ಯಾತ, ಪರಿಶಿಷ್ಟ ಜಾತಿ ಮತ್ತು ಬುಡಕಟ್ಟು ಜನರ ಶೈಕ್ಷಣಿಕ ಮತ್ತು ಆರ್ಥಿಕ ಉನ್ನತಿ) ಸೇರಿದಂತೆ ಅನೇಕ ಮೂಲಭೂತ ಹಕ್ಕುಗಳು ಸುಧಾರಣಾ ಚಳುವಳಿಗಳ ನೇರ ಉಪಜಾತ.

ಅಸ್ಪೃಶ್ಯತಾ (ಅಪರಾಧ) ಕಾಯ್ದೆ1955, ಹಿಂದೂ ವಿವಾಹ ಕಾಯ್ದೆ 1955, ಹಿಂದೂ ಉತ್ತರಾಧಿಕಾರ ಕಾಯ್ದೆ 1956, ಅನುಸೂಚಿತ ಜಾತಿ ಮತ್ತು ಅನುಸೂಚಿತ ಬುಡಕಟ್ಟು (ದೌರ್ಜನ್ಯ ತಡೆ) ಕಾಯ್ದೆ 1989 ಮತ್ತು ಹಿಂದೂ ಕೋಡ್ ಬಿಲ್ ಮೊದಲಾದ ಶಾಸನಗಳು ಈ ಚಳುವಳಿಗಳ ಪ್ರಭಾವದ ಫಲ. ಮಹಿಳಾ ಮೀಸಲಾತಿ ಕಾಯ್ದೆ (2023) ಕೂಡ ಈ ದೀರ್ಘ ಪರಂಪರೆಯ ಮುಂದುವರಿಕೆ.

ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದ ಮೇಲೆ ಪ್ರಭಾವ

ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಕರು ಶಿಕ್ಷಣವನ್ನು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆಯ ಮಹಾ ಅಸ್ತ್ರ ಎಂದು ನಂಬಿದ್ದರು. ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಕರು ಭಾರತದಲ್ಲಿ ಶಿಕ್ಷಣವನ್ನು ಕೇವಲ ಅಕ್ಷರ ಜ್ಞಾನಕ್ಕಾಗಿ ಬಳಸದೆ, ಸಮಾಜದ ಜಡತ್ವವನ್ನು ಮುರಿಯುವ ಮತ್ತು ಸಮಾನತೆಯನ್ನು ತರುವ 'ಮಹಾ ಅಸ್ತ್ರ' ಎಂದು ಪರಿಗಣಿಸಿದ್ದರು. ರಾಜಾ ರಾಮಮೋಹನ ರಾಯರು ಭಾರತೀಯರಿಗೆ ಪಾಶ್ಚಾತ್ಯ ವಿಜ್ಞಾನ ಮತ್ತು ಗಣಿತದ ಶಿಕ್ಷಣದ ಅಗತ್ಯವಿದೆ ಎಂದು ನಂಬಿದ್ದರು. ಈ ಮೂಲಕ ವೈಚಾರಿಕ ಮನೋಭಾವ ಬೆಳೆಸಲು ಶ್ರಮಿಸಿದರು.ಜ್ಯೋತಿರಾವ್ ಮತ್ತು ಸಾವಿತ್ರಿಬಾಯಿ ಫುಲೆಯವರು 1848ರಲ್ಲಿ ಪುಣೆಯಲ್ಲಿ ಶೋಷಿತರು ಮತ್ತು ಮಹಿಳೆಯರಿಗಾಗಿ ಮೊದಲ ಶಾಲೆಯನ್ನು ತೆರೆಯುವ ಮೂಲಕ ಅಕ್ಷರ ಜ್ಞಾನವು ಕೇವಲ ಒಂದು ವರ್ಗದ ಸೊತ್ತಲ್ಲ ಎಂಬುದನ್ನು ಸಾಬೀತುಪಡಿಸಿದರು. ಇದು ಭಾರತದ ಇತಿಹಾಸದಲ್ಲಿ ಒಂದು ಕ್ರಾಂತಿಕಾರಿ ಹೆಜ್ಜೆ.ಸ್ವಾಮಿ ದಯಾನಂದ ಸರಸ್ವತಿಯವರು 'ಆರ್ಯ ಸಮಾಜ'ದ ಮೂಲಕ ವೇದಗಳ ಜ್ಞಾನದೊಂದಿಗೆ ಆಧುನಿಕ ಶಿಕ್ಷಣವನ್ನು ನೀಡುವ ಡಿ.ಎ.ವಿ. (DAV) ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳ ಪರಂಪರೆಗೆ ಅಡಿಪಾಯ ಹಾಕಿದರು.

ಡಾ. ಬಿ.ಆರ್. ಅಂಬೇಡ್ಕರ್ ಅವರು ಪ್ರತಿಪಾದಿಸಿದ ದಲಿತ ಶಿಕ್ಷಣದ ಉದಾತ್ತ ಚಿಂತನೆಗಳು ಮತ್ತು ಸಂವಿಧಾನದ ಅನುಚ್ಛೇದ 46ರ ಆಧಾರದ ಮೇಲೆ ರೂಪಿತವಾದ ಮೀಸಲಾತಿ ನೀತಿಯು ಇಂದಿನ ಆಧುನಿಕ ಭಾರತದಲ್ಲಿ ಕ್ರಾಂತಿಕಾರಿ ಬದಲಾವಣೆಯನ್ನು ತಂದಿದೆ. ಐತಿಹಾಸಿಕವಾಗಿ ಶಿಕ್ಷಣದಿಂದ ವಂಚಿತರಾಗಿದ್ದ ಲಕ್ಷಾಂತರ ದಲಿತ, ಆದಿವಾಸಿ ಮತ್ತು ಇತರ ಹಿಂದುಳಿದ ವರ್ಗಗಳ ವಿದ್ಯಾರ್ಥಿಗಳು ಇಂದು ವೈದ್ಯಕೀಯ, ಎಂಜಿನಿಯರಿಂಗ್ ಹಾಗೂ ಉನ್ನತ ಆಡಳಿತಾತ್ಮಕ ಸ್ತರಗಳಲ್ಲಿ ಗುರುತಿಸಿಕೊಳ್ಳಲು ಈ ಶಾಸನಾತ್ಮಕ ಚೌಕಟ್ಟೇ ಭದ್ರ ಬುನಾದಿಯಾಗಿದೆ. ಸಾಮಾಜಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳ ಈ ಸುದೀರ್ಘ ಪರಂಪರೆಯು ಕೇವಲ ಮೀಸಲಾತಿಗೆ ಸೀಮಿತವಾಗದೆ, ಸರ್ವ ಶಿಕ್ಷಣ ಅಭಿಯಾನ, ಮಧ್ಯಾಹ್ನ ಭೋಜನ ಯೋಜನೆ ಮತ್ತು ಶಿಕ್ಷಣ ಹಕ್ಕು ಕಾಯ್ದೆ 2009ರಂತಹ ಜನಪ್ರಿಯ ಯೋಜನೆಗಳ ಮೂಲಕ ಇಂದಿಗೂ ಸಕ್ರಿಯವಾಗಿ ಮುಂದುವರಿಯುತ್ತಿದೆ. ಈ ಎಲ್ಲಾ ಪ್ರಯತ್ನಗಳು ಸುಧಾರಕರು ಅಂದು ಕಂಡ "ಶಿಕ್ಷಣದ ಮೂಲಕ ಸಬಲೀಕರಣ" ಎಂಬ ಕನಸನ್ನು ಸಾಕಾರಗೊಳಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸುತ್ತಿದ್ದು, ಸಮಾಜದ ಕೆಳಸ್ತರದ ಜನರಿಗೂ ಜ್ಞಾನದ ದಾರಿಯನ್ನು ಸುಗಮಗೊಳಿಸುವ ಮೂಲಕ ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಆಶಯವನ್ನು ಜೀವಂತವಾಗಿರಿಸಿವೆ.

ಮಹಿಳಾ ಸಬಲೀಕರಣ

ಭಾರತದ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಮಹಿಳೆಯರ ಜೀವನದಲ್ಲಿ ಮಹತ್ತರವಾದ ಬದಲಾವಣೆಯನ್ನು ತಂದವು. ೧೯ನೇ ಶತಮಾನದಲ್ಲಿ ರಾಜಾರಾಮ್ ಮೋಹನ್ ರಾಯ್ ಮತ್ತು ಈಶ್ವರಚಂದ್ರ ವಿದ್ಯಾಸಾಗರರಂತಹ ಸುಧಾರಕರು ನಡೆಸಿದ ಹೋರಾಟದ ಫಲವಾಗಿ ಸತಿ ಪದ್ಧತಿ ನಿರ್ಮೂಲನೆ ಮತ್ತು ವಿಧವಾ ವಿವಾಹಕ್ಕೆ ಕಾನೂನುಬದ್ಧ ಮಾನ್ಯತೆ ಸಿಕ್ಕಿತು. ಸಾವಿತ್ರಿಬಾಯಿ ಫುಲೆ ಅವರು ಸ್ತ್ರೀ ಶಿಕ್ಷಣಕ್ಕೆ ಅಡಿಪಾಯ ಹಾಕುವ ಮೂಲಕ ಮಹಿಳೆಯರಲ್ಲಿ ಆತ್ಮವಿಶ್ವಾಸ ಮತ್ತು ವೈಚಾರಿಕತೆಯನ್ನು ಜಾಗೃತಗೊಳಿಸಿದರು. ಈ ಚಳುವಳಿಗಳು ಕೇವಲ ಧಾರ್ಮಿಕ ಬದಲಾವಣೆಗಳಾಗದೆ, ಮಹಿಳೆಯರನ್ನು ಸಾಮಾಜಿಕ ಸಂಕೋಲೆಗಳಿಂದ ಮುಕ್ತಗೊಳಿಸಿ ಸಾರ್ವಜನಿಕ ಬದುಕಿಗೆ ಪ್ರವೇಶಿಸಲು ದಾರಿಯಾದವು.

ಈ ಐತಿಹಾಸಿಕ ಸುಧಾರಣೆಗಳ ಪ್ರಭಾವವು ಸಮಕಾಲೀನ ಭಾರತದ ರಾಜಕೀಯ ಮತ್ತು ಶಾಸನಾತ್ಮಕ ಬದಲಾವಣೆಗಳಲ್ಲಿ ಸ್ಪಷ್ಟವಾಗಿ ಕಂಡುಬರುತ್ತದೆ. ಸ್ವಾತಂತ್ರ್ಯಾನಂತರದ ಭಾರತದಲ್ಲಿ ಸಮಾನ ಮತದಾನದ ಹಕ್ಕು ಮತ್ತು ಆಸ್ತಿಯಲ್ಲಿ ಸಮಾನ ಪಾಲಿನ ಹಕ್ಕುಗಳು ಮಹಿಳೆಯರನ್ನು ಆರ್ಥಿಕವಾಗಿ ಮತ್ತು ಸಾಮಾಜಿಕವಾಗಿ ಬಲಪಡಿಸಿವೆ. ಇಂದು ಸ್ಥಳೀಯ ಸಂಸ್ಥೆಗಳಲ್ಲಿ (ಪಂಚಾಯತ್ ರಾಜ್) ಮಹಿಳೆಯರಿಗೆ ನೀಡಲಾದ 33% ಮೀಸಲಾತಿಯು ಗ್ರಾಮೀಣ ಮಟ್ಟದಲ್ಲಿ ಹೊಸ ನಾಯಕತ್ವವನ್ನು ಸೃಷ್ಟಿಸಿದೆ. ಈ ಬದಲಾವಣೆಗಳು ಮಹಿಳೆಯರನ್ನು ಕೇವಲ ಮತದಾರರನ್ನಾಗಿ ನೋಡದೆ, ನಿರ್ಧಾರ ತೆಗೆದುಕೊಳ್ಳುವ ಶಕ್ತಿಯನ್ನಾಗಿ ಪರಿವರ್ತಿಸಿವೆ.

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ಶೈಕ್ಷಣಿಕ ಕ್ರಾಂತಿಯ ಫಲವಾಗಿ ಇಂದು ಮಹಿಳೆಯರು ವಿಜ್ಞಾನ, ತಂತ್ರಜ್ಞಾನ, ಬಾಹ್ಯಾಕಾಶ ಮತ್ತು ಕ್ರೀಡೆಯಂತಹ ವೈವಿಧ್ಯಮಯ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ರಾಷ್ಟ್ರೀಯ ಮತ್ತು ಅಂತರ್ರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದಲ್ಲಿ ಮಿಂಚುತ್ತಿದ್ದಾರೆ. ಇದು ಸುಧಾರಕರು ಅಂದು ಬಿತ್ತಿದ ಶಿಕ್ಷಣದ ಬೀಜದ ಫಲವಾಗಿದೆ. ಸಾವಿತ್ರಿಬಾಯಿ ಫುಲೆ ಅವರ ಅಕ್ಷರ ಕ್ರಾಂತಿ ಇಂದು ಜಾಗತಿಕ ವೇದಿಕೆಗಳಲ್ಲಿ ಭಾರತೀಯ ಮಹಿಳೆಯರ ನಾಯಕತ್ವಕ್ಕೆ ಮೂಲ ಪ್ರೇರಣೆಯಾಗಿದೆ.

ಆರ್ಥಿಕವಾಗಿ ಮಹಿಳೆಯರನ್ನು ಸ್ವಾವಲಂಬಿಗಳನ್ನಾಗಿ ಮಾಡುವಲ್ಲಿ ಸ್ವ-ಸಹಾಯ ಸಂಘಗಳ ಪಾತ್ರ ಅನನ್ಯವಾದುದು. ಈ ಸಂಘಗಳು ಮಹಿಳೆಯರಲ್ಲಿ ಉಳಿತಾಯದ ಮನೋಭಾವ ಮತ್ತು ಕಿರು ಉದ್ಯಮಗಳ ಮೂಲಕ ಆದಾಯ ಗಳಿಸುವ ಶಕ್ತಿಯನ್ನು ನೀಡಿವೆ. ಕುಟುಂಬದ ಆರ್ಥಿಕ ನಿರ್ಧಾರಗಳಲ್ಲಿ ಭಾಗಿಯಾಗುವ ಮೂಲಕ ಮಹಿಳೆಯರು ಇಂದು ಸಮಾಜದ ಮುಖ್ಯವಾಹಿನಿಯಲ್ಲಿ ಗುರುತಿಸಿಕೊಳ್ಳುತ್ತಿದ್ದಾರೆ. ಈ ರೀತಿಯಾಗಿ ಅಂದು ಆರಂಭವಾದ ಸಾಮಾಜಿಕ ಸುಧಾರಣೆಗಳು ಇಂದು ಮಹಿಳಾ ಸಬಲೀಕರಣದ ಬೃಹತ್ ಮರವಾಗಿ ಬೆಳೆದು ನಿಂತಿವೆ.

ಜಾತಿ ವ್ಯವಸ್ಥೆ ಮತ್ತು ಅಸ್ಪೃಶ್ಯತಾ ನಿರ್ಮೂಲನ

ಭಾರತದ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಸಮಾಜದ ಎರಡು ಪ್ರಮುಖ ಆಯಾಮಗಳಾದ ಮಹಿಳಾ ಸಬಲೀಕರಣ ಮತ್ತು ಜಾತಿ ಪದ್ಧತಿಯ ನಿರ್ಮೂಲನೆಯಲ್ಲಿ ಕ್ರಾಂತಿಕಾರಿ ಬದಲಾವಣೆ ತಂದಿವೆ. 19ನೇ ಶತಮಾನದಲ್ಲಿ ರಾಜಾರಾಮ್ ಮೋಹನ್ ರಾಯ್, ಈಶ್ವರಚಂದ್ರ ವಿದ್ಯಾಸಾಗರ ಮತ್ತು ಸಾವಿತ್ರಿಬಾಯಿ ಫುಲೆಯಂತಹ ಸುಧಾರಕರು ಸತಿ ಪದ್ಧತಿ ನಿರ್ಮೂಲನೆ, ವಿಧವಾ ವಿವಾಹದ ಕಾನೂನುಬದ್ಧತೆ ಮತ್ತು ಸ್ತ್ರೀ ಶಿಕ್ಷಣಕ್ಕೆ ಅಡಿಪಾಯ ಹಾಕುವ ಮೂಲಕ ಮಹಿಳೆಯರನ್ನು ಅಮಾನವೀಯ ಸಂಕೋಲೆಗಳಿಂದ ಮುಕ್ತಗೊಳಿಸಿದರು. ಇದರ ದೂರಗಾಮಿ ಪ್ರಭಾವದಿಂದಾಗಿ ಸಮಕಾಲೀನ ಭಾರತದಲ್ಲಿ ಮಹಿಳೆಯರು ಸಮಾನ ಮತದಾನದ ಹಕ್ಕು, ಆಸ್ತಿ ಹಕ್ಕು ಮತ್ತು ಸ್ಥಳೀಯ ಸಂಸ್ಥೆಗಳಲ್ಲಿ 33% ಮೀಸಲಾತಿಯನ್ನು ಪಡೆದಿದ್ದಾರೆ. ಇಂದು ಸ್ವ-ಸಹಾಯ ಸಂಘಗಳ ಮೂಲಕ ಆರ್ಥಿಕ ಸ್ವಾವಲಂಬನೆ ಸಾಧಿಸಿರುವ ಮಹಿಳೆಯರು, ರಾಷ್ಟ್ರೀಯ ಮತ್ತು ಅಂತರ್ರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದಲ್ಲಿ ಪ್ರಬಲ ನಾಯಕತ್ವವನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತಿರುವುದು ಅಂದು ಆರಂಭವಾದ ಸುಧಾರಣಾ ಹೋರಾಟದ ಫಲವಾಗಿದೆ.

ಮತ್ತೊಂದೆಡೆ, ಭಾರತೀಯ ಸಮಾಜವನ್ನು ಕಾಡುತ್ತಿದ್ದ ಜಾತಿ ವ್ಯವಸ್ಥೆಯ ವಿರುದ್ಧ ಅಂಬೇಡ್ಕರ್, ಫುಲೆ, ನಾರಾಯಣ ಗುರು ಮತ್ತು ಮಹಾತ್ಮಾ ಗಾಂಧಿಯವರು ವಿವಿಧ ದೃಷ್ಟಿಕೋನಗಳಿಂದ ಹೋರಾಡಿದರು. ಅಂಬೇಡ್ಕರ್ ಅವರು 'ಜಾತಿ ವಿನಾಶ'ದ ಮೂಲಕ ಸಂಪೂರ್ಣ ಸಮಾನತೆಯನ್ನು ಬಯಸಿದರೆ, ಗಾಂಧೀಜಿಯವರು ಅಸ್ಪೃಶ್ಯತೆಯ ನಿರ್ಮೂಲನೆಗೆ ಒತ್ತು ನೀಡಿದರು. ಈ ಚಳುವಳಿಗಳ ಪರಿಣಾಮವಾಗಿ ಭಾರತೀಯ ಸಂವಿಧಾನದಲ್ಲಿ ಅಸ್ಪೃಶ್ಯತಾ ನಿಷೇಧ ಕಾಯ್ದೆ, ಶಿಕ್ಷಣ ಮತ್ತು ಉದ್ಯೋಗದಲ್ಲಿ ಮೀಸಲಾತಿ ಹಾಗೂ ಸಂಸತ್ತು ಮತ್ತು ಶಾಸನಸಭೆಗಳಲ್ಲಿ ಎಸ್.ಸಿ./ಎಸ್.ಟಿ. ಮೀಸಲಾತಿಯನ್ನು ಅಳವಡಿಸಲಾಯಿತು. ಈ ಮೂಲಕ ಶೋಷಿತ ವರ್ಗಗಳಿಗೆ ರಾಜಕೀಯ ಧ್ವನಿ ಮತ್ತು ಸಾಮಾಜಿಕ ನ್ಯಾಯವನ್ನು ಒದಗಿಸುವ ಸಾಂವಿಧಾನಿಕ ಚೌಕಟ್ಟು ನಿರ್ಮಾಣವಾಯಿತು.

ಈ ಸಾಮಾಜಿಕ ಏಕೀಕರಣವನ್ನು ಉತ್ತೇಜಿಸಲು ಕೇಂದ್ರ ಸರ್ಕಾರವು ೨೦೧೩ ರಲ್ಲಿ 'ಡಾ. ಅಂಬೇಡ್ಕರ್ ಅಂತರ-ಜಾತಿ ವಿವಾಹ ಪ್ರೋತ್ಸಾಹ ಯೋಜನೆ'ಯಂತಹ ಮಹತ್ವದ ಕ್ರಮಗಳನ್ನು ಜಾರಿಗೆ ತಂದಿತು. ಜಾತಿಯ ಗೋಡೆಗಳನ್ನು ಕೆಡವಲು ಅಂತರ-ಜಾತಿ ವಿವಾಹವಾಗುವ ದಂಪತಿಗಳಿಗೆ ಆರ್ಥಿಕ ನೆರವು ಮತ್ತು ಸಾಮಾಜಿಕ ಭದ್ರತೆ ನೀಡುವುದು ಇದರ ಉದ್ದೇಶವಾಗಿದೆ. ಇಷ್ಟೆಲ್ಲಾ ಪ್ರಗತಿಯ ಹೊರತಾಗಿಯೂ, ಇಂದಿಗೂ ಜಾತಿ ಆಧಾರಿತ ಹಿಂಸಾಚಾರ ಮತ್ತು ತಾರತಮ್ಯಗಳು ಸಂಪೂರ್ಣವಾಗಿ ಮರೆಯಾಗಿಲ್ಲದಿರುವುದು ಸಮಾಜಕ್ಕೆ ಒಂದು ಸವಾಲಾಗಿದೆ. ಹೀಗಾಗಿ, ಅಂದು ಸುಧಾರಕರು ಕಂಡ ಸಮಾನತೆಯ ಕನಸು ನನಸಾಗಲು ಕೇವಲ ಕಾನೂನುಗಳಷ್ಟೇ ಸಾಲದು, ಪ್ರತಿಯೊಬ್ಬ ನಾಗರಿಕನಲ್ಲೂ ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ಜಾಗೃತಿ ಮತ್ತು ವೈಚಾರಿಕ ಬದಲಾವಣೆ ಅತ್ಯಂತ ಅಗತ್ಯವಾಗಿದೆ.

ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿ ಮತ್ತು ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮದ ಮೇಲೆ ಪ್ರಭಾವ

ಭಾರತದ ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಕೇವಲ ಧಾರ್ಮಿಕ ಚೌಕಟ್ಟಿಗೆ ಸೀಮಿತವಾಗದೆ, ಭಾರತದ ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿಗೆ ಒಂದು ಬಲಿಷ್ಠವಾದ ಬೌದ್ಧಿಕ ಅಡಿಪಾಯ ಮತ್ತು ನೈತಿಕ ಶಕ್ತಿಯನ್ನು ಒದಗಿಸಿದವು. ಬ್ರಿಟಿಷರ ಆಡಳಿತಾವಧಿಯಲ್ಲಿ ಭಾರತೀಯರಲ್ಲಿ ಮನೆಮಾಡಿದ್ದ ಕೀಳರಿಮೆಯನ್ನು ಹೋಗಲಾಡಿಸುವಲ್ಲಿ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಯಶಸ್ವಿಯಾದವು. ಚಿಕಾಗೋ ಧರ್ಮಸಮ್ಮೇಳನದ ಭಾಷಣದ ಮೂಲಕ ಭಾರತದ ಆಧ್ಯಾತ್ಮಿಕ ಶ್ರೀಮಂತಿಕೆಯನ್ನು ಜಗತ್ತಿಗೆ ಸಾರಿದ ವಿವೇಕಾನಂದರು, ಭಾರತೀಯರಲ್ಲಿ ಸುಪ್ತವಾಗಿದ್ದ ಆತ್ಮಗೌರವವನ್ನು ಎಬ್ಬಿಸಿದರು. ಅವರ "ಏಳಿ, ಎದ್ದೇಳಿ, ಗುರಿ ಮುಟ್ಟುವ ತನಕ ನಿಲ್ಲದಿರಿ" ಎಂಬ ಕರೆ ಯುವಜನತೆಯಲ್ಲಿ ರಾಷ್ಟ್ರಪ್ರೇಮದ ಕಿಚ್ಚನ್ನು ಹಚ್ಚಿತು. ಇದು ಮುಂದೆ ಕ್ರಾಂತಿಕಾರಿ ಮತ್ತು ಮಂದಗಾಮಿ ನಾಯಕರಿಬ್ಬರಿಗೂ ಸ್ಫೂರ್ತಿಯಾಯಿತು. ದಯಾನಂದ ಸರಸ್ವತಿಯವರ 'ವೇದಗಳಿಗೆ ಹಿಂತಿರುಗಿ' ಎಂಬ ಕರೆ ಮತ್ತು 'ಸ್ವರಾಜ್ಯ' ಎಂಬ ಪದದ ಬಳಕೆ ಭಾರತೀಯರಲ್ಲಿ ಸ್ವದೇಶಿ ಪ್ರೇಮವನ್ನು ಬೆಳೆಸಿತು.

1885ರಲ್ಲಿ ಭಾರತೀಯ ರಾಷ್ಟ್ರೀಯ ಕಾಂಗ್ರೆಸ್ ಸ್ಥಾಪನೆಯಾದಾಗ, ಅದರ ಪ್ರಮುಖ ನಾಯಕರು ಸುಧಾರಣಾ ಮನೋಭಾವದವರಾಗಿದ್ದರು ರಾಜಾರಾಮ್ ಮೋಹನ್ ರಾಯ್ ಅವರ ಚಿಂತನೆಗಳಿಂದ

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ಪ್ರಭಾವಿತರಾದ ನಾಯಕರು ಕಾಂಗ್ರೆಸ್‌ನಲ್ಲಿ ಸಕ್ರಿಯರಾಗಿದ್ದರು. ಅಂದಿನ ನಾಯಕತ್ವಕ್ಕೆ ಸಾಮಾಜಿಕ ಸುಧಾರಣೆ ಮತ್ತು ರಾಜಕೀಯ ಸ್ವಾತಂತ್ರ್ಯ ಎಂಬುದು ಒಂದೇ ನಾಣ್ಯದ ಎರಡು ಮುಖಗಳಾಗಿದ್ದವು. ತಿಲಕರು ಗಣೇಶೋತ್ಸವ ಮತ್ತು ಶಿವಾಜಿ ಜಯಂತಿಗಳಂತಹ ಸಾಂಸ್ಕೃತಿಕ ಆಚರಣೆಗಳನ್ನು ರಾಜಕೀಯ ಸಂಘಟನೆಗೆ ಬಳಸಿಕೊಂಡರು. 'ಸ್ವರಾಜ್' ಎಂಬ ಘೋಷಣೆಯ ಮೂಲಕ ಅವರು ಸಾಮಾನ್ಯ ಜನರನ್ನು ಸ್ವಾತಂತ್ರ್ಯ ಚಳುವಳಿಯ ಮುಖ್ಯವಾಹಿನಿಗೆ ತಂದರು. ಸ್ವಾತಂತ್ರ್ಯ ಎಂದರೆ ಕೇವಲ ಬ್ರಿಟಿಷರನ್ನು ಹೊರದೂಡುವುದಲ್ಲ, ಬದಲಾಗಿ ಸಮಾಜದೊಳಗಿನ ಅನಿಷ್ಟಗಳನ್ನು ತೊಡೆದುಹಾಕುವುದೂ ಆಗಿದೆ ಎಂಬ ಅರಿವು ಮೂಡಿತು. ಗಾಂಧೀಜಿಯವರು ಸ್ವಾತಂತ್ರ್ಯ ಚಳುವಳಿಯನ್ನು ಒಂದು ಜನಚಳುವಳಿಯನ್ನಾಗಿ ರೂಪಿಸಿದರು. ಅವರು ಅಸ್ಪೃಶ್ಯತೆ ನಿವಾರಣೆ, ಗ್ರಾಮ ಸ್ವರಾಜ್ಯ ಮತ್ತು ಖಾದಿ ಪ್ರಚಾರದಂತಹ ಸಾಮಾಜಿಕ ಕಾರ್ಯಗಳನ್ನು ರಾಜಕೀಯ ಹೋರಾಟದೊಂದಿಗೆ ಬೆಸೆದರು. ಈ ಮೂಲಕ 'ಸತ್ಯ ಮತ್ತು ಅಹಿಂಸೆ'ಯ ಆಧಾರದ ಮೇಲೆ ಭಾವನಾತ್ಮಕ ಐಕ್ಯತೆಯನ್ನು ಸಾಧಿಸಿದರು. ಸಾಮಾಜಿಕ ಸ್ವಾತಂತ್ರ್ಯವಿಲ್ಲದ ರಾಜಕೀಯ ಸ್ವಾತಂತ್ರ್ಯ ಅರ್ಥಹೀನ ಎಂದು ಅಂಬೇಡ್ಕರ್ ಪ್ರತಿಪಾದಿಸಿದರು. ಅವರು ಕೆಳವರ್ಗದವರ ಹಕ್ಕುಗಳಿಗಾಗಿ ನಡೆಸಿದ ಹೋರಾಟವು ಭಾರತದ ಸ್ವಾತಂತ್ರ್ಯ ಚಳುವಳಿಗೆ ಒಂದು 'ಸಾಮಾಜಿಕ ನ್ಯಾಯದ' ಆಯಾಮವನ್ನು ನೀಡಿತು. ಕೊನೆಯದಾಗಿ, ಭಾರತೀಯ ಸಂವಿಧಾನವು ಈ ಎಲ್ಲಾ ಚಳುವಳಿಗಳ ಆಶಯಗಳ ಪ್ರತಿಫಲನವಾಗಿದೆ. ಸುಧಾರಕರು ಬಯಸಿದ ಸಮಾನತೆ, ಅಂಬೇಡ್ಕರ್ ಪ್ರತಿಪಾದಿಸಿದ ಸಾಮಾಜಿಕ ನ್ಯಾಯ, ಗಾಂಧೀಜಿ ನಂಬಿದ ಅಹಿಂಸೆ ಮತ್ತು ಪಂಚಾಯತ್ ರಾಜ್, ಹಾಗೂ ವಿವೇಕಾನಂದರು ಹಂಬಲಿಸಿದ ಮಾನವೀಯ ಮೌಲ್ಯಗಳು ಸಂವಿಧಾನದ ಪ್ರಸ್ತಾವನೆ ಮತ್ತು ಮೂಲಭೂತ ಹಕ್ಕುಗಳಲ್ಲಿ ಸಮ್ಮಿಲನಗೊಂಡಿವೆ.ಅಸ್ಪೃಶ್ಯತೆಯ ಆಚರಣೆಯನ್ನು ಅಪರಾಧವೆಂದು ಘೋಷಿಸಿದ್ದು (ವಿಧಿ17) ಮತ್ತು ಮಹಿಳೆಯರಿಗೆ ಸಮಾನ ಹಕ್ಕು ನೀಡಿದ್ದು ಶತಮಾನಗಳ ಕಾಲ ನಡೆದ ಸಾಮಾಜಿಕ ಹೋರಾಟದ ಅಂತಿಮ ವಿಜಯವಾಗಿದೆ.

ಹೀಗಾಗಿ, ಭಾರತದ ರಾಷ್ಟ್ರೀಯ ಜಾಗೃತಿಯು ಕೇವಲ ರಾಜಕೀಯ ಸಂಘರ್ಷವಾಗಿರದೆ, ಅದು ಭಾರತೀಯ ಮನಸ್ಸಿನ ಮತ್ತು ಸಮಾಜದ ನೈತಿಕ ಪುನರುತ್ಥಾನವಾಗಿತ್ತು ಎಂದು ನಾವು ಹೆಮ್ಮೆಯಿಂದ ಹೇಳಬಹುದು.

ಸಮಕಾಲೀನ ಭಾರತ: ಪ್ರಸ್ತುತತೆ ಮತ್ತು ಸವಾಲುಗಳು

ಭಾರತವು ಸ್ವಾತಂತ್ರ್ಯದ 75 ವರ್ಷಗಳ ನಂತರ ಸಾಮಾಜಿಕ ಮತ್ತು ರಾಜಕೀಯ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಐತಿಹಾಸಿಕ ಮೈಲಿಗಲ್ಲುಗಳನ್ನು ಸ್ಥಾಪಿಸಿದೆ. ಅಸ್ಪೃಶ್ಯತಾ ನಿರ್ಮೂಲನೆಯು ಕಾನೂನುಬದ್ಧವಾಗಿ ಜಾರಿಗೆ ಬಂದಿರುವುದು, ಮಹಿಳೆಯರಿಗೆ ಸಂವಿಧಾನಬದ್ಧ ಸಮಾನ ಹಕ್ಕುಗಳು ದೊರೆತಿರುವುದು ಮತ್ತು ಸಾಕ್ಷರತೆ ದರದಲ್ಲಿ ಉಂಟಾದ ಗಣನೀಯ ಏರಿಕೆ ರಾಷ್ಟ್ರದ ಪ್ರಗತಿಯ ದ್ಯೋತಕಗಳಾಗಿವೆ. ದಲಿತ ಮತ್ತು ಹಿಂದುಳಿದ ವರ್ಗಗಳ ವ್ಯಕ್ತಿಗಳು ರಾಷ್ಟ್ರಪತಿ, ಪ್ರಧಾನ ಮಂತ್ರಿ ಮತ್ತು ಮುಖ್ಯ ನ್ಯಾಯಾಧೀಶರಂತಹ ಅತ್ಯುನ್ನತ ಸಾಂವಿಧಾನಿಕ ಹುದ್ದೆಗಳನ್ನು ಅಲಂಕರಿಸಿರುವುದು ಶೋಷಿತ ವರ್ಗಗಳಿಗೆ ಅಧಿಕಾರ ಹಂಚಿಕೆಯಾಗಿರುವುದಕ್ಕೆ ಸಾಕ್ಷಿಯಾಗಿದೆ. ಇದು ಡಾ. ಬಿ.ಆರ್. ಅಂಬೇಡ್ಕರ್ ಮತ್ತು ಇತರ ಸುಧಾರಕರು ಹಂಬಲಿಸಿದ ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಹಾದಿಯಲ್ಲಿ ಭಾರತವು ಇಟ್ಟಿರುವ ದೊಡ್ಡ ಹೆಜ್ಜೆಯಾಗಿದೆ.

ಆದಾಗ್ಯೂ, ಸಮಕಾಲೀನ ಭಾರತವು ಇನ್ನೂ ಹಲವಾರು ಗಂಭೀರ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಜಾತಿ ಆಧಾರಿತ ತಾರತಮ್ಯ ಮತ್ತು ಹಿಂಸಾಚಾರವು ಸಂಪೂರ್ಣವಾಗಿ ಮರೆಯಾಗದೆ ಇಂದಿಗೂ ಸಮಾಜವನ್ನು ಕಾಡುತ್ತಿವೆ. ಇದರೊಂದಿಗೆ ಧಾರ್ಮಿಕ ಮೂಲಭೂತವಾದ ಮತ್ತು ಕೋಮುವಾದವು ಸಮಾಜದ ಶಾಂತಿಯುತ ಸಹಬಾಳ್ವೆಗೆ ಧಕ್ಕೆ ತರುತ್ತಿವೆ. ಮಹಿಳಾ ಸುರಕ್ಷತೆಯ ಪ್ರಶ್ನೆಗಳು ಮತ್ತು ಸ್ತ್ರೀ ಶಿಶು ಮರಣದಂತಹ ಕಳವಳಕಾರಿ ವಿದ್ಯಮಾನಗಳು ಇಂದಿಗೂ ಸುಧಾರಣೆಯ ಅಗತ್ಯವನ್ನು ಒತ್ತಿಹೇಳುತ್ತಿವೆ. ಮತ್ತೊಂದೆಡೆ, ಶ್ರೀಮಂತ ಮತ್ತು ಬಡವರ ನಡುವಿನ ಆರ್ಥಿಕ ಅಂತರ ಹೆಚ್ಚುತ್ತಿದ್ದು, ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ಬಳಕೆಯು 'ಡಿಜಿಟಲ್ ಅಸಮಾನತೆ'ಯಂತಹ ಹೊಸ ಬಗೆಯ ಸಾಮಾಜಿಕ ಸವಾಲುಗಳನ್ನು ಸೃಷ್ಟಿಸಿದೆ.

ಇಂದಿನ ಕಾಲಘಟ್ಟದಲ್ಲಿ ನಡೆಯುತ್ತಿರುವ ದಲಿತ ಹಕ್ಕುಗಳ ಚಳುವಳಿಗಳು, ಮಹಿಳಾ ಸಬಲೀಕರಣದ ಕಾರ್ಯಕ್ರಮಗಳು ಮತ್ತು ಸಾಮಾಜಿಕ ಅನ್ಯಾಯದ ವಿರುದ್ಧದ ಸಂಘಟಿತ ಹೋರಾಟಗಳು ಅಂದಿನ ಮಹಾನ್ ಸುಧಾರಕರ ಪರಂಪರೆಯ ನೇರ ಮುಂದುವರಿಕೆಯಾಗಿವೆ. ಸರ್ಕಾರದ ಪ್ರಮುಖ ಯೋಜನೆಗಳಾದ 'ಬೇಟಿ ಬಚಾವೋ ಬೇಟಿ ಪಢಾವೋ' ಸಾವಿತ್ರಿಬಾಯಿ ಫುಲೆಯವರ ಸ್ತ್ರೀ ಶಿಕ್ಷಣದ ಆಶಯವನ್ನು ಪ್ರತಿಫಲಿಸಿದರೆ, 'ಸ್ವಚ್ಛ ಭಾರತ ಅಭಿಯಾನ' ಗಾಂಧೀಜಿಯವರ ಘನತೆಯ ಬದುಕಿನ ಆಶಯವನ್ನು ಹೊಂದಿದೆ. ಹೀಗಾಗಿ, ಆಧುನಿಕ ಭಾರತದ ನೀತಿ ರೂಪಾಂತರಗಳು ಮತ್ತು ಡಿಜಿಟಲ್ ಇಂಡಿಯಾದಂತಹ ಉಪಕ್ರಮಗಳು ಹಳೆಯ ಸುಧಾರಣಾ ಮೌಲ್ಯಗಳನ್ನು ಇಂದಿನ ತಂತ್ರಜ್ಞಾನದ ಯುಗಕ್ಕೆ ತಕ್ಕಂತೆ ಅಳವಡಿಸಿಕೊಳ್ಳುವ ಪ್ರಯತ್ನಗಳಾಗಿದ್ದು, ಸಮಾನತೆಯ ಭಾರತ ನಿರ್ಮಾಣದ ನಿರಂತರ ಪ್ರಕ್ರಿಯೆಯಾಗಿವೆ.

ಉಪಸಂಹಾರ (Conclusion)

ಭಾರತದ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಕೇವಲ ಮೇಲ್ಮೈ ಬದಲಾವಣೆಗಳನ್ನು ತರಲಿಲ್ಲ; ಬದಲಾಗಿ ಸಮಾಜದ ಆಳದಲ್ಲಿದ್ದ ನೈತಿಕ ಸಂಕೋಲೆಗಳನ್ನು ಸಡಿಲಗೊಳಿಸಿದವು. ರಾಜಾ ರಾಮಮೋಹನ ರಾಯರ 'ಬೌದ್ಧಿಕ ಜಾಗೃತಿ', ಜ್ಯೋತಿಬಾ ಫುಲೆಯವರ 'ಶಿಕ್ಷಣ ಕ್ರಾಂತಿ', ನಾರಾಯಣ ಗುರುಗಳ 'ಮಾನವೀಯ ಏಕತೆ' ಮತ್ತು ಬಾಬಾಸಾಹೇಬ್ ಅಂಬೇಡ್ಕರ್ ಅವರ 'ಕಾನೂನಾತ್ಮಕ ಸಮಾನತೆ'ಯ ಹಾದಿ ಭಾರತವನ್ನು ಪ್ರಜಾಪ್ರಭುತ್ವಕ್ಕೆ ಸಜ್ಜುಗೊಳಿಸಿತು.

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ಸಂವಿಧಾನದಲ್ಲಿ ನಾವು ಕಾಣುವ ಸಮಾನತೆ, ಸ್ವಾತಂತ್ರ್ಯ ಮತ್ತು ಭ್ರಾತೃತ್ವ ಎಂಬ ತ್ರಿಸೂತ್ರಗಳು ಪಾಶ್ಚಿಮಾತ್ಯರ ಕೇವಲ ಆಮದು ಮಾಡಿಕೊಂಡ ವಿಚಾರಗಳಲ್ಲ; ಅವು ಶತಮಾನಗಳ ಕಾಲ ಭಾರತದ ಸುಧಾರಕರು ನಡೆಸಿದ ಹೋರಾಟದ ಬೆವರಿನ ಹನಿಗಳಿಂದ ಮೂಡಿಬಂದ ಆದರ್ಶಗಳಾಗಿವೆ. ಈ ಚಳುವಳಿಗಳ ಪ್ರಾಮುಖ್ಯತೆಯು ಅವು ಬಿಟ್ಟುಹೋದ 'ಅಪೂರ್ಣ ಕಾರ್ಯಗಳಲ್ಲಿ' ಅಡಗಿದೆ. ಸಂವಿಧಾನವು ಅಸ್ಪೃಶ್ಯತೆಯನ್ನು ನಿಷೇಧಿಸಿದೆ ಮತ್ತು ಮಹಿಳೆಯರಿಗೆ ಸಮಾನ ಹಕ್ಕು ನೀಡಿದೆ ನಿಜ, ಆದರೆ ಸಮಾಜದ ಮಾನಸಿಕತೆಯಲ್ಲಿ ಇಂದಿಗೂ ಜಾತಿ ತಾರತಮ್ಯ ಮತ್ತು ಲಿಂಗ ತಾರತಮ್ಯದ ಬೇರುಗಳು ಜೀವಂತವಾಗಿವೆ. ಧಾರ್ಮಿಕ ಅಸಹಿಷ್ಣುತೆ ಮತ್ತು ಹೆಚ್ಚುತ್ತಿರುವ ಆರ್ಥಿಕ ಅಸಮಾನತೆಯು ಸಮಾಜ ಸುಧಾರಕರು ಕಂಡ 'ಸರ್ವೋದಯ' (ಎಲ್ಲರ ಏಳಿಗೆ) ಮತ್ತು 'ಸಮಾನತೆ'ಯ ಕನಸಿಗೆ ಅಡ್ಡಿಯಾಗಿವೆ. ಸಮಕಾಲೀನ ಭಾರತವು ಸುಧಾರಕರು ನೀಡಿದ ಹಕ್ಕುಗಳನ್ನು ಅನುಭವಿಸುತ್ತಿದೆಯಾದರೂ, ಅವರು ಬಯಸಿದ 'ಮಾನಸಿಕ ಪರಿವರ್ತನೆ'ಯನ್ನು ಸಾಧಿಸುವ ಹಾದಿಯಲ್ಲಿ ಇನ್ನೂ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಸಾಮಾಜಿಕ-ಧಾರ್ಮಿಕ ಸುಧಾರಣಾ ಚಳುವಳಿಗಳು ಕೇವಲ ಇತಿಹಾಸದ ಪಠ್ಯಪುಸ್ತಕದ ಭಾಗವಾಗಿ ಉಳಿಯಬಾರದು. ಅವು ನವ ಭಾರತದ ನಿರ್ಮಾಣಕ್ಕೆ ಬೇಕಾದ 'ಮಾನವೀಯ ಮೌಲ್ಯ ವ್ಯವಸ್ಥೆಯ ಆಧಾರಶಿಲೆ'ಯಾಗಬೇಕು. ಡಿಜಿಟಲ್ ಯುಗ ಮತ್ತು ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ನಡುವೆಯೂ, ಮಾನವೀಯ ಸಂಬಂಧಗಳಲ್ಲಿ ಸಮಾನತೆ ಮತ್ತು ಭ್ರಾತೃತ್ವವನ್ನು ತರುವಲ್ಲಿ ಸುಧಾರಕರ ಆದರ್ಶಗಳು ಇಂದಿಗೂ ದಾರಿದೀಪವಾಗಿವೆ. ಸುಧಾರಕರ ಬಲಿದಾನ ಮತ್ತು ಹೋರಾಟವನ್ನು ಕೇವಲ ಶೈಕ್ಷಣಿಕವಾಗಿ ಅಭ್ಯಸಿಸದೆ, ಅವುಗಳನ್ನು ಇಂದಿನ ಸಂವಿಧಾನದ ಆಶಯಗಳು ಕೇವಲ ನ್ಯಾಯಾಲಯದ ದಾಖಲೆಗಳಾಗಬಾರದು; ಅವು ಪ್ರತಿಯೊಬ್ಬ ನಾಗರಿಕನ ದೈನಂದಿನ ನಡವಳಿಕೆಯಲ್ಲಿ, ಪರಸ್ಪರ ಗೌರವದಲ್ಲಿ ಮತ್ತು ಸಮಾಜದ ದಮನಿತರ ಪರವಾದ ನಿಲುವಿನಲ್ಲಿ ಸಾಕಾರಗೊಳ್ಳಬೇಕು.ಸಾಮಾಜಿಕ ಅನ್ಯಾಯಗಳ ವಿರುದ್ಧದ ಅಸ್ತ್ರಗಳನ್ನಾಗಿ ಬಳಸಿಕೊಳ್ಳುವುದು ನಮ್ಮೆಲ್ಲರ ಕರ್ತವ್ಯವಾಗಿದೆ.

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OriginalArticle

ಸಮಾನತೆ ಸಾಧಿಸುವಲ್ಲಿ ಸಂವಿಧಾನದ 14ನೇ ಪರಿಚ್ಛೇದದ ಪಾತ್ರ

Vidyashree R.Patil[1] Kalyani B.Hulkund [2]
[1]Lecturer in Political Science, KLE'S J.T.College Gadag
[2]Asst. Professor in Political Science, KLE'S J.T.College Gadag

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ಪೀಠಿಕೆ :

ಭಾರತೀಯ ಸಂವಿಧಾನವು ಪ್ರತಿಯೊಬ್ಬ ನಾಗರಿಕನಿಗೂ ನ್ಯಾಯ, ಸ್ವಾತಂತ್ರ್ಯ, ಸಮಾನತೆ ಮತ್ತು ಭಾಂದವ್ಯವನ್ನು ಒದಗಿಸುವ ಉದ್ದೇಶದಿಂದ ರೂಪುಗೊಂಡ ಬಂದಂತಹ ಮಹತ್ವದ ಮೌಲ್ಯಗಳಲ್ಲಿ ಇದು ಕೂಡ ಒಂದು ಎಂಬುದು ಪ್ರಜಾಪ್ರಭುತ್ವದ ಮೂಲಾಧಾರವಾಗಿದೆ. ಸಮಾನತೆ ಸಾಧಿಸುವಲ್ಲಿ ಭಾರತೀಯ ಸಂವಿಧಾನದ 14ನೇ ಪರಿಚ್ಛೇದ ಅತ್ಯಂತ ಪ್ರಮುಖ ಪಾತ್ರವಹಿಸಿದೆ. ಈ ಪರಿಚ್ಛೇದವು ದೇಶದ ನಾಗರಿಕರು ಕಾನೂನಿನ ಮುಂದೆ ಸಮಾನರು ಎಂಬ ತತ್ವವನ್ನು ಘೋಷಿಸುತ್ತದೆ.

14ನೇ ಪರಿಚ್ಛೇದದ ಕಾನೂನು ಸಮಾನತೆ

ಭಾರತದ ಭೂಪ್ರದೇಶದೊಳಗೆ ಯಾವುದೇ ವ್ಯಕ್ತಿಗೆ ಕಾನೂನಿನ ಮುಂದೆ ಸಮಾನತೆಯನ್ನು ಅಥವಾ ಕಾನೂನುಗಳ ಸಮಾನ ರಕ್ಷಣೆಯನ್ನು ರಾಜ್ಯವು ನಿರಾಕರಿಸಬಾರದು ಎಂಬುದನ್ನು ತಿಳಿಸಿಕೊಡುತ್ತದೆ.

ಈ ಲೇಖನವನ್ನು ಎರಡು ಭಾಗಗಳಾಗಿ ವಿಂಗಡಿಸಲಾಗಿದೆ:

ಕಾನೂನು ಸಮಾನತೆ: *ಈ ಭಾಗವು ಕಾನೂನಿನ ದೃಷ್ಟಿಯಲ್ಲಿ ಎಲ್ಲರನ್ನೂ ಸಮಾನವಾಗಿ ಪರಿಗಣಿಸಬೇಕೆಂದು ಸೂಚಿಸುತ್ತದೆ. ಇದು ನಕಾರಾತ್ಮಕ ಪರಿಕಲ್ಪನೆಯಾಗಿದೆ ಏಕೆಂದರೆ ಯಾವುದೇ ವ್ಯಕ್ತಿಯ ಪರವಾಗಿ ಯಾವುದೇ ಸವಲತ್ತು ಇಲ್ಲದಿರುವುದನ್ನು ಸೂಚಿಸುತ್ತದೆ. ಇದು ಲೇಖನದ ಒಂದು ಪ್ರಮುಖ ಭಾಗವಾಗಿದೆ.*

ಕಾನೂನುಗಳ ಸಮಾನ ರಕ್ಷಣೆ: *ಈ ಭಾಗವು ಸಮಾಜದಾದ್ಯಂತ ಎಲ್ಲಾ ಜನರಿಗೆ ಒಂದೇ ಕಾನೂನನ್ನು ಸಮಾನವಾಗಿ ಅನ್ವಯಿಸುತ್ತದೆ ಎಂದರ್ಥ. ಇದು ರಾಜ್ಯದಿಂದ ಸಕಾರಾತ್ಮಕ ಕ್ರಮವನ್ನು ನಿರೀಕ್ಷಿಸುತ್ತದೆ. ಇದು ವಿಧಿ 14 ರ ಕಾರ್ಯವಿಧಾನದ ಬಗ್ಗೆ ತಿಳಿಸಿಕೊಡುತ್ತದೆ.*

ಹೊಸ ಶಬ್ದಗಳು :
14ನೇ ಪರಿಚ್ಛೇದ ಕಾನೂನು ಸಮಾನ ರಕ್ಷಣೆ ಸಮಾನತೆ ಹಕ್ಕು ಸಾಮಾಜಿಕ ನ್ಯಾಯ

14ನೇ ಪರಿಚ್ಛೇದದ ಅರ್ಥ

ಸಂವಿಧಾನದ 14ನೇ ಪರಿಚ್ಛೇದವು ಎರಡು ಪ್ರಮುಖ ಅಂಶಗಳನ್ನು ಒಳಗೊಂಡಿದೆ:

1. **ಕಾನೂನಿನ ಸಮಾನತೆ (Equality before Law)**
2. ದೇಶದ ಎಲ್ಲ ವ್ಯಕ್ತಿಗಳು ಕಾನೂನಿನ ದೃಷ್ಟಿಯಲ್ಲಿ ಸಮಾನರು. ಯಾರಿಗೂ ವಿಶೇಷ ಸೌಲಭ್ಯ ಅಥವಾ ಅನ್ಯಾಯದ ಸ್ಥಾನಮಾನ ಇರುವುದಿಲ್ಲ.
3. **ಕಾನೂನಿನ ಸಮಾನ ರಕ್ಷಣೆ (Equal Protection of Laws)**
4. ಒಂದೇ ಸ್ಥಿತಿಯಲ್ಲಿರುವ ಎಲ್ಲರಿಗೂ ಕಾನೂನು ಸಮಾನ ರೀತಿಯಲ್ಲಿ ಅನ್ವಯಿಸುತ್ತದೆ.

ಸಮಾನತೆ ಸಾಧಿಸುವಲ್ಲಿ 14ನೇ ಪರಿಚ್ಛೇದದ ಪಾತ್ರ

1. ಜಾತಿ, ಧರ್ಮ, ಲಿಂಗ ಭೇದಭಾವ ತಡೆವಲ್ಲಿ ಸಮಾನತೆ

ಭಾರತೀಯ ಸಮಾಜದಲ್ಲಿ ಇತಿಹಾಸದಿಂದಲೂ ಜಾತಿ, ಧರ್ಮ, ಲಿಂಗದ ಆಧಾರದ ಮೇಲೆ ಅನೇಕ ಅಸಮಾನತೆಗಳು ಕಂಡುಬಂದಿವೆ. 14ನೇ ಪರಿಚ್ಛೇದವು ಭೇದಭಾವಕ್ಕೆ ಅವಕಾಶ ನೀಡುವುದಿಲ್ಲ.

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Address for correspondence:
Vidyashree R.Patil, Lecturer in Political Science, KLE'S J.T.College Gadag

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2. ಸಾಮಾಜಿಕ ನ್ಯಾಯಕ್ಕೆ ಬಲ
ಹಿಂದುಳಿದ ವರ್ಗಗಳು, ಮಹಿಳೆಯರು, ದಲಿತರು ಮತ್ತು ಅಲ್ಪಸಂಖ್ಯಾತರಿಗೆ ನ್ಯಾಯ ಒದಗಿಸಲು ಈ ಪರಿಚ್ಛೇದವು ಬೆಂಬಲ ನೀಡುತ್ತದೆ. ಸರ್ಕಾರವು ಸಮಾನ ಅವಕಾಶಗಳನ್ನು ಕಲ್ಪಿಸಲು ಕ್ರಮಗಳನ್ನು ಕೈಗೊಳ್ಳಬಹುದು.
3. ಆಡಳಿತದ ನ್ಯಾಯತತ್ವ
ಸರ್ಕಾರದ ಯಾವುದೇ ಕ್ರಮ, ನೀತಿ ಅಥವಾ ಕಾನೂನು ಅನ್ಯಾಯಕರವಾಗಿದ್ದರೆ ನ್ಯಾಯಾಲಯವು ಅದನ್ನು ಪ್ರಶ್ನಿಸಬಹುದು. ಹೀಗಾಗಿ ಸರ್ಕಾರದ ಅಧಿಕಾರ ದುರುಪಯೋಗಕ್ಕೆ ತಡೆಗೋಡೆಯಾಗಿದೆ ಎಂದು ಹೇಳಬಹುದು.
4. ನ್ಯಾಯಾಂಗದ ರಕ್ಷಣೆ
ಸರ್ವೋಚ್ಚ ನ್ಯಾಯಾಲಯ ಮತ್ತು ಹೈಕೋರ್ಟ್‌ಗಳು 14ನೇ ಪರಿಚ್ಛೇದದ ಆಧಾರದ ಮೇಲೆ ಅನೇಕ ತೀರ್ಪುಗಳನ್ನು ನೀಡಿ ನಾಗರಿಕರ ಹಕ್ಕುಗಳನ್ನು ಕಾಪಾಡಿವೆ.
ಪ್ರಸ್ತುತ ಸಂದರ್ಭದಲ್ಲಿ 14ನೇ ಪರಿಚ್ಛೇದದ ಮಹತ್ವ
ಇಂದಿನ ಭಾರತದಲ್ಲಿ ಶಿಕ್ಷಣ, ಉದ್ಯೋಗ, ರಾಜಕೀಯ ಹಾಗೂ ಸಾಮಾಜಿಕ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಸಮಾನತೆ ಸಾಧಿಸಲು 14ನೇ ಪರಿಚ್ಛೇದ ಇನ್ನೂ ಪ್ರಸ್ತುತವಾಗಿದೆ. ಮಹಿಳಾ ಸಬಲೀಕರಣ, ಮೀಸಲಾತಿ, ಮಾನವ ಹಕ್ಕುಗಳ ರಕ್ಷಣೆಯಲ್ಲಿ ಇದರ ಪ್ರಭಾವ ಮಹತ್ತರವಾಗಿದೆ.
ಭಾರತದ ಸಂವಿಧಾನವು ಪ್ರಜೆಗಳ ಹಕ್ಕುಗಳನ್ನು ಕಾಪಾಡುವ ಮಹತ್ವದ ದಾಖಲೆ. ಅದರಲ್ಲಿಯೇ ಸಮಾನತೆ (Equ ality) ಎಂಬುದು ಅತ್ಯಂತ ಮೂಲಭೂತ ಮೌಲ್ಯವಾಗಿದೆ. ಸಂವಿಧಾನದ 14ನೇ ಪರಿಚ್ಛೇದವು "ಕಾನೂನಿನ ಮುಂದೆ ಸಮಾನತೆ" ಮತ್ತು "ಕಾನೂನಿನ ಸಮಾನ ರಕ್ಷಣೆಯ ಹಕ್ಕು"ವನ್ನು ಪ್ರತಿಪಾದಿಸುತ್ತದೆ. ಇದು ಪ್ರತಿಯೊಬ್ಬ ನಾಗರಿಕನಿಗೂ ಭೇದಭಾವವಿಲ್ಲದೆ ಸಮಾನ ಹಕ್ಕುಗಳನ್ನು ಒದಗಿಸುವುದಕ್ಕೆ ಬಲವಾದ ಆಧಾರವಾಗಿದೆ.

14ನೇ ಪರಿಚ್ಛೇದದ ಪ್ರಕಾರ, ಯಾವುದೇ ವ್ಯಕ್ತಿಯು ಜಾತಿ, ಧರ್ಮ, ಲಿಂಗ, ಭಾಷೆ " ಮತ್ತು ಜನ್ಮಸ್ಥಳದ ಆಧಾರದ ಮೇಲೆ ಭೇದಭಾವಕ್ಕೆ ಒಳಗಾಗಬಾರದು. ಸರ್ಕಾರದ ಎಲ್ಲಾ ಕ್ರಮಗಳು ನ್ಯಾಯಸಮ್ಮತವಾಗಿರಬೇಕು ಎಂಬುದನ್ನು ಖಚಿತಪಡಿಸುತ್ತದೆ.
"Equality before law" ಕಾನೂನಿನ ಮುಂದೆ ಎಲ್ಲರೂ ಸಮಾನರು ಎಂಬ ಅರ್ಥ, ಮತ್ತು

14ನೇ ಅಧ್ಯಾಯವು ಸಂವಿಧಾನದ ಪ್ರಸ್ತಾವನೆಯಲ್ಲೇ ಬಹುಮಾನ್ಯವಾಗಿದೆ, ಏಕೆಂದರೆ
14ನೇ ಪರಿಚ್ಛೇದವು ಮುಖ್ಯವಾಗಿ ಸರ್ಕಾರದ ರಚನೆ, ಅಧಿಕಾರಗಳು, ಮತ್ತು ಸಾರ್ವಜನಿಕ ಹಕ್ಕುಗಳ ಸಂರಕ್ಷಣೆ ಕುರಿತಾದ ನಿಯಮಗಳನ್ನು ವಿವರಿಸುತ್ತದೆ. ಉದಾಹರಣೆಗೆ, ಇದು ವಿಧಾನಸಭೆ ಮತ್ತು ವಿಧಾನಮಂಡಲದ ರಚನೆ, ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆ, ಅಧಿಕಾರ ವಹಿವಾಟು, ಮತ್ತು ಕಾನೂನುಗಳನ್ನು ಅನ್ವಯಿಸುವ ವಿಧಾನಗಳನ್ನು ನಿಷ್ಪತ್ತಿ ಮಾಡುತ್ತದೆ. ಇದರಿಂದ ಸಂವಿಧಾನವು ಬಲವಂತವಾ ಕಾರ್ಯನಿರ್ವಹಿಸುವ ಹಾಗೂ ದೇಶದ ಸ್ಥಿತಿಯನ್ನು ಸ್ಥಿರವಾಗಿ ಉಳಿಸಿಕೊಡುವ ಭಾಗವಗಿರುತ್ತದೆ.

14ನೇ ಅಧ್ಯಾಯವು ನಿಜವಾಗಿಯೂ ನಮ್ಮ ದೇಶದ ಸಂವಿಧಾನದ ಮೂಲಸೂಚಿಯಾಗಿರುವುದು, ಏಕೆಂದರೆ ಇದು ಸರ್ಕಾರದ ಕಾರ್ಯಪಟ್ಟು, ಆಡಳಿತ ಮತ್ತು ನಾಗರಿಕ ಹಕ್ಕುಗಳ ಪ್ರಭಾವವನ್ನು ನಿರ್ಧಾರಿಸುವ ಒಂದು ಪ್ರಮುಖ ಮಾರ್ಗದರ್ಶಕವಾಗಿದೆ. ಈ ಅಧ್ಯಾಯದ ತತ್ವಗಳು ನಮ್ಮ ದೇಶದ ಪ್ರಜಾಸತ್ತಾತ್ಮಕ ವ್ಯವಸ್ಥೆಯ ಗುಣಮಟ್ಟವನ್ನು ಕಾಪಾಡುತ್ತದೆ

ಈ ಪರಿಚ್ಛೇದವು ಸಾಮಾಜಿಕ ನ್ಯಾಯವನ್ನು ಸಾಧಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರವಹಿಸುತ್ತದೆ. ವಿಶೇಷವಾಗಿ, ಹಿಂದುಳಿದ ವರ್ಗಗಳು, ಮಹಿಳೆಯರು ಮತ್ತು ಅಲ್ಪಸಂಖ್ಯಾತರ ಹಕ್ಕುಗಳನ್ನು ರಕ್ಷಿಸಲು ಇದು ಆಧಾರವಾಗುತ್ತದೆ. ಸರ್ಕಾರವು ಕೆಲವೊಮ್ಮೆ ಸಮಾನತೆಯನ್ನು ಸಾಧಿಸಲು ವಿಶೇಷವಾಗಿ ಸೌಲಭ್ಯಗಳನ್ನು (Reservations, affirmative action) ನೀಡಬಹುದು.

"ಸಮಾನತೆಗೆ ಸಮಾನ ಅವಕಾಶ" ಒದಗಿಸಲು ಅಗತ್ಯವಾಗಿದೆ.
14ನೇ ಪರಿಚ್ಛೇದವು ನ್ಯಾಯಾಂಗದ ಮೂಲಕವೂ ಬಲವಾಗಿ ಜಾರಿಗೊಳ್ಳುತ್ತದೆ. ನ್ಯಾಯಾಲಯಗಳು ಯಾವುದೇ ಅನ್ಯಾಯ ಅಥವಾ ಭೇದಭಾವದ ವಿರುದ್ಧ ಕ್ರಮ ಕೈಗೊಂಡು, ನಾಗರಿಕರ ಹಕ್ಕುಗಳನ್ನು ಕಾಪಾಡುತ್ತವೆ. ಉದಾಹರಣೆಗೆ, ಅನ್ಯಾಯಕರ ಕಾನೂನುಗಳು ಅಥವಾ ಸರ್ಕಾರದ
ನಿರ್ಧಾರಗಳನ್ನು ನ್ಯಾಯಾಲಯಗಳು ರದ್ದುಪಡಿಸಬಹುದು.
ಆದಾಗ್ಯೂ,

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14ನೇ ಪರಿಚ್ಛೇದದ ಪರಿಣಾಮಕಾರಿತ್ವವು ಅದರ ಜಾರಿಯ ಮೇಲೆ ಅವಲಂಬಿತವಾಗಿದೆ. ಸಮಾಜದಲ್ಲಿ ಅಸಮಾನತೆಗಳು, ಜಾತಿ ಭೇದ ಲಿಂಗ ಅಸಮಾನತೆ ಇತ್ಯಾದಿ ಸಮಸ್ಯೆಗಳು ಕಂಡುಬರುತ್ತಿವೆ
ಸಮಾನತೆ ಸರಿಯಾಗಿ ಜಾರಿಗೆ ತರುವ ಜವಾಬ್ದಾರಿ ಸರ್ಕಾರ ಮತ್ತು ಸಮಾಜದ ಮೇಲಿದೆ ಬಗ್ಗೆ ತಿಳಿಸಿಕೊಡುತ್ತದೆ.
ಸಂವಿಧಾನದ 14ನೇ ಪರಿಚ್ಛೇದವು ಸಮಾನತೆ ಸಾಧಿಸಲು ಮೂಲಸ್ತಂಭವಾಗಿದೆ. ಇದು ಪ್ರಜಾಪ್ರಭುತ್ವದ ಆಧಾರವಾಗಿದ್ದು, ನ್ಯಾಯ, ಸ್ವಾತಂತ್ರ್ಯ ಮತ್ತುಸಹೋದರ ತ್ವವನ್ನು ಬಲಪಡಿಸುತ್ತದೆ.
ಸಂವಿಧಾನದ 14ನೇ ಅಧ್ಯಾಯವು ಸಾಮಾನ್ಯವಾಗಿ ಸಮಾನತೆ, ನ್ಯಾಯ, ಮತ್ತುಹಕ್ಕುಗಳ ಸಮಾನ ವಿತರಣೆ ಕುರಿತಾದ ತತ್ವಗಳನ್ನು ಚರ್ಚಿಸುತ್ತದೆ.
ಉದಾಹರಣೆಗೆ, ಎಲ್ಲ ನಾಗರಿಕರಿಗೆ ಸಮಾನ ಹಕ್ಕುಗಳು, ಅವಕಾಶಗಳು, ಮತ್ತು ಕಾನೂನಿನ ಸಮಾನತೆ ದೊರಕಬೇಕೆಂದು ನಿರ್ಧರಿಸಲಾಗುತ್ತದೆ. ಇದರಿಂದ ಎಲ್ಲರಿಗೂ ನ್ಯಾಯ, ಸಮಾನ
ಅವಕಾಶಗಳು, ಮತ್ತು ಪ್ರಜಾತಂತ್ರದ ಮೂಲಭೂತ ಮೌಲ್ಯಗಳನ್ನೂ ಖಚಿತಪಡಿಸಲಾಗುತ್ತದೆ.

ಉಪಸಂಹಾರ

ಭಾರತೀಯ ಸಂವಿಧಾನದ 14ನೇ ಪರಿಚ್ಛೇದವು ಕೇವಲ ಕಾನೂನು ವಿಧಿಯಲ್ಲ, ಅದು ಸಮಾನ ಸಮಾಜ ನಿರ್ಮಾಣದ ಮಾರ್ಗದರ್ಶಿಯಾಗಿದೆ. ಎಲ್ಲರೂ ಸಮಾನರು ಎಂಬ ಸಂದೇಶವನ್ನು 14ನೇ ಪರಿಚ್ಛೇದದ ಸಾರುತ್ತದೆ. ಸಮಾನತೆ ಸಾಧಿಸಲು ಮತ್ತು ನ್ಯಾಯಯುತ ಸಮಾಜ ನಿರ್ಮಿಸಲು 14ನೇ ಪರಿಚ್ಛೇದದ ಪಾತ್ರ ಅಮೂಲ್ಯವಾಗಿದೆ.

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ಶ್ರೀ. ಮಲ್ಲನಗೌಡ ಶೇ. ಚಿನ್ನಪ್ಪಗೌಡ್ರ [1] ಡಾ.ಸಂಜಯ್ ಕುಮಾರ ಮಾಲಗತ್ತಿ [2]
[1]ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ,
Email Id: ajaysc50@gmail.com
[2]ಸಂಶೋಧನಾ ಮಾರ್ಗದರ್ಶಕರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ,
Email Id: sanju.malagatti@gmail.com

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ಸಾರಾಂಶ

ತಂತ್ರಜ್ಞಾನದ ಅಲೆ ಮಾನವನ ಪ್ರತಿಯೊಂದು ಚಟುವಟಿಕೆಯನ್ನು ಮರುರೂಪಿಸುತ್ತಿರುವ ಈ ಕಾಲಘಟ್ಟದಲ್ಲಿ ಸುದ್ದಿ ಓದುವ ನಡವಳಿಕೆಯೂ ಭಾರಿ ಬದಲಾವಣೆಗೆ ಒಳಗಾಗಿದೆ. ಶತಮಾನಗಳ ಕಾಲ ಜನರ ಬೆಳಗಿನ ದಿನಚರಿಯ ಭಾಗವಾಗಿದ್ದ ಮುದ್ರಿತ ದಿನಪತ್ರಿಕೆ ಇಂದು ಡಿಜಿಟಲ್ ಪ್ಲಾಟ್ಫಾರ್ಮ್‌ಗಳ ಒತ್ತಡವನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಪ್ರಸ್ತುತ ಸಂಶೋಧನಾ ಪ್ರಬಂಧವು ತುಲನಾತ್ಮಕ ಅಧ್ಯಯನ ಮಾದರಿಯನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ಮುದ್ರಿತ ಮತ್ತು ಆನ್ ಲೈನ್ ದಿನಪತ್ರಿಕೆಗಳನ್ನು ಐದು ಮೂಲಭೂತ ಮಾನದಂಡಗಳ ನೆಲೆಯಲ್ಲಿ ಹೋಲಿಸಿ ಪರಿಶೀಲಿಸುತ್ತದೆ. ಓದಿನ ಅನುಭೂತಿ ಮತ್ತು ಮಾನಸಿಕ ಗ್ರಹಿಕೆ, ಸುದ್ದಿಯ ನೈಜತೆ ಮತ್ತು ಪರಿಶೀಲನಾ ಪ್ರಕ್ರಿಯೆ, ಸಾಮಾಜಿಕ–ಸಾಂಸ್ಕೃತಿಕ ಬೇರುಗಳು, ಆರ್ಥಿಕ ಅಸ್ತಿತ್ವ ಮತ್ತು ನಿಲುಕಿನ ವ್ಯಾಪ್ತಿ ಈ ಐದು ಆಯಾಮಗಳಲ್ಲಿ ಎರಡೂ ಮಾಧ್ಯಮಗಳ ಒಳಶಕ್ತಿ ಮತ್ತು ಮಿತಿಗಳನ್ನು ಬಿಡಿಸಿಡಲಾಗಿದೆ. ಶೈಕ್ಷಣಿಕ ಕೃತಿಗಳು, ಉದ್ಯಮ ವರದಿಗಳು, ಮತ್ತು ಅಂತರಶಿಸ್ತೀಯ ಸಂಶೋಧನಾ ಸಾಹಿತ್ಯಗಳ ವಿಮರ್ಶಾತ್ಮಕ ಓದಿನ ಮೂಲಕ ಈ ಅಧ್ಯಯನ ಕೈಗೊಳ್ಳಲಾಗಿದೆ. ಅಧ್ಯಯನದ ತೀರ್ಮಾನಗಳು ಕಾಗದದ ಪತ್ರಿಕೆ ಏಕಾಗ್ರ ಓದಿನಲ್ಲಿ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ನಂಟಿನಲ್ಲಿ ಮುಂಚೂಣಿಯಲ್ಲಿದ್ದರೆ ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆ ಕ್ಷಿಪ್ರ ಲಭ್ಯತೆ ಮತ್ತು ಭಾಗವಹಿಸುವಿಕೆಯಲ್ಲಿ ಮೇಲುಗೈ ಹೊಂದಿದೆ ಎಂಬುದನ್ನು ಸೂಚಿಸುತ್ತವೆ. ಎರಡೂ ಮಾಧ್ಯಮಗಳ ಜೊತೆಗೂಡಿ ಅಸ್ತಿತ್ವ ಅನಿವಾರ್ಯ ಎಂಬ ನಿಲುವಿಗೆ ಈ ಅಧ್ಯಯನ ಬರುತ್ತದೆ.

ಪ್ರಮುಖ ಪದಗಳು (Keywords): ಆನ್‌ಲೈನ್ ದಿನಪತ್ರಿಕೆ, ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗ ಸಮುದಾಯ, ಮುದ್ರಣ ಮಾಧ್ಯಮ, ಡಿಜಿಟಲ್ ಸುದ್ದಿ ವೇದಿಕೆ, ತುಲನಾತ್ಮಕ ಮಾಧ್ಯಮ ಅಧ್ಯಯನ, ಓದಿನ ಸಂಸ್ಕೃತಿ, ಮಾಧ್ಯಮ ರೂಪಾಂತರ, ತಾಂತ್ರಿಕ ಕಂದಕ, ಪ್ರಾದೇಶಿಕ ಪತ್ರಿಕೋದ್ಯಮ, ಮಾಹಿತಿ ಸಾಕ್ಷರತೆ.

1. ಪ್ರಸ್ತಾವನೆ

1.1 ಹಿನ್ನೆಲೆ ಮತ್ತು ಸಂದರ್ಭ

ಮನುಷ್ಯ ತನ್ನ ಆಲೋಚನೆಗಳನ್ನು ಇನ್ನೊಬ್ಬರಿಗೆ ತಲುಪಿಸಲು ಸಂವಹನ ಮಾಧ್ಯಮಗಳನ್ನು ಆವಿಷ್ಕರಿಸಿಕೊಂಡ ದಿನದಿಂದ ಇಂದಿನವರೆಗೂ ಈ ಮಾಧ್ಯಮಗಳ ಸ್ವರೂಪ ನಿರಂತರ ಬದಲಾವಣೆಗೆ ಒಳಗಾಗುತ್ತಲೇ ಬಂದಿದೆ. ಪ್ರತಿಯೊಂದು ಹೊಸ ಸಂಪರ್ಕ ತಂತ್ರಜ್ಞಾನದ ಉದಯವು ಹಳೆಯದನ್ನು ಬೇರೆ ರೂಪದಲ್ಲಿ ಪ್ರಸಾರ ಮಾಡುತ್ತದೆ. ಕಲ್ಲಿನ ಮೇಲೆ ಕೆತ್ತಿದ ಬರಹಗಳಿಂದ ಹಿಡಿದು ತಾಳೆಗರಿ ಹಸ್ತಪ್ರತಿಗಳವರೆಗೆ ಮತ್ತು ಅಲ್ಲಿಂದ ಯಂತ್ರ ಮುದ್ರಣದವರೆಗೆ ಪ್ರತಿ ಬಾರಿಯೂ ಜ್ಞಾನ ಪ್ರಸಾರದ ಮಾದರಿ ಹೊಸ ಹೊಸ ಆಕಾರಗಳನ್ನು ಪಡೆದಿದೆ. ಇಂದು ನಾವು ಕಾಣುತ್ತಿರುವ ಡಿಜಿಟಲ್ ಕ್ರಾಂತಿ ಈ ನಿರಂತರ ಪರಿವರ್ತನಾ ಸರಣಿಯ ಹೊಸ ಕೊಂಡಿಯಾಗಿದೆ. 15ನೇ ಶತಮಾನದಲ್ಲಿ ಯುರೋಪಿನಲ್ಲಿ ಮುದ್ರಣ ಯಂತ್ರ ಬಂದ ನಂತರ ಜಗತ್ತಿನಲ್ಲಿ ಜ್ಞಾನ ವಿಸ್ತರಣೆ ಅಭೂತಪೂರ್ವ ವೇಗ ಪಡೆಯಿತು.

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Address for correspondence:
ಶ್ರೀ. ಮಲ್ಲನಗೌಡ ಶೇ. ಚಿನ್ನಪ್ಪಗೌಡ್ರ [1]ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ,

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ಭಾರತದ ನೆಲದಲ್ಲಿ 18ನೇ ಶತಮಾನದ ಕೊನೆಯ ದಶಕಗಳಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳು ಕಾಣಿಸಿಕೊಂಡವು. ಕನ್ನಡ ನಾಡಿನಲ್ಲಿ 19ನೇ ಶತಮಾನದ ಮಧ್ಯಭಾಗದಲ್ಲಿ ಮೊದಲ ಕನ್ನಡ ಪತ್ರಿಕೆ ಜನ್ಮ ತಳೆಯಿತು. ಅಂದಿನಿಂದ ಕನ್ನಡ ಪತ್ರಿಕಾ ಲೋಕ ಸುಮಾರು ಎರಡು ಶತಮಾನಗಳ ನಿರಂತರ ಪಯಣ ಮಾಡಿದೆ. ಈ ದೀರ್ಘ ಪಯಣದಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆ ಬರೀ ಸುದ್ದಿಯ ವಾಹಕವಾಗಿರಲಿಲ್ಲ. ಅದು ಬ್ರಿಟಿಷ್ ವಸಾಹತುಶಾಹಿ ವಿರುದ್ಧ ಜನಜಾಗೃತಿಯ ಅಸ್ತ್ರವಾಗಿತ್ತು. ಸಮಾಜದ ಕೊಳಕನ್ನು ತೊಳೆಯುವ ಚಳವಳಿಗಳ ಧ್ವನಿಯಾಗಿತ್ತು.

ಭಾಷೆ ಮತ್ತು ಸಾಹಿತ್ಯ ಬೆಳೆಯಲು ನೀರು ಗೊಬ್ಬರ ಒದಗಿಸಿದ ಮಣ್ಣಾಗಿತ್ತು. ಜನತಂತ್ರ ವ್ಯವಸ್ಥೆಯ ನಾಲ್ಕನೇ ಸ್ತಂಭವಾಗಿ ಜನರ ಧ್ವನಿಯನ್ನು ಅಧಿಕಾರಕ್ಕೆ ತಲುಪಿಸುವ ಸೇತುವೆಯಾಗಿತ್ತು.

ಆದರೆ ಇತ್ತೀಚಿನ ಎರಡು ದಶಕಗಳಲ್ಲಿ ಜಗತ್ತು ಕಂಡ ತಾಂತ್ರಿಕ ಕ್ರಾಂತಿಯು ಸುದ್ದಿಯ ಸುದ್ದಿ ಪ್ರಸರಣ ಕ್ರಮವನ್ನೇ ಬದಲಾಯಿಸಿದೆ. ಅಂಗೈ ಅಗಲದ ಸ್ಮಾರ್ಟ್ ದೂರವಾಣಿಗಳು ಜಗತ್ತಿನ ಮಾಹಿತಿಯನ್ನು ಬೆರಳ ತುದಿಗೆ ತಂದಿವೆ. ಕಡಿಮೆ ಬೆಲೆಯ ಅಂತರ್ಜಾಲ ಸೌಲಭ್ಯ ಹಳ್ಳಿಹಳ್ಳಿಗೂ ತಲುಪಿದೆ. ಸಾಮಾಜಿಕ ಜಾಲತಾಣಗಳು ಸುದ್ದಿ ಹರಡುವ ಹೊಸ ಕಾಲುವೆಗಳಾಗಿವೆ. ಈ ಬದಲಾವಣೆಯ ಸುಳಿಗಾಳಿಯಲ್ಲಿ ತಲೆಮಾರುಗಳಿಂದ ಬೆಳಿಗ್ಗಿನ ಕಾಫಿಯೊಂದಿಗೆ ಪತ್ರಿಕೆ ಹರಡಿ ಕೂರುವ ಹವ್ಯಾಸ ಬೆಳೆಸಿಕೊಂಡಿದ್ದ ಲಕ್ಷಾಂತರ ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರು ತಮ್ಮ ಮುಂದೆ ಹೊಸ ಸವಾಲುಗಳು ನಿಂತಿರುವುದನ್ನು ಕಾಣುತ್ತಿದ್ದಾರೆ.

ಭಾರತದಲ್ಲಿ ಮುದ್ರಣ ಮಾಧ್ಯಮದ ಇತಿಹಾಸ

ಭಾರತದಲ್ಲಿ ಪ್ರಿಂಟ್ ಮೀಡಿಯಾದ ಇತಿಹಾಸ 18ನೇ ಶತಮಾನಕ್ಕೆ ಶುರುವಾಗುತ್ತದೆ. 1780ರಲ್ಲಿ ಪ್ರಕಟವಾದ 'ಹಿಕ್ಕೀಸ್ ಬೆಂಗಾಲ್ ಗೆಜೆಟ್' ಭಾರತದ ಮೊದಲ ಮುದ್ರಿತ ಪತ್ರಿಕೆ ಎಂಬ ಖ್ಯಾತಿ ಪಡೆದಿದೆ. ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ 1843ರಲ್ಲಿ ಪ್ರಕಟವಾದ 'ಮಂಗಳೂರು ಸಮಾಚಾರ' ಮೊದಲ ಕನ್ನಡ ಪತ್ರಿಕೆ ಎನಿಸಿಕೊಂಡಿದೆ. ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟದ ಸಮಯದಲ್ಲಿ ಮುದ್ರಣ ಮಾಧ್ಯಮ ರಾಷ್ಟ್ರೀಯ ಚೇತನ ಮತ್ತು ಸಾಮಾಜಿಕ ಜಾಗೃತಿ ಮೂಡಿಸುವಲ್ಲಿ ಅಮೂಲ್ಯ ಪಾತ್ರ ವಹಿಸಿತು.

ಸ್ವಾತಂತ್ರ್ಯಾನಂತರ ಭಾರತದಲ್ಲಿ ಮುದ್ರಣ ಮಾಧ್ಯಮ ಅಭೂತಪೂರ್ವ ಬೆಳವಣಿಗೆ ಕಂಡಿತು. ABCRs (Audit Bureau of Circulations) ಅಂಕಿಅಂಶಗಳ ಪ್ರಕಾರ, 1990ರ ದಶಕದಲ್ಲಿ ಮತ್ತು 2000ರ ಮೊದಲ ದಶಕದಲ್ಲಿ ಕನ್ನಡ ದಿನಪತ್ರಿಕೆಗಳ ಪ್ರಸಾರ ಸಂಖ್ಯೆ ಗಣನೀಯವಾಗಿ ಹೆಚ್ಚಿತು. ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಕರ್ನಾಟಕ ರಾಜ್ಯದಾದ್ಯಂತ ಲಕ್ಷಾಂತರ ಓದುಗರನ್ನು ಹೊಂದಿದ್ದವು. ಆದಾಗ್ಯೂ, 2010ರ ದಶಕದ ಮಧ್ಯಭಾಗದಿಂದ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮದ ಉಗಮದೊಂದಿಗೆ, ಮುದ್ರಣ ಮಾಧ್ಯಮ ತನ್ನ ಪ್ರಾಬಲ್ಯ ಕಾಯ್ದುಕೊಳ್ಳಲು ಸಂಘರ್ಷಪಡುತ್ತಿದೆ.

ಆನ್ ಲೈನ್ ದಿನಪತ್ರಿಕೆಗಳ ಉಗಮ

ಭಾರತದಲ್ಲಿ ಆನ್ ಲೈನ್ ದಿನಪತ್ರಿಕೆಗಳ ಉಗಮ 1990ರ ದಶಕದ ಉತ್ತರಾರ್ಧದಲ್ಲಿ ಆಯಿತು. 'ದ ಹಿಂದೂ' ಮತ್ತು 'ಟೈಮ್ಸ್ ಆಫ್ ಇಂಡಿಯಾ' ಮೊದಲ ಬಾರಿ ತಮ್ಮ ವೆಬ್ಸೈಟ್ಗಳನ್ನು ಆರಂಭಿಸಿದಾಗ, ಅದು ಭಾರತೀಯ ಮಾಧ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿ ಒಂದು ಹೊಸ ಅಧ್ಯಾಯದ ಆರಂಭ ಎನಿಸಿಕೊಂಡಿತು. ಕನ್ನಡ ಮಾಧ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿ ಪ್ರಜಾವಾಣಿ, ವಿಜಯ ಕರ್ನಾಟಕ ಮತ್ತು ಉದಯವಾಣಿ ತಮ್ಮ ಡಿಜಿಟಲ್ ಆವೃತ್ತಿಗಳನ್ನು ಪ್ರಾರಂಭಿಸಿ ಡಿಜಿಟಲ್ ಓದುಗರಿಗೆ ತಲುಪಲು ಆರಂಭಿಸಿದವು.

ಸ್ಮಾರ್ಟ್ಫೋನ್ ಕ್ರಾಂತಿ ಮತ್ತು ಜಿಯೋ ನೆಟ್ವರ್ಕ್ನ ಆಗಮನ (2016) ಭಾರತದಲ್ಲಿ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮದ ಬೆಳವಣಿಗೆಯನ್ನು ವೇಗಗೊಳಿಸಿತು. 4ಉ ಮತ್ತು 5ಉ ಇಂಟರ್ನೆಟ್ ಸಂಪರ್ಕದ ಲಭ್ಯತೆ ಗ್ರಾಮೀಣ ಮತ್ತು ಅರೆ–ನಗರ ಪ್ರದೇಶಗಳಿಗೂ ವ್ಯಾಪಿಸಿ, ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮದ ಓದುಗ ವರ್ಗ ಅಭೂತಪೂರ್ವ ಪ್ರಮಾಣದಲ್ಲಿ ಹೆಚ್ಚಿತು. ಇದರ ನೇರ ಪರಿಣಾಮ ಮುದ್ರಣ ಮಾಧ್ಯಮದ ಮೇಲೆ ಕಂಡು ಬಂತು.

1.2 ಸಂಶೋಧನೆಯ ಅಗತ್ಯತೆ

ಜಗತ್ತಿನ ಅನೇಕ ಮುಂದುವರಿದ ದೇಶಗಳಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳು ಒಂದೊಂದಾಗಿ ಮುಚ್ಚುತ್ತಿವೆ. ಅದನ್ನು ಬಿಟ್ಟರೆ ಕೆಲವು ಪತ್ರಿಕೆಗಳು ಡಿಜಿಟಲ್ ರೂಪಕ್ಕೆ ಪರಿವರ್ತನೆಗೊಳ್ಳುತ್ತಿವೆ. ಆದರೆ ಭಾರತದ ಸ್ಥಿತಿ ಭಿನ್ನ. ಇಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳು ಇನ್ನೂ ಬಲವಾದ ಅಸ್ತಿತ್ವ ಹೊಂದಿವೆ. ಅದೇ ಸಮಯದಲ್ಲಿ ಡಿಜಿಟಲ್ ಸುದ್ದಿ ವೇದಿಕೆಗಳೂ ದಿನೇ ದಿನೇ ಬೆಳೆಯುತ್ತಿವೆ. ಈ ಸಂಕ್ರಮಣ ಕಾಲಘಟ್ಟದಲ್ಲಿ ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರ ಅನುಭವ ಏನು ಅವರ ಓದಿನ ನಡವಳಿಕೆ ಹೇಗೆ ಬದಲಾಗುತ್ತಿದೆ ಎರಡೂ ಮಾಧ್ಯಮಗಳ ನಡುವೆ ಅವರು ಹೇಗೆ ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳುತ್ತಿದ್ದಾರೆ ಎಂಬ ಪ್ರಶ್ನೆಗಳು ಶೈಕ್ಷಣಿಕ ಮಟ್ಟದಲ್ಲಿ ಆಳವಾದ ಶೋಧನೆ ಬಯಸುತ್ತವೆ. ವಿಶೇಷವಾಗಿ ಕನ್ನಡದಂತಹ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಈ ಪ್ರಶ್ನೆಗಳು ಹೆಚ್ಚು ಪ್ರಸ್ತುತ ಏಕೆಂದರೆ ಪ್ರಾದೇಶಿಕ ಭಾಷಾ ಪತ್ರಿಕೆಗಳ ಡಿಜಿಟಲ್ ಪರಿವರ್ತನೆ ಇಂಗ್ಲಿಷ್ ಪತ್ರಿಕೆಗಳಿಗಿಂತ ಭಿನ್ನ ಸವಾಲುಗಳನ್ನು ಹೊಂದಿದೆ.

1.3 ಸಂಶೋಧನೆಯ ಗುರಿಗಳು

1. ಮೊದಲನೆಯದಾಗಿ ಮುದ್ರಣ ಪತ್ರಿಕೆ ಮತ್ತು ಅಂತರ್ಜಾಲ ಪತ್ರಿಕೆ ಈ ಎರಡು ಮಾಧ್ಯಮ ರೂಪಗಳ ಮೂಲಭೂತ ಗುಣಲಕ್ಷಣಗಳನ್ನು ಆಯ್ದ ಮಾನದಂಡಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಹೋಲಿಸಿ ನೋಡುವುದು.
2. ಎರಡನೆಯದಾಗಿ ಎರಡೂ ಮಾಧ್ಯಮ ರೂಪಗಳಲ್ಲಿ ಓದುಗನ ತೊಡಗಿಸಿಕೊಳ್ಳುವಿಕೆ ಮತ್ತು ಅರ್ಥಗ್ರಹಿಕೆಯ ಮಟ್ಟ ಹೇಗೆ ಬೇರೆಯಾಗುತ್ತದೆ ಎಂಬುದನ್ನು ಪರಿಶೀಲಿಸುವುದು.
3. ಮೂರನೆಯದಾಗಿ ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗ ಸಮುದಾಯದ ಮೇಲೆ ಡಿಜಿಟಲ್ ಪರಿವರ್ತನೆಯ ಪರಿಣಾಮಗಳನ್ನು ಗುರುತಿಸುವುದು.
4. ನಾಲ್ಕನೆಯದಾಗಿ ಎರಡೂ ಮಾಧ್ಯಮಗಳ ಜೊತೆಗೂಡಿ ಅಸ್ತಿತ್ವದ ಸಾಧ್ಯತೆ ಮತ್ತು ಮುಂದಿನ ದಿಕ್ಕನ್ನು ಅನ್ವೇಷಿಸುವುದು.

2. ಸಾಹಿತ್ಯ ವಿಮರ್ಶೆ

2.1 ಮಾಧ್ಯಮ ಪರಿವರ್ತನೆಯ ಸೈದ್ಧಾಂತಿಕ ನೆಲೆ

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ಯಾವುದೇ ಮಾಧ್ಯಮ ಬದಲಾವಣೆಯನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು ಸೈದ್ಧಾಂತಿಕ ಚೌಕಟ್ಟು ಅಗತ್ಯ. ಪ್ರಸ್ತುತ ಅಧ್ಯಯನ ಮೂರು ಪ್ರಧಾನ ಸಿದ್ಧಾಂತಗಳ ಬೆಳಕಿನಲ್ಲಿ ತನ್ನ ವಿಶ್ಲೇಷಣೆಯನ್ನು ಕಟ್ಟಿಕೊಡುತ್ತದೆ.

ಮಾಧ್ಯಮ ರೂಪಾಂತರ ಕಲ್ಪನೆ

ಅಮೆರಿಕದ ಮಾಧ್ಯಮ ಚಿಂತಕ ರೋಜರ್ ಫಿಡ್ಲರ್ ತಮ್ಮ "ಮೀಡಿಯಾಮಾರ್ಫೋಸಿಸ್" ಕೃತಿಯಲ್ಲಿ ಮಂಡಿಸಿದ ಕಲ್ಪನೆ ಈ ಅಧ್ಯಯನಕ್ಕೆ ಬುನಾದಿ ಒದಗಿಸುತ್ತದೆ. ಫಿಡ್ಲರ್ ಅವರ ನಿಲುವಿನ ಪ್ರಕಾರ ಹೊಸ ಮಾಧ್ಯಮ ಹುಟ್ಟಿದಾಗ ಹಿಂದಿನ ಮಾಧ್ಯಮ ಸತ್ತುಹೋಗುವುದಿಲ್ಲ. ಬದಲಾಗಿ ಅದು ತನ್ನ ರೂಪವನ್ನು ಬದಲಿಸಿಕೊಂಡು ಹೊಸ ಮಾಧ್ಯಮದ ಜೊತೆ ತನ್ನದೇ ಆದ ಜಾಗವನ್ನು ಕಂಡುಕೊಳ್ಳುತ್ತದೆ. ಆಕಾಶವಾಣಿ ಬಂದಾಗ ವೃತ್ತಪತ್ರಿಕೆ ಸಾಯಲಿಲ್ಲ. ಚಿತ್ರಗೀತೆ ಬಂದಾಗ ಆಕಾಶವಾಣಿ ಮಾಯವಾಗಲಿಲ್ಲ. ಅದೇ ತರ್ಕದಲ್ಲಿ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಬಂದಾಗ ಮುದ್ರಣ ಪತ್ರಿಕೆ ನಾಶವಾಗುವುದಿಲ್ಲ ಎಂಬುದು ಅವರ ನಂಬಿಕೆ. ಈ ನಂಬಿಕೆ ಇಂದಿನ ಭಾರತೀಯ ಸಂದರ್ಭದಲ್ಲಿ ಎಷ್ಟರ ಮಟ್ಟಿಗೆ ನಿಜ ಎಂಬುದನ್ನು ಈ ಅಧ್ಯಯನ ಪರೀಕ್ಷಿಸುತ್ತದೆ.

ಮಾಧ್ಯಮ ಮತ್ತು ಸಂದೇಶದ ಸಂಬಂಧ

ಕೆನಡಾದ ಮಾಧ್ಯಮ ತತ್ವಜ್ಞಾನಿ ಮಾರ್ಷಲ್ ಮೆಕ್ಲುಹಾನ್ ಮಂಡಿಸಿದ "ಮಾಧ್ಯಮವೇ ಸಂದೇಶ" ಎಂಬ ಕಲ್ಪನೆ ಇಂದಿಗೂ ಪ್ರಸ್ತುತ. ಮೆಕ್ಲುಹಾನ್ ಪ್ರಕಾರ ಯಾವ ಮಾಧ್ಯಮದಲ್ಲಿ ಮಾಹಿತಿಯನ್ನು ಸ್ವೀಕರಿಸುತ್ತೇವೆಯೋ ಆ ಮಾಧ್ಯಮದ ಸ್ವಭಾವವೇ ನಮ್ಮ ಗ್ರಹಿಕೆಯನ್ನು ರೂಪಿಸುತ್ತದೆ. ಒಂದೇ ಸುದ್ದಿಯನ್ನು ಕಾಗದದ ಮೇಲೆ ಓದಿದಾಗ ಮೆದುಳು ಸ್ವೀಕರಿಸುವ ರೀತಿ ಬೇರೆ ಮೊಬೈಲ್ ಪರದೆಯಲ್ಲಿ ಓದಿದಾಗ ಮೆದುಳು ಸ್ವೀಕರಿಸುವ ರೀತಿ ಬೇರೆ. ಈ ಭಿನ್ನತೆಯೇ ಓದುಗನ ನೆನಪಿನ ಶಕ್ತಿ ವಿಮರ್ಶಾ ಸಾಮರ್ಥ್ಯ ಮತ್ತು ಭಾವನಾತ್ಮಕ ಸ್ಪಂದನೆ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುತ್ತದೆ. ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರ ಅನುಭವವನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು ಈ ಸಿದ್ಧಾಂತ ಅಮೂಲ್ಯ ಕೊಡುಗೆ ನೀಡುತ್ತದೆ.

ಬಳಕೆ ಮತ್ತು ಸಂತೃಪ್ತಿ ದೃಷ್ಟಿಕೋನ

ಕ್ಯಾಟ್ಜ್ ಮತ್ತು ಸಂಗಡಿಗರು ಮುಂದಿಟ್ಟ ಈ ದೃಷ್ಟಿಕೋನದ ಪ್ರಕಾರ ಓದುಗರು ನಿಷ್ಕ್ರಿಯ ಸ್ವೀಕರಿಸುವವರಲ್ಲ ಬದಲಾಗಿ ತಮ್ಮ ಅಗತ್ಯಗಳಿಗೆ ತಕ್ಕಂತೆ ಸ್ವಯಂ ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳುವ ಕ್ರಿಯಾಶೀಲ ವ್ಯಕ್ತಿಗಳು. ಕೆಲವರಿಗೆ ಕಾಗದದ ಪತ್ರಿಕೆ ಅವರ ಮಾಹಿತಿ ಅಗತ್ಯಗಳನ್ನು ಚೆನ್ನಾಗಿ ತೀರಿಸಿದರೆ ಇನ್ನು ಕೆಲವರಿಗೆ ಮೊಬೈಲ್ ಪರದೆಯ ಸುದ್ದಿ ಹೆಚ್ಚು ಅನುಕೂಲ. ಈ ಆಯ್ಕೆಯ ಹಿಂದಿರುವ ಕಾರಣಗಳನ್ನು ಅರಿಯಲು ಈ ಸಿದ್ಧಾಂತ ನೆರವಾಗುತ್ತದೆ.

2.2 ಓದಿನ ಸ್ವರೂಪ ಕುರಿತ ಹಿಂದಿನ ಸಂಶೋಧನೆಗಳು

ಕಾಗದದ ಮೇಲಿನ ಓದು ಮತ್ತು ಪರದೆ ಮೇಲಿನ ಓದಿನ ನಡುವಿನ ವ್ಯತ್ಯಾಸ ಕುರಿತು ಹಲವು ದೇಶಗಳಲ್ಲಿ ಅಧ್ಯಯನಗಳು ನಡೆದಿವೆ. ನಾರ್ವೆ ದೇಶದ ಸ್ಟಾವಂಗರ್ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಶೋಧಕಿ ಆನೆ ಮಂಗೆನ್ ನೇತೃತ್ವದ ತಂಡ ನಡೆಸಿದ ಪ್ರಯೋಗಗಳು ಕಾಗದದ ಮೇಲೆ ಓದಿದ ವಿಷಯ ಹೆಚ್ಚು ಸಮಯ ನೆನಪಿನಲ್ಲಿ ಉಳಿಯುತ್ತದೆ ಎಂಬ ಕುತೂಹಲಕಾರಿ ಫಲಿತಾಂಶ ನೀಡಿವೆ. ಕಾಗದದ ಪುಟದಲ್ಲಿ ಲೇಖನದ ಭೌತಿಕ ಸ್ಥಾನ ಓದುಗನ ಮೆದುಳಿನಲ್ಲಿ ಒಂದು ಬಗೆಯ ಭೌಗೋಳಿಕ ನಕ್ಷೆ ರಚಿಸುತ್ತದೆ. ಈ ಮಾನಸಿಕ ನಕ್ಷೆ ಮಾಹಿತಿಯ ನೆನಪಿಗೆ ಸಹಕಾರಿ. ಡಿಜಿಟಲ್ ಪರದೆಯಲ್ಲಿ ಮೇಲಿಂದ ಕೆಳಕ್ಕೆ ಸರಿಸುವ (ಸ್ಕ್ರಾಲ್) ಕ್ರಿಯೆಯಲ್ಲಿ ಈ ಭೌಗೋಳಿಕ ಚಿತ್ರಣ ಸೃಷ್ಟಿಯಾಗುವುದಿಲ್ಲ.

ಅಮೆರಿಕದ ಬರಹಗಾರ ನಿಕೋಲಸ್ ಕಾರ್ ತಮ್ಮ ಕೃತಿಯಲ್ಲಿ ಅಂತರ್ಜಾಲ ಓದು ಮನುಷ್ಯನ ಏಕಾಗ್ರತಾ ಶಕ್ತಿಯನ್ನು ಕ್ಷೀಣಿಸುತ್ತಿದೆ ಎಂಬ ವಾದ ಮಂಡಿಸಿದ್ದಾರೆ. ಅವರ ಪ್ರಕಾರ ಡಿಜಿಟಲ್ ಓದಿನಲ್ಲಿ ನಿರಂತರ ಹೈಪರ್ಲಿಂಕ್ಗಳ ಆಕರ್ಷಣೆ ಅಧಿಸೂಚನೆಗಳ ಅಡ್ಡಿ ಮತ್ತು ಜಾಹೀರಾತುಗಳ ಗೊಂದಲ ಓದುಗನ ಮನಸ್ಸನ್ನು ಚೆಲ್ಲಾಪಿಲ್ಲಿ ಮಾಡುತ್ತವೆ. ಇದರಿಂದ ಓದು ಮೇಲ್ಮೈ ಮಟ್ಟದಲ್ಲಿ ಉಳಿಯುತ್ತದೆ ಅರ್ಥದ ಆಳಕ್ಕೆ ಇಳಿಯುವುದಿಲ್ಲ.

ಅಮೆರಿಕದ ನರವಿಜ್ಞಾನಿ ಮೇರಿಯನ್ ವುಲ್ಫ್ ತಮ್ಮ ಬರಹಗಳಲ್ಲಿ ಆಳವಾದ ಓದಿನ ಮೆದುಳು ಮತ್ತು ಡಿಜಿಟಲ್ ಓದಿನ ಮೆದುಳು ಬೇರೆಬೇರೆ ಎಂಬುದನ್ನು ವೈಜ್ಞಾನಿಕವಾಗಿ ವಿವರಿಸಿದ್ದಾರೆ. ಕಾಗದದ ಮೇಲೆ ಓದುವಾಗ ಮೆದುಳಿನ ಭಾಷಾ ಪ್ರದೇಶಗಳು ವಿಮರ್ಶಾ ಪ್ರದೇಶಗಳು ಮತ್ತು ಕಲ್ಪನಾ ಶಕ್ತಿಯ ಪ್ರದೇಶಗಳು ಒಟ್ಟಾಗಿ ಕೆಲಸ ಮಾಡುತ್ತವೆ. ಡಿಜಿಟಲ್ ಓದಿನಲ್ಲಿ ಮಾಹಿತಿ ಸಂಸ್ಕರಣೆ ವೇಗ ಹೆಚ್ಚಿದ್ದರೂ ಆಳ ಕಡಿಮೆ.

2.3 ಡಿಜಿಟಲ್ ಸುದ್ದಿ ಕುರಿತ ಅಧ್ಯಯನಗಳು

ಡ್ಯಾನಿಶ್ ಸಂಶೋಧಕ ಜಾಕೋಬ್ ನೀಲ್ಸನ್ ಅಂತರ್ಜಾಲ ಬಳಕೆದಾರರ ಕಣ್ಣಿನ ಚಲನೆಯನ್ನು ಅಧ್ಯಯನ ಮಾಡಿ ಆನ್ ಲೈನ್ ಓದುಗರು ಪುಟವನ್ನು "ಎಫ್" ಅಕ್ಷರದ ಆಕಾರದಲ್ಲಿ ಓದುತ್ತಾರೆ ಎಂದು ಕಂಡುಹಿಡಿದಿದ್ದಾರೆ. ಅಂದರೆ ಲೇಖನದ ಮೊದಲ ಎರಡು ಮೂರು ಸಾಲುಗಳನ್ನು ಸಂಪೂರ್ಣವಾಗಿ ಓದಿ ನಂತರ ಕಣ್ಣು ಕೆಳಮುಖವಾಗಿ ಎಡ ಅಂಚಿನಲ್ಲಿ ಓಡುತ್ತದೆ. ಅಲ್ಲಲ್ಲಿ ಆಸಕ್ತಿಕರ ಪದ ಕಂಡರೆ ಮಾತ್ರ ಬಲಕ್ಕೆ ತಿರುಗಿ ಆ ಸಾಲನ್ನು ಓದುತ್ತದೆ. ಈ ಮಾದರಿ ಮುದ್ರಿತ ಪತ್ರಿಕೆಯ ಓದಿಗಿಂತ ಸಂಪೂರ್ಣವಾಗಿ ಬೇರೆ. ಮುದ್ರಣ ಪತ್ರಿಕೆಯಲ್ಲಿ ಓದುಗ ಸಾಮಾನ್ಯವಾಗಿ ಲೇಖನವನ್ನು ಆರಂಭದಿಂದ ಕೊನೆಯವರೆಗೆ ಓದುತ್ತಾನೆ ಅಥವಾ ಕನಿಷ್ಠ ಲೇಖನದ ಗಣನೀಯ ಭಾಗವನ್ನಾದರೂ ಓದುತ್ತಾನೆ.

ಆಕ್ಸ್ಫರ್ಡ್ ವಿಶ್ವವಿದ್ಯಾಲಯದ ರಾಯಿಟರ್ಸ್ ಸಂಸ್ಥೆ ಪ್ರತಿ ವರ್ಷ ಜಾಗತಿಕ ಡಿಜಿಟಲ್ ಸುದ್ದಿ ವರದಿ ಪ್ರಕಟಿಸುತ್ತದೆ. ಈ ವರದಿಗಳ ಅಧ್ಯಯನದಿಂದ ಕೆಲವು ಗಮನಾರ್ಹ ಅಂಶಗಳು ಕಾಣಿಸುತ್ತವೆ. ಜಾಗತಿಕವಾಗಿ ಆನ್ ಲೈನ್ ಸುದ್ದಿಯ ಮೇಲಿನ ನಂಬಿಕೆ ಕಡಿಮೆಯಾಗುತ್ತಿದೆ. ಸುಳ್ಳು ಮಾಹಿತಿ ನಿಜವಾದ ಸುದ್ದಿಯ ನಡುವೆ ಗೆರೆ ಎಳೆಯಲಾಗದಷ್ಟು ಗೊಂದಲ ಹೆಚ್ಚಿದೆ. ಆದರೆ ಅದೇ ಸಮಯದಲ್ಲಿ ಯುವ ಪೀಳಿಗೆ ಮುದ್ರಣ ಪತ್ರಿಕೆಯಿಂದ ವೇಗವಾಗಿ ದೂರ ಸರಿಯುತ್ತಿದೆ.

2.4 ಭಾರತೀಯ ಮತ್ತು ಪ್ರಾದೇಶಿಕ ಸಂದರ್ಭ

ಭಾರತೀಯ ಮಾಧ್ಯಮ ಕ್ಷೇತ್ರ ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಒಂದು ವಿಶೇಷ ಸ್ಥಿತಿಯಲ್ಲಿದೆ. ಅಮೆರಿಕ ಮತ್ತು ಯೂರೋಪ್ ಖಂಡಗಳಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳ ಮಾರಾಟ ಗಣನೀಯವಾಗಿ ಕುಸಿದಿದೆ. ಅಲ್ಲಿ ಹಲವು ಪ್ರಸಿದ್ಧ ಪತ್ರಿಕೆಗಳು ಮುದ್ರಣ ನಿಲ್ಲಿಸಿವೆ. ಆದರೆ ಭಾರತದಲ್ಲಿ ಚಿತ್ರಣ ಬೇರೆ. ಇಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳ ಒಟ್ಟಾರೆ ಓದುಗರ ಸಂಖ್ಯೆ ಇನ್ನೂ ದೊಡ್ಡ ಪ್ರಮಾಣದಲ್ಲಿದೆ. ವಿಶೇಷವಾಗಿ ಹಿಂದಿ ಮರಾಠಿ ಮಲಯಾಳಂ ಕನ್ನಡ ಮೊದಲಾದ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಪತ್ರಿಕೆಗಳು ಬಲವಾದ ಓದುಗ ಬಳಗ ಹೊಂದಿವೆ. ಇದಕ್ಕೆ ಭಾರತದ ಅಗಾಧ ಜನಸಂಖ್ಯೆ, ಭಾಷಾ ವೈವಿಧ್ಯ, ಗ್ರಾಮೀಣ–ನಗರದ ಅಂತರ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಹೀಗೆ ಹಲವು ವಿಶೇಷತೆ ಕಾರಣಗಳಿವೆ.

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ಕರ್ನಾಟಕದಲ್ಲಿ ಪ್ರಜಾವಾಣಿ, ವಿಜಯ ಕರ್ನಾಟಕ, ಕನ್ನಡಪ್ರಭ, ಉದಯವಾಣಿ, ವಿಜಯವಾಣಿ ಮೊದಲಾದ ಪತ್ರಿಕೆಗಳು ಮುದ್ರಣ ಮತ್ತು ಡಿಜಿಟಲ್ ಎರಡೂ ರೂಪಗಳಲ್ಲಿ ಕೆಲಸ ಮಾಡುತ್ತಿವೆ. ಅವರ ಅಂತರ್ಜಾಲ ತಾಣಗಳು, ಮೊಬೈಲ್ ಅಪ್ಲಿಕೇಶನ್ಗಳು, ಸಾಮಾಜಿಕ ಜಾಲತಾಣದ ಪುಟಗಳು, ಮತ್ತು ಚಲನಚಿತ್ರ ಮಾಧ್ಯಮ ಚಾನಲ್ಗಳು ಗಮನಾರ್ಹವಾಗಿ ಬೆಳೆದಿವೆ. ಅದೇ ಸಮಯದಲ್ಲಿ ಕೇವಲ ಡಿಜಿಟಲ್ ರೂಪದಲ್ಲಿ ಮಾತ್ರ ಅಸ್ತಿತ್ವ ಹೊಂದಿರುವ ಹೊಸ ಕನ್ನಡ ಸುದ್ದಿ ವೇದಿಕೆಗಳೂ ಹುಟ್ಟಿಕೊಂಡಿವೆ. ಈ ಎಲ್ಲ ಬೆಳವಣಿಗೆಗಳ ನಡುವೆ ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗ ಎಲ್ಲಿ ನಿಂತಿದ್ದಾನೆ ಎಂಬುದು ಅಧ್ಯಯನಕ್ಕೆ ಯೋಗ್ಯ ವಿಷಯ.

2.5 ಸಂಶೋಧನಾ ಕೊರತೆ

ಈ ವಿಷಯದ ಕುರಿತು ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯಲ್ಲಿ ಸಾಕಷ್ಟು ಅಧ್ಯಯನಗಳು ನಡೆದಿವೆ. ಆದರೆ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಮತ್ತು ಕರ್ನಾಟಕದ ನಿರ್ದಿಷ್ಟ ಸಂದರ್ಭದಲ್ಲಿ ಈ ಬಗೆಯ ತುಲನಾತ್ಮಕ ಅಧ್ಯಯನ ಬಹಳ ಕಡಿಮೆ. ಮುದ್ರಣ ಪತ್ರಿಕೆ ಮತ್ತು ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆಗಳ ನಡುವಿನ ಹೋಲಿಕೆಯನ್ನು ವಿಶೇಷವಾಗಿ ಸಾಂಪ್ರದಾಯಿಕ ಕನ್ನಡ ಓದುಗರ ದೃಷ್ಟಿಕೋನದಿಂದ ನೋಡಿದ ಅಧ್ಯಯನ ಹೆಚ್ಚುಕಡಿಮೆ ಇಲ್ಲವೇ ಇಲ್ಲ. ಈ ಸಂಶೋಧನಾ ಕೊರತೆಯನ್ನು ಪ್ರಸ್ತುತ ಅಧ್ಯಯನ ತುಂಬಲು ಪ್ರಯತ್ನಿಸುತ್ತದೆ.

3. ಸಂಶೋಧನಾ ವಿಧಾನ

3.1 ಅಧ್ಯಯನದ ವಿನ್ಯಾಸ

ಪ್ರಸ್ತುತ ಅಧ್ಯಯನವು ತುಲನಾತ್ಮಕ ಸಂಶೋಧನಾ ಅಧ್ಯಯನವನ್ನು ಅನುಸರಿಸಿದೆ. ಈ ಅಧ್ಯಯನದಲ್ಲಿ ಎರಡು ಅಥವಾ ಹೆಚ್ಚಿನ ವಿಷಯಗಳನ್ನು ಅಥವಾ ವಿದ್ಯಮಾನಗಳನ್ನು ನಿರ್ದಿಷ್ಟ ಮಾನದಂಡಗಳ ಆಧಾರದ ಮೇಲೆ ವ್ಯವಸ್ಥಿತವಾಗಿ ಹೋಲಿಸಿ ಅವುಗಳ ನಡುವಿನ ಸಾಮ್ಯ ಮತ್ತು ವ್ಯತ್ಯಾಸಗಳನ್ನು ಗುರುತಿಸಲಾಗುತ್ತದೆ. ಇಲ್ಲಿ ಮುದ್ರಣ ದಿನಪತ್ರಿಕೆ ಮತ್ತು ಅಂತರ್ಜಾಲ ದಿನಪತ್ರಿಕೆ ಈ ಎರಡು ಮಾಧ್ಯಮ ರೂಪಗಳನ್ನು ಐದು ಮಾನದಂಡಗಳ ನೆಲೆಯಲ್ಲಿ ಹೋಲಿಸಲಾಗಿದೆ.

3.2 ತುಲನೆಯ ಮಾನದಂಡಗಳು

ಈ ಅಧ್ಯಯನದಲ್ಲಿ ಐದು ಪ್ರಧಾನ ಮಾನದಂಡಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಲಾಗಿದೆ. ಈ ಮಾನದಂಡಗಳ ಆಯ್ಕೆ ಸಾಹಿತ್ಯ ವಿಮರ್ಶೆಯಲ್ಲಿ ಗುರುತಿಸಿದ ಪ್ರಮುಖ ವಿಷಯಗಳ ಆಧಾರದ ಮೇಲೆ ನಡೆದಿದೆ.

ಓದಿನ ಅನುಭವ ಮತ್ತು ಮಾನಸಿಕ ಗ್ರಹಿಕೆ: ಇಲ್ಲಿ ಎರಡೂ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಓದುಗನ ಏಕಾಗ್ರತೆ ನೆನಪಿನ ಶಕ್ತಿ ವಿಮರ್ಶಾ ಸಾಮರ್ಥ್ಯ ಮತ್ತು ಒಟ್ಟಾರೆ ಓದಿನ ಅನುಭವವನ್ನು ಹೋಲಿಸಲಾಗಿದೆ.

ಸುದ್ದಿಯ ನೈಜತೆ ಮತ್ತು ನಂಬಿಕಾರ್ಹತೆ: ಎರಡೂ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಸುದ್ದಿ ಸಂಗ್ರಹಣೆ ಪರಿಶೀಲನೆ ಮತ್ತು ಪ್ರಕಟಣೆ ಪ್ರಕ್ರಿಯೆ ಹೇಗೆ ಬೇರೆಯಾಗಿದೆ ಮತ್ತು ಅದು ನಂಬಿಕಾರ್ಹತೆ ಮೇಲೆ ಹೇಗೆ ಪ್ರಭಾವ ಬೀರುತ್ತದೆ ಎಂಬುದನ್ನು ಪರಿಶೀಲಿಸಲಾಗಿದೆ.

ಸಾಮಾಜಿಕ ಸಾಂಸ್ಕೃತಿಕ ಬೇರುಗಳು: ಮುದ್ರಣ ಪತ್ರಿಕೆ ಓದುವ ಕ್ರಿಯೆಯ ಸಾಂಸ್ಕೃತಿಕ ಆಯಾಮ ಮತ್ತು ಡಿಜಿಟಲ್ ಸುದ್ದಿ ಸೇವನೆಯ ಸಾಮಾಜಿಕ ಸ್ವರೂಪವನ್ನು ಹೋಲಿಸಲಾಗಿದೆ.

ಆರ್ಥಿಕ ಅಸ್ತಿತ್ವ ಮತ್ತು ಸುಸ್ಥಿರತೆ: ಎರಡೂ ಮಾಧ್ಯಮ ಮಾದರಿಗಳ ಹಣಕಾಸಿನ ರಚನೆ ಆದಾಯ ಮೂಲಗಳು ಮತ್ತು ಭವಿಷ್ಯದ ಆರ್ಥಿಕ ಸಾಧ್ಯತೆಗಳನ್ನು ಹೋಲಿಸಲಾಗಿದೆ.

ನಿಲುಕಿನ ವ್ಯಾಪ್ತಿ ಮತ್ತು ತಲುಪುವಿಕೆ: ಎರಡೂ ಮಾಧ್ಯಮಗಳು ಓದುಗರನ್ನು ತಲುಪುವ ರೀತಿ ಸಮಯ ಸ್ಥಳ ಮತ್ತು ತಾಂತ್ರಿಕ ಅಗತ್ಯಗಳ ದೃಷ್ಟಿಯಿಂದ ಹೇಗೆ ಬೇರೆಯಾಗಿವೆ ಎಂಬುದನ್ನು ಪರಿಶೀಲಿಸಲಾಗಿದೆ.

3.3 ದತ್ತಾಂಶ ಮೂಲಗಳು ಮತ್ತು ಸಂಗ್ರಹಣಾ ವಿಧಾನ

ಈ ಅಧ್ಯಯನ ಸಂಪೂರ್ಣವಾಗಿ ದ್ವಿತೀಯಕ ಮೂಲಗಳನ್ನು ಅವಲಂಬಿಸಿದೆ. ಬಳಸಿದ ದತ್ತಾಂಶ ಮೂಲಗಳ ವರ್ಗೀಕರಣ ಈ ಕೆಳಗಿನಂತಿದೆ.

ಶೈಕ್ಷಣಿಕ ಕೃತಿಗಳು: ಮಾಧ್ಯಮ ಅಧ್ಯಯನ ಸಂವಹನ ಶಾಸ್ತ್ರ ಮನೋವಿಜ್ಞಾನ ಮತ್ತು ನರವಿಜ್ಞಾನ ಕ್ಷೇತ್ರದಲ್ಲಿ ಪ್ರಕಟಿತ ಪುಸ್ತಕಗಳು ಮತ್ತು ಸಮಕಾಲೀನ ಪರಿಶೀಲನೆಗೆ ಒಳಗಾದ ಸಂಶೋಧನಾ ಲೇಖನಗಳನ್ನು ಬಳಸಲಾಗಿದೆ. ಗೂಗಲ್ ಸ್ಕಾಲರ್ ಮತ್ತು ಶೋಧಗಂಗಾ ಡೇಟಾಬೇಸ್ಗಳಿಂದ ಲೇಖನಗಳನ್ನು ಸಂಗ್ರಹಿಸಲಾಗಿದೆ.

ಉದ್ಯಮ ವರದಿಗಳು: ಪ್ರಸಾರ ಲೆಕ್ಕಪರಿಶೋಧನಾ ಮಂಡಳಿ (ABC) ಯ ವಾರ್ಷಿಕ ವರದಿಗಳು ಭಾರತೀಯ ವಾಚಕ ಸಮೀಕ್ಷೆ (IRS) ದತ್ತಾಂಶಗಳು ಮತ್ತು ರಿಜಿಸ್ಟ್ರಾರ್ ಆಫ್ ನ್ಯೂಸ್ಪೇಪರ್ಸ್ ಫಾರ್ ಇಂಡಿಯಾ (RNI) ಅಂಕಿ–ಅಂಶಗಳನ್ನು ಬಳಸಲಾಗಿದೆ.

ಅಂತರರಾಷ್ಟ್ರೀಯ ವರದಿಗಳು: ಆಕ್ಸ್ಫರ್ಡ್ ವಿಶ್ವವಿದ್ಯಾಲಯದ ರಾಯಿಟರ್ಸ್ ಸಂಸ್ಥೆಯ ವಾರ್ಷಿಕ ಡಿಜಿಟಲ್ ಸುದ್ದಿ ವರದಿ ವಿಶ್ವ ಪತ್ರಿಕಾ ಸಂಘ (WAN-IFRA) ಯ ಜಾಗತಿಕ ಪ್ರವೃತ್ತಿ ವರದಿಗಳನ್ನು ಅವಲಂಬಿಸಲಾಗಿದೆ.

ಸರ್ಕಾರಿ ಮೂಲಗಳು: ಭಾರತೀಯ ದೂರಸಂಪರ್ಕ ನಿಯಂತ್ರಣ ಪ್ರಾಧಿಕಾರ (TRAI) ಯ ದೂರಸಂಪರ್ಕ ಸೇವಾ ಕಾರ್ಯಕ್ಷಮತೆ ವರದಿಗಳು ಮತ್ತು ಪತ್ರಿಕಾ ಮಂಡಳಿಯ ವಾರ್ಷಿಕ ವರದಿಗಳನ್ನು ಬಳಸಲಾಗಿದೆ.

3.4 ವಿಶ್ಲೇಷಣಾ ಚೌಕಟ್ಟು

ಸಂಗ್ರಹಿಸಿದ ದತ್ತಾಂಶ ಮತ್ತು ಸಾಹಿತ್ಯವನ್ನು ವಿಷಯಾನುಸಾರ ವಿಶ್ಲೇಷಣೆ ಮಾದರಿಯಲ್ಲಿ ಸಂಸ್ಕರಿಸಲಾಗಿದೆ. ಪ್ರತಿ ಮಾನದಂಡಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಸಾಹಿತ್ಯವನ್ನು ಪ್ರತ್ಯೇಕವಾಗಿ ಸಮೀಕ್ಷಿಸಿ ಪ್ರಮುಖ ವಿಷಯಗಳನ್ನು ಗುರುತಿಸಿ ಅವುಗಳ ಆಧಾರದ ಮೇಲೆ ತುಲನಾತ್ಮಕ ವಿಶ್ಲೇಷಣೆ ಕೈಗೊಳ್ಳಲಾಗಿದೆ. ಎರಡೂ ಮಾಧ್ಯಮಗಳ ಒಳಶಕ್ತಿ, ಮಿತಿ, ಅವಕಾಶ ಮತ್ತು ಅಡ್ಡಿ ಈ ನಾಲ್ಕು ಆಯಾಮಗಳಲ್ಲಿ ವಿಶ್ಲೇಷಣೆ ನಡೆಸಲಾಗಿದೆ.

3.5 ಅಧ್ಯಯನದ ವ್ಯಾಪ್ತಿ ಮತ್ತು ಮಿತಿಗಳು

ಈ ಅಧ್ಯಯನ ಮುಖ್ಯವಾಗಿ ಭಾರತೀಯ ಸಂದರ್ಭಕ್ಕೆ ಮತ್ತು ವಿಶೇಷವಾಗಿ ಕನ್ನಡ ಪತ್ರಿಕಾ ಲೋಕಕ್ಕೆ ಹೆಚ್ಚು ಒತ್ತು ನೀಡಿದೆ. ಆದರೆ ಜಾಗತಿಕ ಪ್ರವೃತ್ತಿಗಳನ್ನೂ ಗಮನಿಸಲಾಗಿದೆ. ಈ ಅಧ್ಯಯನ ಕೇವಲ ದ್ವಿತೀಯಕ ಮೂಲಗಳನ್ನು ಅವಲಂಬಿಸಿರುವುದರಿಂದ ಪ್ರಾಥಮಿಕ ದತ್ತಾಂಶದ ಅನುಪಸ್ಥಿತಿ ಒಂದು ಮಿತಿ. ಮಾಧ್ಯಮ ಲೋಕ ಅತ್ಯಂತ ವೇಗವಾಗಿ ಬದಲಾಗುತ್ತಿರುವುದರಿಂದ ಇಂದಿನ ಕೆಲವು ಅಂಕಿ–ಅಂಶಗಳು ನಾಳೆ ಬದಲಾಗಬಹುದು ಎಂಬ ಎಚ್ಚರಿಕೆ ಇಲ್ಲಿ ಅಗತ್ಯ.

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ಸಾಂಪ್ರದಾಯಿಕ ಮಾಧ್ಯಮ ಎದುರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳು

ಮುದ್ರಿತ ದಿನಪತ್ರಿಕೆ ಉದ್ಯಮ ಇಂದು ಹಲವಾರು ತೀವ್ರ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಮೊದಲನೆಯದಾಗಿ, ಜಾಹೀರಾತು ಆದಾಯ ಗಣನೀಯವಾಗಿ ಕಡಿಮೆಯಾಗಿದ್ದು, ಡಿಜಿಟಲ್ ಪ್ಲಾಟ್ಫಾರ್ಮ್‌ಗಳಾದ ಗೂಗಲ್ ಮತ್ತು ಫೇಸ್ಬುಕ್ ಜಾಹೀರಾತು ಮಾರುಕಟ್ಟೆಯ ದೊಡ್ಡ ಭಾಗ ಆಕ್ರಮಿಸಿಕೊಂಡಿವೆ. ಮುದ್ರಣ ಮತ್ತು ವಿತರಣಾ ವೆಚ್ಚ ಹೆಚ್ಚುತ್ತಿರುವ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಮುದ್ರಿತ ದಿನಪತ್ರಿಕೆ ಉದ್ಯಮ ಆರ್ಥಿಕ ಒತ್ತಡ ಅನುಭವಿಸುತ್ತಿದೆ.

ಎರಡನೆಯದಾಗಿ, ಹೊಸ ತಲೆಮಾರಿನ ಓದುಗ ವರ್ಗವನ್ನು ಆಕರ್ಷಿಸಲು ಮುದ್ರಿತ ಮಾಧ್ಯಮ ಕಷ್ಟಪಡುತ್ತಿದೆ. Gen Z ಮತ್ತು Millennial ತಲೆಮಾರು ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಮೂಲಕ ಸುದ್ದಿ ಪಡೆಯಲು ಹೆಚ್ಚು ಒಗ್ಗಿಕೊಂಡಿದ್ದು, ಮುದ್ರಿತ ದಿನಪತ್ರಿಕೆ ಅವರಿಗೆ ಸಂಬಂಧಿತ ಎನಿಸದ ಮಾಧ್ಯಮವಾಗಿ ಮಾರ್ಪಡುತ್ತಿದೆ. ಮೂರನೆಯದಾಗಿ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಮತ್ತು ಯೂಟ್ಯೂಬ್ ಮುಂತಾದ ವೀಡಿಯೋ ಮಾಧ್ಯಮಗಳ ಪ್ರಾಬಲ್ಯ ಸಾಂಪ್ರದಾಯಿಕ ಮಾಧ್ಯಮದ ಅಸ್ತಿತ್ವಕ್ಕೆ ಸಂಘರ್ಷ ಒಡ್ಡಿದೆ.

4. ತುಲನಾತ್ಮಕ ವಿಶ್ಲೇಷಣೆ ಮತ್ತು ಫಲಿತಾಂಶಗಳು

4.1 ಓದಿನ ಅನುಭೂತಿ ಮತ್ತು ಮಾನಸಿಕ ಗ್ರಹಿಕೆ

ಮುದ್ರಣ ಪತ್ರಿಕೆ ಓದುವ ಕ್ರಿಯೆಯು ಮನುಷ್ಯನ ಹಲವು ಇಂದ್ರಿಯಗಳನ್ನು ಒಟ್ಟಿಗೆ ತೊಡಗಿಸುತ್ತದೆ. ಬೆರಳ ತುದಿಯಲ್ಲಿ ಕಾಗದದ ಒರಟು–ನಯದ ಅನುಭವ, ಮೂಗಿಗೆ ಹೊಸ ಮುದ್ರಣ ಮಸಿಯ ಪರಿಮಳ, ಕಿವಿಗೆ ಪುಟ ತಿರುಗಿಸುವ ಸದ್ದು, ಕಣ್ಣಿಗೆ ಕಪ್ಪು ಅಕ್ಷರಗಳ ಬಿಳಿ ಕಾಗದದ ಸ್ಪಷ್ಟ ವ್ಯತ್ಯಾಸ ಹೀಗೆ ಈ ಎಲ್ಲ ಸಂವೇದನೆಗಳು ಒಟ್ಟಾಗಿ ಒಂದು ಸಮಗ್ರ ಓದಿನ ಅನುಭವವನ್ನು ಕಟ್ಟಿಕೊಡುತ್ತವೆ. ಮೆದುಳಿನ ಹಲವು ಭಾಗಗಳು ಒಟ್ಟಿಗೆ ಕೆಲಸ ಮಾಡುವುದರಿಂದ ಓದಿದ ವಿಷಯ ಹೆಚ್ಚು ಆಳವಾಗಿ ಮತ್ತು ಹೆಚ್ಚು ಕಾಲ ನೆನಪಿನಲ್ಲಿ ಉಳಿಯುತ್ತದೆ. ಮುದ್ರಣ ಪತ್ರಿಕೆಯಲ್ಲಿ ಹೊರಗಿನ ಅಡ್ಡಿಗಳು ಕಡಿಮೆ. ಅಧಿಸೂಚನೆಗಳ ಕಿರಿಕಿರಿ ಇರುವುದಿಲ್ಲ. ಮಿಣುಕುವ ಜಾಹೀರಾತುಗಳ ಗೊಂದಲವಿರುವುದಿಲ್ಲ. ಬೇರೆ ಕೊಂಡಿಗಳ ಸೆಳೆತ ಇಲ್ಲ. ಓದುಗ ತಾನು ಓದುತ್ತಿರುವ ಲೇಖನದಲ್ಲಿ ಮುಳುಗಿಹೋಗಬಹುದು.

ಆನ್ ಲೈನ್ ಪತ್ರಿಕೆಯ ಓದು ಬೇರೆ ಬಗೆಯ ಅನುಭವ ಕೊಡುತ್ತದೆ. ಪರದೆಯ ಬೆಳಕು ಕಣ್ಣನ್ನು ಬೇರೆ ರೀತಿಯಲ್ಲಿ ಕೆಲಸ ಮಾಡಿಸುತ್ತದೆ. ಮೇಲಿಂದ ಕೆಳಕ್ಕೆ ಸರಿಸುವ ಕ್ರಿಯೆ ಪುಟ ತಿರುಗಿಸುವ ಕ್ರಿಯೆಗಿಂತ ಭಿನ್ನ ಮಾನಸಿಕ ಪ್ರತಿಕ್ರಿಯೆ ಹುಟ್ಟಿಸುತ್ತದೆ. ಡಿಜಿಟಲ್ ಪರದೆಯಲ್ಲಿ ನಿರಂತರ ಹರಿಯುವ ಮಾಹಿತಿ ಪ್ರವಾಹದಲ್ಲಿ ಓದುಗನ ಮನಸ್ಸು ಒಂದು ವಿಷಯದಿಂದ ಇನ್ನೊಂದಕ್ಕೆ ಜಿಗಿಯುತ್ತಿರುತ್ತದೆ. ಆದರೆ ಡಿಜಿಟಲ್ ಓದಿನ ಶಕ್ತಿ ಕೂಡ ಇದೆ. ಚಲನಚಿತ್ರ ಧ್ವನಿ ಚಿತ್ರ ಮತ್ತು ಪಠ್ಯ ಮೂರೂ ಒಟ್ಟಾಗಿ ಸುದ್ದಿಯನ್ನು ಜೀವಂತವಾಗಿಸುತ್ತವೆ. ಕೆಲವು ಸಂಕೀರ್ಣ ವಿಷಯಗಳನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು ಈ ಬಹುಮಾಧ್ಯಮ ಅಂಶ ಸಹಕಾರಿ.

4.2 ಸುದ್ದಿಯ ನೈಜತೆ ಮತ್ತು ನಂಬಿಕಾರ್ಹತೆ

ಮುದ್ರಣ ಪತ್ರಿಕಾ ಲೋಕದಲ್ಲಿ ಸುದ್ದಿ ಪ್ರಕಟಣೆ ಹಲವು ಹಂತಗಳ ಶೋಧನೆಯಿಂದ ಕೂಡಿದೆ. ವರದಿಗಾರ ಬರೆದ ಸುದ್ದಿ ಮೊದಲು ಮೇಜಿನ ಸಂಪಾದಕರ ಕಣ್ಣಿಗೆ ಬೀಳುತ್ತದೆ. ಅಲ್ಲಿ ಸತ್ಯಾಸತ್ಯತೆ ಪರಿಶೀಲನೆ ನಡೆಯುತ್ತದೆ. ನಂತರ ಮುಖ್ಯ ಸಂಪಾದಕರ ಮಂಡಳಿ ಪುಟ ವಿನ್ಯಾಸ ತಂಡ ಎಲ್ಲರ ಕೈಯಲ್ಲಿ ಸುದ್ದಿ ಹಾದುಹೋಗುತ್ತದೆ. ಈ ಬಹುಹಂತ ಶೋಧನೆಯಲ್ಲಿ ತಪ್ಪು ಮಾಹಿತಿಯ ಸೀಮಿತವಾದ ಘಟನೆ ಕಡಿಮೆ ಆಗುತ್ತದೆ. ಮುದ್ರಿತ ಸುದ್ದಿಯ ಹೊಣೆಗಾರಿಕೆ ಸ್ಪಷ್ಟವಾಗಿದೆ. ಪತ್ರಿಕೆಯ ಹೆಸರು ಸಂಪಾದಕರ ಹೆಸರು ಪ್ರತಿ ಸಂಚಿಕೆಯಲ್ಲಿ ಅಚ್ಚಾಗಿರುತ್ತದೆ. ಪತ್ರಿಕಾ ಮಂಡಳಿಯ ನೀತಿಸಂಹಿತೆ ಅನ್ವಯವಾಗುತ್ತದೆ.

ಡಿಜಿಟಲ್ ಸುದ್ದಿ ಲೋಕದಲ್ಲಿ ಚಿತ್ರಣ ಬೇರೆ. ಇಲ್ಲಿ ವೇಗವಾಗಿ ಸುದ್ದಿಯನ್ನು ನೀಡುವುದು ಪ್ರಧಾನ ಗುರಿಯಾಗಿದೆ. ಮೊದಲಿಗೆ ವರದಿಯನ್ನು ಪ್ರಕಟಿಸಿ, ನಂತರ ಎಲ್ಲವುಗಳನ್ನು ತಿದ್ದುವುದು ಎಂಬ ಮನೋಭಾವ ಹಲವು ಡಿಜಿಟಲ್ ಸುದ್ದಿ ವೇದಿಕೆಗಳಲ್ಲಿ ಕಂಡುಬರುತ್ತದೆ. ಸುಳ್ಳು ಮಾಹಿತಿಯ ವೈರಲ್ ಹರಡುವಿಕೆ ಡಿಜಿಟಲ್ ಯುಗದ ಅತ್ಯಂತ ಗಂಭೀರವಾದ ಸಮಸ್ಯೆಯಾಗಿದೆ. ಜಗತ್ತಿನ ಹಲವೆಡೆ ನಡೆಸಿದ ಅಧ್ಯಯನಗಳು ಅಂತರ್ಜಾಲ ಸುದ್ದಿಯ ಮೇಲಿನ ಜನರ ನಂಬಿಕೆ ಕಡಿಮೆಯಾಗುತ್ತಿದೆ ಎಂದು ತೋರಿಸಿವೆ. ಆದರೆ ಪ್ರತಿಷ್ಠಿತ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳ ಅಂತರ್ಜಾಲ ಅವತರಣಿಕೆಗಳು ತಮ್ಮ ಮೂಲ ಹೆಸರಿನ ಬಲದಿಂದ ಹೆಚ್ಚಿನ ನಂಬಿಕೆಯನ್ನು ಗಳಿಸಿವೆ.

4.3 ಸಾಮಾಜಿಕ ಸಾಂಸ್ಕೃತಿಕ ಬೇರುಗಳು

ಭಾರತೀಯ ಸಮಾಜದಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಯನ್ನು ಓದುವ ಕ್ರಿಯೆ ಕೇವಲ ಮಾಹಿತಿ ಪಡೆಯುವ ಕ್ರಿಯೆಯಲ್ಲ, ಅದೊಂದು ಸಾಮಾಜಿಕ ಆಚರಣೆಯ ರೂಪವಾಗಿದೆ. ಬೆಳಿಗ್ಗೆ ಮನೆಯ ಬಾಗಿಲಿಗೆ ಬರುವ ಪತ್ರಿಕೆಯನ್ನು ತೆಗೆದು ಕಾಫಿಯೊಂದಿಗೆ ಓದುವ ಕ್ರಿಯೆ ಭಾರತೀಯ ಮಧ್ಯಮ ವರ್ಗದ ಜೀವನಶೈಲಿಯ ಒಂದು ಭಾಗವಾಗಿದೆ. ಮನೆಯಲ್ಲಿ ಒಂದೇ ಪತ್ರಿಕೆಯನ್ನು ಎಲ್ಲ ಸದಸ್ಯರು ಒಬ್ಬರ ನಂತರ ಒಬ್ಬರು ಓದುವುದು ಓದಿದ ವಿಷಯ ಕುರಿತು ಊಟದ ಮೇಜಿನ ಬಳಿ ಚರ್ಚಿಸುವುದು, ಇದೆಲ್ಲ ಕುಟುಂಬ ಬಂಧವನ್ನು ಬಲಪಡಿಸುವ ಸಾಂಸ್ಕೃತಿಕ ಆಚರಣೆಯಾಗಿ ಪರಿಣಮಿಸಿದೆ. ಹಳ್ಳಿಗಳಲ್ಲಿ ಚಹಾ ಅಂಗಡಿಯಲ್ಲಿ ಒಬ್ಬ ಗಟ್ಟಿಯಾಗಿ ಓದಿ ಸುತ್ತಮುತ್ತಲಿನ ಹತ್ತು ಮಂದಿ ಕೇಳುವ ದೃಶ್ಯ ಭಾರತೀಯ ಗ್ರಾಮೀಣ ಜೀವನದ ಸುಂದರ ಚಿತ್ರಣವಾಗಿದೆ. ಈ ಸಮುದಾಯ ಓದಿನ ವ್ಯವಸ್ಥೆಯನ್ನು ಸಾರ್ವಜನಿಕ ಚರ್ಚೆ ಮತ್ತು ಜನತಂತ್ರ ಸಂವಾದಗಳ ತಳಹದಿಯಾಗಿಸುತ್ತದೆ.

ಕನ್ನಡ ನಾಡಿನಲ್ಲಿ ಪತ್ರಿಕೆಗಳು ಭಾಷೆ ಮತ್ತು ಸಾಹಿತ್ಯದ ಪಾಲಕರಾಗಿ ಕೆಲಸ ಮಾಡುತ್ತಿವೆ. ವಾರದ ಸಾಹಿತ್ಯ ಪುರವಣಿಗಳು ಅನೇಕ ಲೇಖಕರನ್ನು ಓದುಗರಿಗೆ ಪರಿಚಯಿಸಿವೆ. ಧಾರಾವಾಹಿ ಕಾದಂಬರಿಗಳು ಲಕ್ಷಾಂತರ ಓದುಗರನ್ನು ಪ್ರತಿದಿನ ಮುಂದಿನ ಕಂತಿಗಾಗಿ ಕಾಯುವಂತೆ ಮಾಡಿವೆ. ಓದುಗರ ಪತ್ರ ವಿಭಾಗವು ಜನರ ಧ್ವನಿಗೆ ವೇದಿಕೆಯಾಗಿದೆ. ಈ ಎಲ್ಲ ಸಾಂಸ್ಕೃತಿಕ ಪದರಗಳು ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರನ್ನು ಮುದ್ರಣ ಪತ್ರಿಕೆಗೆ ಬಲವಾಗಿ ಬಂಧಿಸಿವೆ. ಅನೇಕ ಹಿರಿಯ ಓದುಗರಿಗೆ ಪತ್ರಿಕೆ ಕೇವಲ ಸುದ್ದಿ ಮೂಲವಲ್ಲ ಅದೊಂದು ಜೀವನ ಸಂಗಾತಿಯಾಗಿ ದಿನನಿತ್ಯದ ಆಪ್ತ ಒಡನಾಡಿಯಾಗಿದೆ.

ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಹೊಸ ಬಗೆಯ ಸಮುದಾಯವನ್ನು ನಿರ್ಮಿಸಿದೆ. ಅಭಿಪ್ರಾಯ ವಿಭಾಗ, ಸಾಮಾಜಿಕ ಜಾಲತಾಣ ಹಂಚಿಕೆ ಮತ್ತು ಅಂತರ್ಜಾಲ ಚರ್ಚಾ ವೇದಿಕೆಗಳ ಮೂಲಕ ಓದುಗರು ಸುದ್ದಿಗೆ ಸ್ಪಂದಿಸುವ ಅವಕಾಶ ಹೊಂದಿದ್ದಾರೆ. ಆದರೆ ಈ ಡಿಜಿಟಲ್ ಸಮುದಾಯ ಭೌತಿಕ ಲೋಕದ ಸಮುದಾಯ ಓದಿನಷ್ಟು ಬೆಚ್ಚಗಿನ ಮಾನವೀಯ ಅನುಭವವಲ್ಲ ಎಂಬ ಅಭಿಪ್ರಾಯ ಹಲವು ಚಿಂತಕರಲ್ಲಿದೆ.

4.4 ಆರ್ಥಿಕ ಅಸ್ತಿತ್ವ ಮತ್ತು ಸುಸ್ಥಿರತೆ

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ಮುದ್ರಣ ಪತ್ರಿಕಾ ಉದ್ಯಮದ ಹಣಕಾಸಿನ ಸಹಾರಾ ಎರಡು ಕಾಲುಗಳ ಮೇಲೆ ನಿಂತಿದೆ. ಓದುಗರಿಂದ ಬರುವ ಚಂದಾ ಅಥವಾ ಖರೀದಿ ಹಣ ಮತ್ತು ಜಾಹೀರಾತುದಾರರಿಂದ ಬರುವ ಆದಾಯ ಎಂಬ ಎರಡು ಮುಖಗಳನ್ನು ಒಳಗೊಂಡಿರುತ್ತದೆ. ಭಾರತದಲ್ಲಿ ಪತ್ರಿಕೆಗಳ ಬೆಲೆ ಜಾಗತಿಕ ಮಟ್ಟಕ್ಕೆ ಹೋಲಿಸಿದರೆ ಅತ್ಯಂತ ಕಡಿಮೆ. ಆ ಕಾರಣದಿಂದಾಗಿ, ಜಾಹೀರಾತು ಆದಾಯವೇ ಮುಖ್ಯವಾಗಿದೆ. ಆದರೆ ಡಿಜಿಟಲ್ ಜಾಹೀರಾತು ಖರ್ಚು ಹೆಚ್ಚುತ್ತಿರುವಂತೆ, ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳಿಗೆ ಆಗುವ ಜಾಹೀರಾತು ಪಾಲು ಕಡಿಮೆಯಾಗುತ್ತಿದೆ. ಕಾಗದ ಬೆಲೆ ಏರಿಕೆ, ಮುದ್ರಣ ವೆಚ್ಚ ಮತ್ತು ವಿತರಣಾ ಖರ್ಚುಗಳು ಎಲ್ಲವೂ ಹೆಚ್ಚುತ್ತಿರುವ ಒತ್ತಡಗಳು.

ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆಗಳ ಹಣಕಾಸಿನ ಮಾದರಿ ಇನ್ನೂ ಗಟ್ಟಿಗೊಂಡಿಲ್ಲ. ಡಿಜಿಟಲ್ ಜಾಹೀರಾತು ಆದಾಯದ ಸಿಂಹಪಾಲು ಟೆಕ್ ದೈತ್ಯರ ಕಿಸೆ ಸೇರುತ್ತಿದೆ. ಸುದ್ದಿಗಾಗಿ ಅಂತರ್ಜಾಲದಲ್ಲಿ ಹಣ ಕೊಡುವ ಸಂಸ್ಕೃತಿ ಭಾರತದಲ್ಲಿ ಇದ್ದರೂ ಇನ್ನೂ ಅಷ್ಟು ಬೇರೂರಿಲ್ಲ. ಕನ್ನಡದಂತಹ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಲ್ಲಂತೂ ಡಿಜಿಟಲ್ ಚಂದಾದಾರಿಕೆ ಮಾದರಿ ಇನ್ನೂ ಆರಂಭದ ಹಂತದಲ್ಲಿದೆ.

4.5 ನಿಲುಕಿನ ವ್ಯಾಪ್ತಿ ಮತ್ತು ತಲುಪುವಿಕೆ

ಕಾಗದದ ಪತ್ರಿಕೆ ದಿನಕ್ಕೆ ಒಮ್ಮೆ ಮಾತ್ರ ಓದುಗನ ಕೈ ಸೇರುತ್ತದೆ. ಅದಕ್ಕೆ ಭೌತಿಕ ವಿತರಣಾ ಜಾಲ ಅಗತ್ಯವಿದೆ. ಮಳೆ ಬಂದರೆ ಪತ್ರಿಕೆ ನೆನೆಯಬಹುದು. ಹಬ್ಬ ರಜೆಯ ದಿನಗಳಲ್ಲಿ ವಿತರಕ ಬರದಿರಬಹುದು. ಊರಿಂದ ದೂರದ ಊರಿಗೆ ಪ್ರಯಾಣಕ್ಕೆ ಹೋದರೆ ಪತ್ರಿಕೆ ಸಿಗದಿರಬಹುದು. ಆದರೆ ಮುದ್ರಣ ಪತ್ರಿಕೆಗೆ ವಿದ್ಯುತ್ ಬೇಡ ಅಂತರ್ಜಾಲ ಬೇಡ ಫೋನ್ ಚಾರ್ಜ್ ಬೇಡ. ಮರದ ಕೆಳಗೆ ಕೂತೂ ಓದಬಹುದು ಬಸ್ಸಿನಲ್ಲಿ ಕೂತೂ ಓದಬಹುದು ಹೊಲದ ಅಂಚಿನಲ್ಲಿ ಕೂತೂ ಓದಬಹುದು ಎಲ್ಲಿ ಬೇಕಾದರೂ ಓದಬಹುದು.

ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆ ಇಪ್ಪತ್ತನಾಲ್ಕು ಗಂಟೆ ಏಳು ದಿನ ಲಭ್ಯವಿರುತ್ತದೆ. ನಿಮಿಷಕ್ಕೊಂದು ಹೊಸ ಸುದ್ದಿ ಸಿಗುತ್ತದೆ. ಜಗತ್ತಿನ ಯಾವ ಮೂಲೆಯಿಂದಲೂ ಸುದ್ದಿಯನ್ನು ಓದಲು ಸಾಧ್ಯವಾಗಿದೆ. ಹಳೆಯ ಸುದ್ದಿಗಳ ಕಡತ ಬೆರಳ ತುದಿಯಲ್ಲಿ ಸಿಗುತ್ತದೆ. ನಿರ್ದಿಷ್ಟ ಸುದ್ದಿ ಹುಡುಕಲು ಹುಡುಕಾಟದ ಸೌಲಭ್ಯವಿದೆ. ಆದರೆ ಇದಕ್ಕೆ ಸ್ಮಾರ್ಟ್ ಫೋನ್ ಅಥವಾ ಗಣಕ ಯಂತ್ರ, ಅಂತರ್ಜಾಲ ಸಂಪರ್ಕ ಬೇಕು. ಡಿಜಿಟಲ್ ಬಳಕೆಯ ಕೌಶಲ್ಯವಿರಬೇಕು. ಈ ಮೂರೂ ಇಲ್ಲದ ಜನರಿಗೆ ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆ ಮುಚ್ಚಿದ ಬಾಗಿಲಾಗುತ್ತದೆ.

ಭಾರತದಲ್ಲಿ ಅಂತರ್ಜಾಲ ಬಳಕೆದಾರರ ಸಂಖ್ಯೆಯಲ್ಲಿ ದೊಡ್ಡ ಪ್ರಮಾಣದಲ್ಲಿ ಬೆಳವಣಿಗೆ ಕಂಡುಬಂದಿದೆ. ಆದರೆ ಗ್ರಾಮ ಮತ್ತು ನಗರ ನಡುವಿನ ತಾಂತ್ರಿಕ ಬಿರುಕು ಇನ್ನೂ ಮುಚ್ಚದಾಗಿದೆ. ಹಿರಿಯ ತಲೆಮಾರಿನವರಲ್ಲಿ ಡಿಜಿಟಲ್ ಕೌಶಲ ತಪ್ಪಿರುವುದು ವಾಸ್ತವವಾದರೆ, ಈ ತಾಂತ್ರಿಕ ಅಡ್ಡಿ ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರ ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆಗೆ ಪ್ರವೇಶಕ್ಕೆ ಪ್ರಮುಖ ಅಡ್ಡಿಯಾಗಿದೆ.

5. 2020ರ ಕೋವಿಡ್: ಒಂದು ನಿರ್ಣಾಯಕ ಪರೀಕ್ಷೆ

2020ರ ಜಾಗತಿಕ ಕೋವಿಡ್ ಸಾಂಕ್ರಾಮಿಕವು ಎರಡೂ ಮಾಧ್ಯಮ ರೂಪಗಳನ್ನು ಕಠಿಣ ಪರೀಕ್ಷೆಗೆ ಒಡ್ಡಿತು. ಲಾಕ್ಡೌನ್ ಸಮಯದಲ್ಲಿ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳ ಭೌತಿಕ ವಿತರಣೆ ನಿಂತುಹೋಯಿತು. ಪತ್ರಿಕೆಯ ಕಾಗದದ ಮೂಲಕ ರೋಗ ಹರಡಬಹುದು ಎಂಬ ಹೆದರಿಕೆಯೂ ಮೂಡಿತ್ತು. ಇದ್ದಕ್ಕಿದ್ದಂತೆ ಮುದ್ರಣ ಪತ್ರಿಕೆಯ ಮೂಲಭೂತ ಮಿತಿ ಬಯಲಾಯಿತು. ಭೌತಿಕ ವಿತರಣೆ ಸಾಧ್ಯವಿಲ್ಲದಿದ್ದರೆ ಈ ಮಾಧ್ಯಮ ಕೈ ಕಟ್ಟಿ ಕೂರಬೇಕಾಗುತ್ತದೆ ಎಂಬ ಭಾವನೆ ಮೂಡಿತ್ತು.

ಅದೇ ಸಮಯದಲ್ಲಿ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಜನರ ಏಕೈಕ ಸುದ್ದಿ ಮೂಲವಾಗಿ ಹೊರಹೊಮ್ಮಿತು. ಪತ್ರಿಕೆಗಳು ತಮ್ಮ ಡಿಜಿಟಲ್ ಆವೃತ್ತಿಗಳನ್ನು ಕೆಲವು ಕಾಲ ಉಚಿತವಾಗಿ ಲಭ್ಯವಾಗಿರಿಸಿದ್ದವು. ಅನೇಕ ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರು ಮೊದಲ ಬಾರಿಗೆ ಮಕ್ಕಳ ಅಥವಾ ಮೊಮ್ಮಕ್ಕಳ ನೆರವಿನಿಂದ ಫೋನಿನಲ್ಲಿ ಸುದ್ದಿಯನ್ನು ಓದಲು ಕಲಿತರು.

ಆದರೆ ಕೋವಿಡ್ ಇಳಿಮುಖವಾದ ನಂತರ ಕುತೂಹಲಕಾರಿ ಬೆಳವಣಿಗೆ ಕಂಡುಬಂದಿತು. ಗಮನಾರ್ಹ ಸಂಖ್ಯೆಯ ಹಿರಿಯ ಓದುಗರು ಮತ್ತೆ ಕಾಗದದ ಪತ್ರಿಕೆಯನ್ನು ಓದಲು ಹಿಂತಿರುಗಿದರು. ಇದು ಮುದ್ರಣ ಪತ್ರಿಕೆಯ ಮೇಲಿನ ಭಾವನಾತ್ಮಕ ಬಂಧದ ಬಲವನ್ನು ಸಾಬೀತುಪಡಿಸಿತು. ಅದೇ ಸಮಯದಲ್ಲಿ ಕೆಲವು ಓದುಗರು ಎರಡೂ ಮಾಧ್ಯಮಗಳನ್ನು ಬಳಸುವ ಮಿಶ್ರ ಅಭ್ಯಾಸ ಬೆಳೆಸಿಕೊಂಡರು. ಬೆಳಿಗ್ಗೆ ಕಾಗದದ ಪತ್ರಿಕೆ ಓದಿ ದಿನದ ಉಳಿದ ಸಮಯದಲ್ಲಿ ಫೋನಿನಲ್ಲಿ ಹೊಸ ಬೆಳವಣಿಗೆ ನೋಡುವ ಹವ್ಯಾಸ ಬೆಳೆಯಿತು. ಈ ಮಿಶ್ರ ಮಾದರಿ ಮುಂಬರುವ ವರ್ಷಗಳಲ್ಲಿ ಓದುಗರ ನಡವಳಿಕೆಯ ಪ್ರಮುಖ ಗುರುತಾಗಬಹುದು.

6. ಚರ್ಚೆ

ಮೊದಲನೆಯದಾಗಿ ಮುದ್ರಣ ಪತ್ರಿಕೆ ಮತ್ತು ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆ ಒಂದನ್ನೊಂದು ಬದಲಿಸುವ ಮಾಧ್ಯಮಗಳಲ್ಲ ಬದಲಾಗಿ ಒಂದಕ್ಕೊಂದು ಪೂರಕ ಮಾಧ್ಯಮಗಳು. ಫಿಡ್ಲರ್ ಅವರ ಮಾಧ್ಯಮ ರೂಪಾಂತರ ಕಲ್ಪನೆ ಭಾರತೀಯ ಸಂದರ್ಭದಲ್ಲಿ ಹೆಚ್ಚು ಅರ್ಥಪೂರ್ಣವಾಗಿದೆ. ಪ್ರತಿ ಮಾಧ್ಯಮಕ್ಕೂ ತನ್ನದೇ ಆದ ಒಳಶಕ್ತಿ ಇದೆ. ಆ ಒಳಶಕ್ತಿಗಳು ಬೇರೆ ಬೇರೆ ಓದುಗ ಗುಂಪುಗಳ ಬೇರೆ ಬೇರೆ ಅಗತ್ಯಗಳನ್ನು ಪೂರೈಸುತ್ತವೆ.

ಎರಡನೆಯದಾಗಿ, ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರ ಕಾಗದದ ಪತ್ರಿಕೆ ಮೇಲಿನ ಸಂಬಂಧ ಕೇವಲ ಅಭ್ಯಾಸವಲ್ಲ. ಅದು ಏಕಾಗ್ರ ಓದಿನ ವಿಮರ್ಶಾತ್ಮಕ ಯೋಚನೆಯ ಸಮುದಾಯ ಮಾತುಕತೆಯ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯ ಆಳವಾದ ಮೌಲ್ಯಗಳ ಪ್ರತಿನಿಧಿಯಾಗಿದೆ. ಈ ಮೌಲ್ಯಗಳನ್ನು ಡಿಜಿಟಲ್ ಕಾಲದಲ್ಲಿ ಕಾಪಾಡಿಕೊಳ್ಳುವುದು ಸಮಾಜದ ಜವಾಬ್ದಾರಿ.

ಮೂರನೆಯದಾಗಿ ಭಾರತೀಯ ಸಂದರ್ಭ ಪಾಶ್ಚಾತ್ಯ ದೇಶಗಳಿಗಿಂತ ಮೂಲಭೂತವಾಗಿ ಬೇರೆಯಾಗಿದೆ. ಭಾರತದ ಅಗಾಧ ಜನಸಂಖ್ಯೆ ಭಾಷಿಕ ವೈವಿಧ್ಯ ಗ್ರಾಮ ನಗರ ಅಸಮಾನತೆ ಸಾಕ್ಷರತೆ ಮಟ್ಟ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ವಿಶೇಷತೆಗಳು ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳ ಮುಂದುವರಿಕೆಗೆ ಅನುಕೂಲ ವಾತಾವರಣ ನಿರ್ಮಿಸಿವೆ. ಕನ್ನಡದಂತಹ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳಲ್ಲಿ ಕಾಗದದ ಪತ್ರಿಕೆ ಇನ್ನೂ ಬಲಿಷ್ಠ ನೆಲೆ ಹೊಂದಿದೆ.

7. ಉಪಸಂಹಾರ

ಈ ತುಲನಾತ್ಮಕ ಅಧ್ಯಯನ ಒಂದು ಸ್ಪಷ್ಟ ತೀರ್ಮಾನಕ್ಕೆ ಬರುತ್ತದೆ. ಕಾಗದದ ಪತ್ರಿಕೆ ಸಾಯುತ್ತಿಲ್ಲ. ಅದರ ರೂಪವನ್ನು ಬದಲಿಸಿಕೊಳ್ಳುತ್ತಿದೆ. ಡಿಜಿಟಲ್ ಪತ್ರಿಕೆ ಕೊಲ್ಲುತ್ತಿಲ್ಲ. ಅದು ಹೊಸ ಅವಕಾಶಗಳನ್ನು ತೆರೆಯುತ್ತಿದೆ. ಸಾಂಪ್ರದಾಯಿಕ ಓದುಗರ ಕಾಗದ ಪತ್ರಿಕೆ ಮೇಲಿನ ಪ್ರೀತಿಯು ಒಂದು ಕಾಲಘಟ್ಟದಲ್ಲಿ ಹಾಳಾಗಿಲ್ಲ. ಅದು ಏಕಾಗ್ರ ಓದಿನ ಆಳವಾದ ಯೋಚನೆಯ ಸಾಮುದಾಯಿಕ ಮಾತುಕತೆಯ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯ ಬೆಲೆಬಾಳುವ ಮೌಲ್ಯಗಳ ಕನ್ನಡಿಯಾಗಿದೆ. ಮಾಧ್ಯಮದ ರೂಪ ಬದಲಾಗಬಹುದು. ಆದರೆ ಪತ್ರಿಕೋದ್ಯಮದ ಮೂಲ ಉದ್ದೇಶ ಬದಲಾಗಬಾರದು. ಸತ್ಯ ಹೇಳುವುದು ಅನ್ಯಾಯ ಎದುರಿಸುವುದು ಜನರ ಧ್ವನಿ ಆಗುವುದು ಮತ್ತು ಜನತಂತ್ರವನ್ನು ಬಲಗೊಳಿಸುವುದು. ಈ ಧ್ಯೇಯ ಕಾಗದದ ಕೋಟಿ ಪುಟದಲ್ಲಿ ಇರಲಿ ಅಥವಾ ಡಿಜಿಟಲ್ ಪರದೆಯಲ್ಲಿ ಇರಲಿ. ಎರಡೂ ಮಾಧ್ಯಮಗಳ ಉತ್ತಮ ಗುಣಗಳನ್ನು ಹೆಣೆದು

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ಎಲ್ಲ ವಯಸ್ಸಿನ ಎಲ್ಲ ಪ್ರದೇಶದ ಎಲ್ಲ ಹಿನ್ನೆಲೆಯ ಓದುಗರಿಗೆ ಒಳ್ಳೆಯ ನಂಬಿಕಸ್ಥ ಮತ್ತು ಅರ್ಥಪೂರ್ಣ ಸುದ್ದಿ ಅನುಭವ ಕೊಡುವುದು ಮಾಧ್ಯಮ ಲೋಕದ ಮುಂದಿರುವ ಹೊಣೆಗಾರಿಕೆಯಾಗಿದೆ.

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ಡಾ. ಮಂಜುನಾಥ
ಬೆದವಟ್ಟಿ ಗ್ರಾಮ, ಯಡಿಯಾಪುರ ಅಂಚೆ,
ಕುಕನೂರು ತಾಲೂಕು, ಕೊಪ್ಪಳ ಜಿಲ್ಲೆ – 583 230.
Email-kannadamanju1996@gmail.com

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ಪೀಠಿಕೆ

ಇವತ್ತಿನ ಕರ್ನಾಟಕದ ಸಾಮಾಜಿಕ ಸಂರಚನೆಯಲ್ಲಿ ಒಟ್ಟು 50 ಬುಡಕಟ್ಟುಗಳಿವೆ. ಅದರಲ್ಲಿ ಎರಡು 'ಆದಿಮ ಬುಡಕಟ್ಟು'ಗಳಿವೆ. ಆದಿಮ ಲಕ್ಷಣಗಳನ್ನು ಒಳಗೊಂಡ ಹಲವು ಬುಡಕಟ್ಟುಗಳು ಈ ಪಟ್ಟಿಯ ಹೊರಗಿವೆ. ಹೀಗೆ ಪಟ್ಟಿಯಿಂದ ಹೊರಗುಳಿಯಲ್ಪಟ್ಟ/ಹೊರಗುಳಿಸಲ್ಪಟ್ಟ ಬುಡಕಟ್ಟುಗಳ ಪೈಕಿ 'ಹಕ್ಕಿಪಿಕ್ಕಿ' ಬುಡಕಟ್ಟು ಸಹ ಒಂದಾಗಿದೆ. ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಪರಿಶಿಷ್ಟ ಪಂಗಡಗಳ ಕ್ರಮಸಂಖ್ಯೆ 11ರಲ್ಲಿ 'ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟು' ದಾಖಲಾಗಿದೆ. ಭಾರತ ಸರ್ಕಾರದ 2011ರ ಜನಗಣತಿಯ ಪ್ರಕಾರ ಕರ್ನಾಟಕ ರಾಜ್ಯದಲ್ಲಿ ಇವರ ಒಟ್ಟು ಸಂಖ್ಯೆ 11,892. ಕರ್ನಾಟಕದ ಬಳ್ಳಾರಿ ಜಿಲ್ಲೆಯ ಕಂಪ್ಲಿ ತಾಲೂಕಿನ ಕಂಪ್ಲಿಯ 'ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿ'ಯಲ್ಲಿ ಈ ಬುಡಕಟ್ಟಿನ "ಒಟ್ಟು 96 ಮನೆಗಳಿದ್ದು, 518 ಜನಸಂಖ್ಯೆಯಿದೆ"(ನಾಗೇಶ ಎಂ:2013:11). 2023ರಲ್ಲಿ ಸಮೀಕ್ಷೆ ಮಾಡಿದಾಗ ಇಲ್ಲಿ ಒಟ್ಟು 82 ಕುಟುಂಬಗಳಲ್ಲಿ 506 ಜನಸಂಖ್ಯೆ ಇರುವುದು ಕಂಡುಬಂದಿದೆ. ಅದರಲ್ಲಿ ಶತಶತಮಾನದಿಂದ ಅಲೆಮಾರಿಗಳಾಗಿ ಬದುಕು ನಡೆಸಿದ ಈ ಬುಡಕಟ್ಟು ಈಗ ತನ್ನ ತಿರುಗಾಟವನ್ನು ನಿಲ್ಲಿಸಿ ಒಂದು ಕಡೆ ಕೌಟುಂಬಿಕವಾಗಿ ಗುಡಿಸಲು ಮನೆಗಳನ್ನು ಹಾಕಿಕೊಂಡು ನೆಲೆ ನಿಂತಿದೆ. ಹೀಗೆ ನೆಲೆ ನಿಂತ ಈ ಬುಡಕಟ್ಟಿನ ಜನರ ಬದುಕಿನ ಅಂಗವಾದ ಕೌಟುಂಬಿಕ ವ್ಯವಸ್ಥೆಯನ್ನು ತಿಳಿಸುವ ಜರೂರು ಈ ಲೇಖನಕ್ಕಿದೆ. ಪ್ರಸ್ತುತ ಲೇಖನವು 'ಪೀಠಿಕೆ, ಇದುವರೆಗಿನ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ವ್ಯಾಪ್ತಿ, ಉದ್ದೇಶಗಳು, ಮಾಹಿತಿ ಸಂಗ್ರಹಣೆ ಮತ್ತು ಅಧ್ಯಯನದ ವೈಧಾನಿಕತೆ, ವಿಷಯ ವಿಶ್ಲೇಷಣೆ, ಕಡೆನುಡಿ, ಪರಾಮರ್ಶನ ಸಾಹಿತ್ಯ, ತಿಳುವಳಿಕೆದಾರರ ವಿವರ' ಹಾಗೆಯೇ ತನ್ನದೇ ಆದ ತಾತ್ವಿಕ ವಿಮರ್ಶೆಯನ್ನು ಒಳಗೊಂಡಿರುತ್ತದೆ.

ಸಂಕ್ಷಿಪ್ತ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ

ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿನ ಕುರಿತು ಈಗಾಗಲೇ ಅಲ್ಪ ಪ್ರಮಾಣದ ಸಂಶೋಧನಾ ಬರೆಹಗಳು ಬಂದಿವೆ. ಅವುಗಳು ಹೆಚ್ಚು ಬೆಳಕು ಚೆಲ್ಲುವುದು ಸಾಂಸ್ಕೃತಿಕ ಸಂಗತಿಗಳ ಮೇಲೆ. ಅದಕ್ಕೆ ಉದಾಹರಣೆಯಾಗಿ ರಾಜಪ್ಪ ದಳವಾಯಿಯವರ 'ಹಕ್ಕಿಪಿಕ್ಕಿಯರ ಸಂಸ್ಕೃತಿ', ಡಿ.ಬಿ ನಾಯಕರ 'ಹಕ್ಕಿಪಿಕ್ಕಿಯರು', ಗಂಗಾಧರ ದೈವಜ್ಞರ 'ಹಕ್ಕಿಪಿಕ್ಕಿಯರ ಮಾತೃ ದೈವಗಳು', 'ಹಕ್ಕಿಪಿಕ್ಕಿಯರ ಸೃಷ್ಟಿಪುರಾಣಗಳು', ಮಲ್ಲಿಕಾರ್ಜುನ ಬಿ ಮಾನ್ವಡೆಯವರ 'ಹಕ್ಕಿಪಿಕ್ಕಿ ಸಮುದಾಯದ ಸ್ಥಿತ್ಯಂತರಗಳು', ಎಸ್ ಜ್ಯೋತಿಯವರ 'ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿನ ದೈವಾರಾಧನೆ (ಖೋಡಿಯಾರ್ ದೇವಿಯನ್ನು ಅನುಲಕ್ಷಿಸಿ) ಮೊದಲಾದವುಗಳು. ಮೈತ್ರಿ ಕೆ.ಎಂ ಅವರ 'ಬುಡಕಟ್ಟು ಕುಲಕಸುಬುಗಳು', ಮೇತ್ರಿ ಕೆ.ಎಂ ಅವರ 'ಸೂಕ್ಷ್ಮ ಆದಿವಾಸಿಗಳು', ಮತ್ತು 'ಸೂಕ್ಷ್ಮ ಮೂಲ ಆದಿವಾಸಿಗಳು' ಈ ಕೃತಿಗಳಲ್ಲಿ ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿನ ಕುರಿತು ಕುರಿತು ಎತ್ನೋಗ್ರಫಿ ನೋಟ್ಸ್ ಬರೆದಿರುತ್ತಾರೆ. ಈ ಬುಡಕಟ್ಟಿನ ಕುರಿತು ಪ್ರಾದೇಶಿಕ ಮಿತಿಯಲ್ಲಿ ಅಂದರೆ ಕರ್ನಾಟಕದ ಅದರಲ್ಲಿಯೂ ದಕ್ಷಿಣ ಕರ್ನಾಟಕದ ಜಿಲ್ಲೆಗಳಲ್ಲಿರುವ ಕುಟುಂಬಗಳ ಕುರಿತು ಕುಮುದಾ ಬಿ ಸುಶೀಲಪ್ಪ ಅವರು 'ಕರ್ನಾಟಕದ ಅಲೆಮಾರಿ ಸಮುದಾಯಗಳ ಅಧ್ಯಯನ ಮಾಲೆ 11 ಹಕ್ಕಿಪಿಕ್ಕಿ' ಎಂಬ ಪುಸ್ತಕವನ್ನು ಬರೆದಿರುತ್ತಾರೆ. ನಾಗೇಶ ಎಂ ಅವರು ಹಕ್ಕಿಪಿಕ್ಕಿ ಸಮುದಾಯದ ಸಾಮಾಜಿಕ ಬದಲಾವಣೆ (ಕಂಪ್ಲಿಯ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿಯನ್ನು ಅನುಲಕ್ಷಿಸಿ) ಎಂಬ ಶೀರ್ಷಿಕೆಯಡಿಯಲ್ಲಿ ಎಂ.ಫಿಲ್ ಸಂಪ್ರಬಂಧವನ್ನು 2013ರಲ್ಲಿ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯಕ್ಕೆ ಸಲ್ಲಿಸಿರುತ್ತಾರೆ.

ಉದ್ದೇಶಗಳು

ಪ್ರತಿ ಬರೆಹವು ತನ್ನದೆಯಾದ ಉದ್ದೇಶಗಳನ್ನು ಬೆನ್ನಿಗೇರಿಸಿಕೊಂಡಿರುತ್ತದೆ. ಅದರಂತೆ ಪ್ರಸ್ತುತ ಲೇಖನವು ತನ್ನದೆಯಾದ ಉದ್ದೇಶಗಳನ್ನು ಹಾಕಿಕೊಂಡು ತನ್ನ ಗುರಿಯನ್ನು ಸಾಧಿಸಲು ಪ್ರಯತ್ನಿಸುತ್ತದೆ. ಅವು,

- ☆ ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿನ ಕೌಟುಂಬಿಕ ವ್ಯವಸ್ಥೆಯನ್ನು ಕುಟುಂಬದ ಪ್ರಕಾರಗಳ ನೆಲೆಯಲ್ಲಿ ತಿಳಿಸುವುದು.
- ☆ ಈ ಬುಡಕಟ್ಟಿನ ಬೆಡಗುವಾರು ಕುಟುಂಬದ ಮುಖ್ಯಸ್ಥಿಕೆಯ ವಿವರವನ್ನು ತಿಳಿಯುವುದು.

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Address for correspondence:
ಡಾ. ಮಂಜುನಾಥ, ಬೆದವಟ್ಟಿ ಗ್ರಾಮ, ಯಡಿಯಾಪುರ ಅಂಚೆ, ಕುಕನೂರು ತಾಲೂಕು, ಕೊಪ್ಪಳ ಜಿಲ್ಲೆ – 583 230.

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ವ್ಯಾಪ್ತಿ

ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಬಳ್ಳಾರಿ ಜಿಲ್ಲೆಯ ಕಂಪ್ಲಿ ತಾಲೂಕಿನ ಕಂಪ್ಲಿಯ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿಯಲ್ಲಿರುವ ಹಕ್ಕಿಪಿಕ್ಕಿ ಸಮುದಾಯದವರನ್ನು ಅಧ್ಯಯನಕ್ಕೆ ತೆಗೆದುಕೊಳ್ಳಲಾಗಿದ್ದು, ಅಲ್ಲಿಂದ ಸ್ವಲ್ಪ ದೂರವಿರುವ ಫ್ಯಾಕ್ಟರಿಯ ಹತ್ತಿರವಿರುವ ಈ ಬುಡಕಟ್ಟಿನ ಕುಟುಂಬಗಳನ್ನು ಮತ್ತು ಈ ಸ್ಥಳದಿಂದ ಬೇರೆ ಕಡೆಗೆ ದುಡಿಯಲು ವಲಸೆ ಹೋದ ಕುಟುಂಬಗಳನ್ನು ಕೈಬಿಡಲಾಗಿದೆ. ಇದು ಈ ಲೇಖನದ ವ್ಯಾಪ್ತಿಯನ್ನು ಸೂಚಿಸುತ್ತದೆ.

ಮಾಹಿತಿ ಸಂಗ್ರಹಣೆ ಮತ್ತು ಅಧ್ಯಯನದ ವೈಧಾನಿಕತೆ

ಪ್ರಸಕ್ತ ಲೇಖನದ ತಾತ್ವಿಕತೆಯನ್ನು ಕಟ್ಟಿಕೊಡಲು ಅನುವಾಗುವಂತಹ ಪ್ರಾಥಮಿಕ ಮಾಹಿತಿಯನ್ನು ಸಂಗ್ರಹಿಸಲು 'ಸಮೀಕ್ಷಾ (ಕೌಟುಂಬಿಕ ಪ್ರಶ್ನಾವಳಿಯ ಮೂಲಕ) ವಿಧಾನವನ್ನು' ಬಳಸಿಕೊಳ್ಳಲಾಗಿದ್ದು, ಆನುಷಂಗಿಕ ಮಾಹಿತಿಯನ್ನು ಪಡೆಯಲು ಲೇಖನಗಳು, ಪುಸ್ತಕಗಳು ಹಾಗೂ ಎಂ.ಫಿಲ್ ಸಂಪ್ರಬಂಧವನ್ನು ಪರಾಮರ್ಶಿಸಿ ವಿವರಣಾತ್ಮಕ, ತೌಲನಿಕ ಮತ್ತು ವಿಶ್ಲೇಷಣಾತ್ಮಕ ವಿಧಾನದ ಮೂಲಕ ಲೇಖನವನ್ನು ಸಿದ್ಧಪಡಿಸಲಾಗಿದೆ.

ವಿಷಯ ವಿಶ್ಲೇಷಣೆ

ವಿಷಯ ವಿಶ್ಲೇಷಣೆ ಹಂತವು ಈ ಲೇಖನದ ಹೃದಯ ಭಾಗವಾಗಿದ್ದು, ಇದರಲ್ಲಿ ಕುಟುಂಬ ವ್ಯವಸ್ಥೆ, ಕುಟುಂಬ ವ್ಯವಸ್ಥೆಯ ವರ್ಗೀಕರಣ, ಮನೆಯ ಮುಖ್ಯಸ್ಥಿಕೆಯ ವಿವರಗಳನ್ನು ದತ್ತಾಂಶಗಳ ಮೂಲಕ ಈ ಕೆಳಗಿನಂತೆ ವಿಶ್ಲೇಷಣೆ ಮಾಡಲಾಗಿದೆ.

ಕುಟುಂಬ ವ್ಯವಸ್ಥೆ

ಸಮಾಜಶಾಸ್ತ್ರದ ಪರಿಭಾಷೆಯಲ್ಲಿ ಹೇಳುವುದಾದರೆ ಕುಟುಂಬ ಎಂಬುದು ಒಂದು ಸಂಘವೂ ಹೌದು, ಸಂಸ್ಥೆಯು ಹೌದು. ಸಾಮಾಜಿಕ ರಚನೆಯಲ್ಲಿ ಇದು ಅತ್ಯಂತ ಸಣ್ಣ ಘಟಕವಾದರೂ ಕೂಡ ಮಹತ್ವದ ಸಾಧನವನ್ನು ಹೊಂದಿದೆ. ಸಂಕ್ಷಿಪ್ತವಾಗಿ ಹೇಳುವುದಾದರೆ 'ತಾಯಿ–ತಂದೆ ಅವರ ಮಕ್ಕಳು, ಅವರ ಹತ್ತಿರದ ಬಂಧುಗಳನ್ನೊಳಗೊಂಡ, ವಸತಿ ಭೋಜನಗಳೇ ಇತ್ಯಾದಿ ವಿಚಾರಗಳಲ್ಲಿ ಸಹಭಾಗಿಗಳಾಗಿರುವವರ ಸಾಮಾಜಿಕ, ಆರ್ಥಿಕ ಮತ್ತು ಜೈವಿಕ ಘಟಕವನ್ನು ಕುಟುಂಬ' ಎನ್ನಬಹುದು. ಇಂತಹ ಕುಟುಂಬವು ಅನೇಕ ಅಂಶಗಳನ್ನು ಒಳಗೊಂಡಿದೆ. ಅವು, ಬಡತನ, ಸಿರಿತನ, ಜಾತಿ ಪದ್ಧತಿ, ಬಂಧು–ಬಳಗ, ಸ್ನೇಹಿತ–ಶತ್ರು, ಧಣಿ–ಸೇವಕ, ನೆರೆಹೊರೆ, ಸಹೋದ್ಯೋಗಿ ಎಂಬ ಭಾವನೆಗಳು, ಕೃಷಿ, ಕೈಗಾರಿಕೆ, ವ್ಯಾಪಾರ, ಆಸ್ತಿಪಾಸ್ತಿ, ಕುಲಕಸುಬು ಮೊದಲಾದವುಗಳು ಕುಟುಂಬಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಅಂಶಗಳಾಗಿವೆ. ಕುಟುಂಬವು ಜೀವನದ ಘರ್ಷಣೆಗಳಿಗೆ ಹೆಚ್ಚು ಅವಕಾಶ ಕೊಡದೆ ಪರಸ್ಪರ ಸಂಬಂಧವನ್ನು (ಅಮ್ಮ–ಅಪ್ಪ, ಅಣ್ಣ–ತಮ್ಮ, ಅಕ್ಕ–ತಂಗಿ, ಅತ್ತಿಗೆ–ನಾದಿನಿ, ಸೋದರತ್ತೆ–ಸೋದರಮಾವ ಹೀಗೆ) ಕಲ್ಪಿಸುವುದರ ಮೂಲಕ ಸಾಮಾಜಿಕ ಭದ್ರತೆಗೆ ಬುನಾದಿಯಾಗಿದೆ.

ಕುಟುಂಬ ವ್ಯವಸ್ಥೆಯನ್ನು ಮೂರು ರೀತಿಯಲ್ಲಿ ವರ್ಗೀಕರಿಸಲಾಗಿದೆ. ಅವು,

ಅವಿಭಕ್ತ ಕುಟುಂಬ

ಅವಿಭಕ್ತ ಅಥವಾ ಕೂಡು ಕುಟುಂಬವು ಭಾರತೀಯ ಸಮಾಜಗಳ ಒಂದು ಗುಣಲಕ್ಷಣ ಮತ್ತು ವೈಶಿಷ್ಟ್ಯವಾಗಿದೆ. ನಿಕಟ ರಕ್ತಸಂಬಂಧಿಗಳ ಸಮೂಹವು ಒಂದೇ ಮನೆಯಲ್ಲಿ ವಾಸಿಸಿ, ಒಂದೇ ಒಲೆಯಲ್ಲಿ ತಯಾರಿಸಿದ ಅಡುಗೆ ಉಂಡು, ಆಸ್ತಿಯ ಮೇಲೆ ಸಮಾನ ಒಡೆತನ ಹೊಂದಿರುತ್ತ, ಕುಟುಂಬದ ಪೂಜಾಕಾರ್ಯಗಳಲ್ಲಿ ಸಾಮೂಹಿಕವಾಗಿ ಪಾಲ್ಗೊಳ್ಳುತ್ತಿದ್ದರೆ ಅದನ್ನು ಅವಿಭಕ್ತ ಕುಟುಂಬ ಎಂದು ಕರೆಯಬಹುದು ಎಂಬುದಾಗಿ ಸಮಾಜಶಾಸ್ತ್ರಜ್ಞೆ ಇರಾವತಿ ಕರ್ವೆ ತಿಳಿಸಿದ್ದಾರೆ. ಇದರಲ್ಲಿ ಕನಿಷ್ಠ ಮೂರು (ತಾತ–ಅಜ್ಜಿ, ತಂದೆ–ತಾಯಿ, ಮಕ್ಕಳು, ಮೊಮ್ಮಕ್ಕಳು) ಪೀಳಿಗೆಯ ಜನರು ಕೂಡಿರುತ್ತಾರೆ. ಅವಿಭಕ್ತ ಕುಟುಂಬದ ಸದಸ್ಯರೆಲ್ಲರೂ ಕೆಲವು ಕರ್ತವ್ಯಗಳನ್ನೂ, ಹಕ್ಕು ಬಾಧ್ಯತೆಗಳನ್ನೂ ಹೊಂದಿರುತ್ತಾರೆ. ಕುಟುಂಬದ ಯಜಮಾನರಿಗೆ ಹೆಚ್ಚಿನ ಅಧಿಕಾರಗಳೂ, ಸೌಲಭ್ಯಗಳೂ ಇರುತ್ತವೆ. ಶ್ರಮ ವಿಭಜನೆಯಲ್ಲಿ ವಯಸ್ಸು, ಲಿಂಗಗಳನ್ನು ಗಮನಿಸಿ, ಸದಸ್ಯರ ಹೊಣೆಯನ್ನು ನಿಗದಿಪಡಿಸಲಾಗುತ್ತದೆ. ಇಂತಹ ಲಕ್ಷಣ ಹೊಂದಿರುವ ಹಲವಾರು ಸಮುದಾಯಗಳು ನಮಗೆ ಕಾಣಸಿಗುತ್ತವೆ. ಅದರಲ್ಲಿ ಹಕ್ಕಿಪಿಕ್ಕಿಗಳಲ್ಲಿಯೂ ಕೂಡ ಇಂತಹ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳು ಇವೆ.

ವಿಭಕ್ತ ಕುಟುಂಬ

ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳು ಕಾಲಾನಂತರ ವಿಭಕ್ತ ಕುಟುಂಬಗಳಾಗಿ ರೂಪುಗೊಂಡವು. ವಿಭಕ್ತ ಕುಟುಂಬದ ಬಗೆಗೆ ಸಂಕ್ಷಿಪ್ತವಾಗಿ ತಿಳಿಸುವುದಾದರೆ, 'ಪ್ರತಿಯೊಂದು ವಿಭಕ್ತ ಕುಟುಂಬವು ತಂದೆ–ತಾಯಿಗಳ ಮೂಲ ಕುಟುಂಬದ ಕೊಂಬೆ ಎಂದು ಹೇಳಬಹುದು. ದಿನನಿತ್ಯದ ಕಾರ್ಯಗಳಲ್ಲಿ ಅವೆರಡೂ ಬೇರೆ–ಬೇರೆ ಕುಟುಂಬಗಳಂತೆ ಕಂಡು ಬಂದರೂ ವಿಶೇಷ ಪ್ರಸಂಗಗಳಲ್ಲಿ ಅವೆರಡೂ ಸಹಕರಿಸಿ ಒಂದಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸಲು ಉತ್ತೇಜಿಸಲಾಗುತ್ತದೆ. ಹಬ್ಬ–ಹರಿದಿನಗಳು, ಮದುವೆ–ಮುಂಜಿಗಳು ಇಂತಹ ಸಹಕಾರವನ್ನು ಪುರಸ್ಕರಿಸುತ್ತವೆ. ವಿಭಕ್ತ ಕುಟುಂಬಗಳಲ್ಲಿ ಆಸ್ತಿ–ಪಾಸ್ತಿಗಳನ್ನು ಕೊಂಡುಕೊಳ್ಳುವ, ಸಾಲವನ್ನು ಪಡೆಯುವ ಭೂಮಿಯನ್ನು ಕೊಂಡುಕೊಳ್ಳುವ, ವಿವಾಹ ಸಂಬಂಧಗಳನ್ನು ಬೆಳೆಸುವ ಇತ್ಯಾದಿ ಮುಖ್ಯ ವಿಷಯಗಳ ಬಗ್ಗೆ ನಿರ್ಣಯಿಸುವಾಗ ಮೂಲ ಕುಟುಂಬದ ಹಿರಿಯರ ಸಲಹೆ ಸೂಚನೆಗಳನ್ನು ಪಡೆಯಲಾಗುತ್ತದೆ. ಇಂತಹ ಸಲಹೆ ಸೂಚನೆಗಳನ್ನು ಪಡೆಯದೇ ಮುಂದುವರಿಯುವುದು ಹಿರಿಯರಿಗೆ ತಕ್ಕ ಗೌರವವನ್ನು ನೀಡದ ವರ್ತನೆ ಎಂದು ಪರಿಗಣಿಸಲಾಗುತ್ತದೆ. ಆದ್ದರಿಂದ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳು ಒಡೆದು ವಿಭಕ್ತ ಕುಟುಂಬಗಳು ಅಸ್ತಿತ್ವದಲ್ಲಿ ಬಂದರೂ ಸಹಿತ ಮನೆಯ ಯಜಮಾನರ ಮೇಲ್ವಿಚಾರಕರು ಅಧಿಕಾರ ಸಂಪೂರ್ಣವಾಗಿ ನಶಿಸಿದೆ ಎಂದು ಹೇಳಲಾಗದು. ಇಂತಹ ಲಕ್ಷಣಗಳು ಹಕ್ಕಿಪಿಕ್ಕಿಯರಲ್ಲಿಯೂ ಕೂಡ ಕಾಣಬಹುದಾಗಿದೆ.

ಅಣು ಕುಟುಂಬ/ಚಿಕ್ಕ ಕುಟುಂಬ

ಕುಟುಂಬದಲ್ಲಿ ಬೇರೆ ಯಾವ ಸಂಬಂಧಿಗಳು ಅಥವಾ ಆಶ್ರಿತರು ನೆಲೆಸದ ಕೇವಲ ವಿವಾಹಿತ ಪತಿ–ಪತ್ನಿ, ಇಲ್ಲವೆ ತಂದೆ–ತಾಯಿ ಮತ್ತು ಅವಿವಾಹಿತ ಮಕ್ಕಳು ಮಾತ್ರ ವಾಸಿಸುವ ಕುಟುಂಬಕ್ಕೆ ಅಣುಕುಟುಂಬ/ಚಿಕ್ಕ ಕುಟುಂಬ ಎನ್ನುವರು. ಇಂತಹ ಅಣುಕುಟುಂಬಗಳು ಹೆಚ್ಚಾಗಿ ಹಿರಿಯರ ನಿಯಂತ್ರಣದಲ್ಲಿ ಇರದೇ ಸಂಪೂರ್ಣ ಸ್ವಾಯತ್ತತೆ ಪಡೆದಿದ್ದು, ನವವಿವಾಹಿತರು ಪ್ರತ್ಯೇಕ ಮನೆಯಲ್ಲಿ, ತಮ್ಮ ತಂದೆ, ತಾಯಿ, ತಾತ, ಅಜ್ಜಿ ಮೊದಲಾದವರಿಂದ ಬೇರೆಯಾಗಿ ವಾಸಿಸುತ್ತಾರೆ ಮತ್ತು ಅವರೊಳಗಿನ ಅವಲಂಬನೆ ಕನಿಷ್ಠ ಪ್ರಮಾಣದಲ್ಲಿರುತ್ತದೆ. ಅವಿಭಕ್ತ ಕುಟುಂಬದ ಸದಸ್ಯರು ಉದ್ಯೋಗ ನಿಮಿತ್ತ ಹೊರ ಊರುಗಳಲ್ಲಿ ವಾಸಿಸಬೇಕಾದಾಗ, ತಮ್ಮದೇ ಆದ ಪ್ರತ್ಯೇಕ ಚಿಕ್ಕ ಸಂಸಾರ ಹೂಡುತ್ತಾರೆ. ಆಧುನಿಕ ಕಾಲದಲ್ಲಿ ಹೆಚ್ಚಿನ ಕುಟುಂಬಗಳು ಇಂತಹ ಅಣುಕುಟುಂಬಗಳೇ ಆಗಿವೆ. ಈಗಿನ ಯುವಕ–ಯುವತಿಯರು ಮದುವೆಯಾಗಿ ಪ್ರತ್ಯೇಕವಾಗಿ ನೆಲೆಸುವ ಹಂಬಲ ಹೊಂದಿರುತ್ತಾರೆ. ಪಾಶ್ಚಿಮಾತ್ಯ ಸಾಮಾಜಿಕ ಜೀವನದ ಅನುಕರಣೆಯಿಂದ – ಅವರ ವೈಯಕ್ತಿಕ ಭಾವನೆಗಳು, ಜೀವನದ ರೀತಿ–ನೀತಿಗಳಿಂದ ಯುವ ಪೀಳಿಗೆ ಪ್ರಭಾವಿತವಾಗುತ್ತಿರುವುದು ಇಂತಹ ಅಣು ಕುಟುಂಬಗಳ ಸ್ಥಾಪನೆಗೆ ಕಾರಣವಾಗುತ್ತದೆ. ಪ್ರಸ್ತುತವಾಗಿ ಹಕ್ಕಿಪಿಕ್ಕಿಯರಲ್ಲಿ ಈ ತರಹದ ಕುಟುಂಬಗಳನ್ನು ಕಾಣಬಹುದಾಗಿದೆ.

ಒಟ್ಟಾರೆಯಾಗಿ ಕಂಪ್ಲಿ ಪಟ್ಟಣದಲ್ಲಿ ವಾಸವಾಗಿರುವ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕುಟುಂಬಗಳಲ್ಲಿ ಈ ಮೂರು ಪ್ರಕಾರಗಳ ಕುಟುಂಬ ವ್ಯವಸ್ಥೆಯಿದ್ದು ಅದನ್ನು ಈ ಕೆಳಗಿನ ಕೋಷ್ಟಕದ ಮೂಲಕ ತಿಳಿಯಬಹುದಾಗಿದೆ.

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ಕೋಷ್ಟಕ – 1. ಹಕ್ಕಿಪಿಕ್ಕಿಯರ ಬೆಡಗುವಾರು ಕುಟುಂಬದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ವಿವರ

ಕ್ರ.ಸಂ	ಕುಟುಂಬಗಳು	ಬೆಡಗುಗಳು					ಒಟ್ಟು
		ಕೊರಬಿಯಾ	ಖೋಡಿಯಾರ	ಪಿಂಪಳಾಜ	ಸಾವಂಡಿಯಾ	ಹರಕತ್ಯಾ	
01	ಅವಿಭಕ್ತ ಕುಟುಂಬ	14	7	1	6	–	**28**
02	ವಿಭಕ್ತ ಕುಟುಂಬ	24	6	2	7	–	**39**
03	ಅಣು ಕುಟುಂಬ	7	2	2	3	1	**15**
04	**ಒಟ್ಟು**	**45**	**15**	**5**	**16**	**1**	**82**

(ಆಧಾರ: 05.8.2023 ರಿಂದ 13.8.2023ರವರೆಗಿನ ಕೌಟುಂಬಿಕ ಸಮೀಕ್ಷೆಯ ಮಾಹಿತಿ)

ಮೇಲಿನ ಕೋಷ್ಟಕದ ಮೂಲಕ ಗ್ರಹಿಸಬಹುದಾದ ಅಂಶಗಳೆಂದರೆ ಕಂಪ್ಲಿಯ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿಯಲ್ಲಿ ಒಟ್ಟು 82 ಕುಟುಂಬಗಳಿವೆ. ಅದರಲ್ಲಿ ಪ್ರತಿಶತ 100ಕ್ಕೆ ಬೆಡಗುವಾರು ಕುಟುಂಬಗಳ ಪ್ರಮಾಣವನ್ನು ಗುರುತಿಸುವುದಾದರೆ **ಕೊರಬಿಯಾ** ಬೆಡಗಿನಲ್ಲಿ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 31.11%ರಷ್ಟು, ವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 53.33%ರಷ್ಟು ಮತ್ತು ಅಣು ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 15.56%ರಷ್ಟಿದೆ. **ಖೋಡಿಯಾರ್** ಬೆಡಗಿನಲ್ಲಿ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 46.67%ರಷ್ಟು, ವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 40%ರಷ್ಟು ಮತ್ತು ಅಣು ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 13.33%ರಷ್ಟಿದೆ. **ಪಿಂಪಳಾಜ** ಬೆಡಗಿನಲ್ಲಿ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 20%ರಷ್ಟು, ವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 40%ರಷ್ಟು ಮತ್ತು ಅಣು ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 40%ರಷ್ಟಿದೆ. **ಸಾವಂಡಿಯಾ** ಬೆಡಗಿನಲ್ಲಿ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 37.5%ರಷ್ಟು, ವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 43.75%ರಷ್ಟು ಮತ್ತು ಅಣು ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 18.75%ರಷ್ಟಿದೆ. **ಹರಕತ್ಯಾ** ಬೆಡಗಿನಲ್ಲಿ ಒಂದೇ ಕುಟುಂಬ ಇದ್ದು ಅದು ಅಣು ಕುಟುಂಬವಾಗಿದೆ.

ಒಟ್ಟು ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳಲ್ಲಿ ಕೊರಬಿಯಾ ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 50%ರಷ್ಟು, **ಖೋಡಿಯಾರ್** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 25%ರಷ್ಟು, **ಪಿಂಪಳಾಜ** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 3.57%ರಷ್ಟು, **ಸಾವಂಡಿಯಾ** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 21.43%ರಷ್ಟು, **ಹರಕತ್ಯಾ** ಬೆಡಗಿನಲ್ಲಿ ಯಾವುದೇ ಅವಿಭಕ್ತ ಕುಟುಂಬವಿರುವುದಿಲ್ಲ.

ಒಟ್ಟು ವಿಭಕ್ತ ಕುಟುಂಬಗಳಲ್ಲಿ ಕೊರಬಿಯಾ ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 61.54%ರಷ್ಟು, **ಖೋಡಿಯಾರ್** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 15.38%ರಷ್ಟು, **ಪಿಂಪಳಾಜ** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 5.13%ರಷ್ಟು, **ಸಾವಂಡಿಯಾ** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 17.95%ರಷ್ಟು, **ಹರಕತ್ಯಾ** ಬೆಡಗಿನಲ್ಲಿ ಯಾವುದೇ ಅವಿಭಕ್ತ ಕುಟುಂಬವಿರುವುದಿಲ್ಲ.

ಒಟ್ಟು ಅಣು ಕುಟುಂಬಗಳಲ್ಲಿ ಕೊರಬಿಯಾ ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 46.67%ರಷ್ಟು, **ಖೋಡಿಯಾರ್** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 13.33%ರಷ್ಟು, **ಪಿಂಪಳಾಜ** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 13.33%ರಷ್ಟು, **ಸಾವಂಡಿಯಾ** ಬೆಡಗಿನ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 20%ರಷ್ಟು, **ಹರಕತ್ಯಾ** ಬೆಡಗಿನಲ್ಲಿ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 6.67%ರಷ್ಟಿದೆ.

ಒಟ್ಟಾರೆಯಾಗಿ ಕಂಪ್ಲಿಯ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿಯಲ್ಲಿ 82 ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟು ಕುಟುಂಬಗಳಿದ್ದು, ಅದರಲ್ಲಿ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 34.15%ರಷ್ಟು, ವಿಭಕ್ತ ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 47.56%ರಷ್ಟು ಮತ್ತು ಅಣು ಕುಟುಂಬಗಳ ಪ್ರಮಾಣ 18.29%ರಷ್ಟಿದೆ. ಅಂದರೆ ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟು ಕುಟುಂಬಗಳ ಪೈಕಿ ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳು ಕಡಿಮೆಯಾಗುತ್ತಿದ್ದು, ಅತಿ ಹೆಚ್ಚು ಕುಟುಂಬಗಳು ವಿಭಕ್ತ ಕುಟುಂಬಗಳಾಗಿವೆ. ತೀರಾ ಇತ್ತೀಚಿಗೆ ಅಣು ಕುಟುಂಬಗಳು ಕಂಡುಬರುತ್ತಿವೆ.

ಪ್ರಸ್ತುತ ಅಧ್ಯಯನಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿನ ಕುಟುಂಬದಲ್ಲಿ ಮನೆಯ ಮುಖ್ಯಸ್ಥಿಕೆಯನ್ನು ವಹಿಸಿಕೊಂಡಿರುವ ಕುರಿತು ಮಾಹಿತಿ ಸಂಗ್ರಹಿಸಿಲಾಗಿದೆ ಅದು ಈ ಕೆಳಗಿನಂತಿದೆ.

ಕೋಷ್ಟಕ – 2. ಹಕ್ಕಿಪಿಕ್ಕಿಯರ ಬೆಡಗುವಾರು ಕುಟುಂಬ, ಲಿಂಗವಾರು ಕುಟುಂಬದ ಮುಖ್ಯಸ್ಥರ ವಿವರ

ಕ್ರ.ಸಂ	ಲಿಂಗವಾರು ಮುಖ್ಯಸ್ಥರು	ಬೆಡಗುಗಳು					ಒಟ್ಟು
		ಕೊರಬಿಯಾ	ಖೋಡಿಯಾರ	ಪಿಂಪಳಾಜ	ಸಾವಂಡಿಯಾ	ಹರಕತ್ಯಾ	
01	ಗಂಡು	32	10	3	9	1	**55**
02	ಹೆಣ್ಣು	13	5	2	7	–	**27**
03	**ಒಟ್ಟು**	**45**	**15**	**5**	**16**	**1**	**82**

(ಆಧಾರ: 05.8.2023 ರಿಂದ 13.8.2023ರವರೆಗಿನ ಕೌಟುಂಬಿಕ ಸಮೀಕ್ಷೆಯ ಮಾಹಿತಿ)

ಮೇಲಿನ ಕೋಷ್ಟಕದ ಮೂಲಕ ಗ್ರಹಿಸಬಹುದಾದ ಅಂಶಗಳೆಂದರೆ ಕಂಪ್ಲಿಯ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿಯಲ್ಲಿ ಒಟ್ಟು 82 ಕುಟುಂಬಗಳಿವೆ. ಅದರಲ್ಲಿ ಮನೆಯ ಮುಖ್ಯಸ್ಥರು ಯಾವ ಪ್ರಮಾಣದಲ್ಲಿ ಯಾವ ಲಿಂಗದವರು ಇದ್ದಾರೆಂಬುದನ್ನು ತಿಳಿಯುವುದಾದರೆ, ಪ್ರತಿಶತ 100ಕ್ಕೆ ಶೇ. 67.07ರಷ್ಟು ಪುರುಷರು ಮತ್ತು ಶೇ. 32.93ರಷ್ಟು ಮಹಿಳೆಯರು ಮನೆಯ ಮುಖ್ಯಸ್ಥರಾಗಿರುವುದು ಕಂಡು ಬರುತ್ತದೆ. ಇದನ್ನು ಬೆಡಗುವಾರು ತಿಳಿಯುವುದಾದರೆ, ಕೊರಬಿಯಾ ಬೆಡಗಿನಲ್ಲಿ 71.11%ರಷ್ಟು ಪುರುಷರು ಮತ್ತು 28.89%ರಷ್ಟು ಮಹಿಳೆಯರು, ಖೋಡಿಯಾರ್ ಬೆಡಗಿನಲ್ಲಿ 66.67%ರಷ್ಟು ಪುರುಷರು ಮತ್ತು 33.33%ರಷ್ಟು ಮಹಿಳೆಯರು, ಪಿಂಪಳಾಜ ಬೆಡಗಿನಲ್ಲಿ 60%ರಷ್ಟು ಪುರುಷರು ಮತ್ತು 40%ರಷ್ಟು ಮಹಿಳೆಯರು, ಸಾವಂಡಿಯಾ ಬೆಡಗಿನಲ್ಲಿ

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56.25%ರಷ್ಟು ಪುರುಷರು ಮತ್ತು 43.75%ರಷ್ಟು ಮಹಿಳೆಯರು ಮತ್ತು ಹರಕತ್ಯಾ ಬೆಡಗಿನಲ್ಲಿ ಒಂದೇ ಕುಟುಂಬ ಇದ್ದು ಅದರ ಮುಖ್ಯಸ್ಥ ಪುರುಷ ಆಗಿದ್ದಾನೆ.

ಒಟ್ಟಾರೆಯಾಗಿ ಮನೆಯ ಮುಖ್ಯಸ್ಥಿಕೆಯಲ್ಲಿ ಪುರುಷರ ಪ್ರಮಾಣ ಹೆಚ್ಚಾಗಿದ್ದು, ಮಹಿಳೆಯರ ಪ್ರಮಾಣ ಕಡಿಮೆಯಾಗಿದೆ. ಬೇರೆ ಸಮುದಾಯಗಳಿಗೆ ಹೋಲಿಸಿದರೆ ಕುಟುಂಬದ ಮುಖ್ಯಸ್ಥಿಕೆಯ ವಿಷಯದಲ್ಲಿ ಮಹಿಳೆಯರ ಸಹಭಾಗಿತ್ವ ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿನಲ್ಲಿ ಉತ್ತಮವಾಗಿದೆ ಎಂದು ತಿಳಿಯಬಹುದು.

ಕಡೆನುಡಿ

ಈ ಮೇಲಿನ ಅಂಶಗಳನ್ನು ಗಮನಿಸಿದಾಗ ಬಳ್ಳಾರಿ ಜಿಲ್ಲೆಯ ಕಂಪ್ಲಿ ತಾಲೂಕಿನ ಕಂಪ್ಲಿಯ ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿಯಲ್ಲಿರುವ ಈ ಬುಡಕಟ್ಟಿನ ಜನರ ಕೌಟುಂಬಿಕ ವ್ಯವಸ್ಥೆಯಲ್ಲಿನ ಕುಟುಂಬದ ವಿಧಗಳು ಮತ್ತು ಮನೆಯ ಮುಖ್ಯಸ್ಥಿಕೆಯ ವಿವರವನ್ನು ತಿಳಿಯಬಹುದಾಗಿದೆ. ಕಾಲಕ್ಕೆ ತಕ್ಕಂತೆ ಸಮುದಾಯಗಳು ಬದುಕಬೇಕಾದದ್ದು ಅನಿವಾರ್ಯ. ಈ ಅನಿವಾರ್ಯತೆಯ ಕಾರಣದಿಂದ ಕೆಲವು ಸಲ ಬುಡಕಟ್ಟುಗಳು ಈ ಮೊದಲು ರೂಢಿಸಿಕೊಂಡು ಬಂದ ವ್ಯವಸ್ಥೆಯನ್ನು ಬಿಟ್ಟು, ಇನ್ನೊಂದು ಪರ್ಯಾಯ ವ್ಯವಸ್ಥೆಗೆ ಹೋಗಬೇಕಾಗುತ್ತದೆ. ಪರ್ಯಾಯ ವ್ಯವಸ್ಥೆ ಬುಡಕಟ್ಟಿಗೆ ವರವು ಹೌದು, ಶಾಪವೂ ಹೌದು. ಹಕ್ಕಿಪಿಕ್ಕಿ ಬುಡಕಟ್ಟಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಹೇಳುವುದಾದರೆ, ಹೊಸ ಬಗೆಯ ಶಿಕ್ಷಣ ಮತ್ತು ಹೊಸ ಅವಕಾಶಗಳ ಬಳಕೆಯ ಕಾರಣದಿಂದ ಈ ಮೊದಲು ಇದ್ದ ಕೌಟುಂಬಿಕ ಪರಿಸರದಲ್ಲಿ ಬದಲಾವಣೆಗಳಾಗಿವೆ. ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳಿಂದ ವಿಭಕ್ತ ಮತ್ತು ಅಣು ಕುಟುಂಬಗಳಾಗಿ ಮಾರ್ಪಾಡಾದಾಗ ಮನೆಯಲ್ಲಿನ ಮುಖ್ಯಸ್ಥರ ಹಿಡಿತ ತಪ್ಪಿ, ತಮಗೆ ಬೇಕಾದ ಆಯ್ಕೆಗಳನ್ನು ಹೊಂದುವ, ಆ ಮೂಲಕ ಹೊಸ ವ್ಯವಸ್ಥೆಗೆ ತೆರೆದುಕೊಳ್ಳುತ್ತಿರುವುದು, ಮಹಿಳೆಯರು ಮನೆಯ ಮುಖ್ಯಸ್ಥಿಕೆಯನ್ನು ಪಡೆದಿರುವುದು ವರವಾಗಿ ಪರಿಣಮಿಸಿದರೆ, ಅದೇ ಮುಖ್ಯಸ್ಥಿಕೆಯ ಹಿಡಿತದಿಂದ ತಪ್ಪಿಸಿಕೊಂಡು ಸಾಮಾಜಿಕ ದುಶ್ಚಟಗಳಿಗೆ ದಾಸರಾಗುವುದು, ಮನಬಂದಂತೆ ಖರ್ಚು ಮಾಡುವುದು ಬುಡಕಟ್ಟಿಗೆ ಶಾಪವಾಗಿ ಪರಿಣಮಿಸುತ್ತದೆ.

ಪರಾಮರ್ಶನ ಸಾಹಿತ್ಯ

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ತಿಳುವಳಿಕೆದಾರರ ಪಟ್ಟಿ

ಕ್ರ.ಸಂ	ಹೆಸರು ಮತ್ತು ವಿಳಾಸ	ಬೆಡಗು	ವಯಸ್ಸು	ವೃತ್ತಿ/ಪದನಾಮ
01	ಲತಾ ಗಂಡ ಸಿ ಮೋಹನ್, ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿ, ಕಂಪ್ಲಿ	ಖೋಡಿಯಾರ್	38	ಸಮುದಾಯ ಸಂಘಟಕರು
02	ಎಸ್ ಜ್ಯೋತಿ, ಸಿ ಮೋಹನ್, ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿ, ಕಂಪ್ಲಿ	ಖೋಡಿಯಾರ್	26	ಪಿಎಚ್.ಡಿ ಸಂಶೋಧಕಿ
03	ದೇವೇಂದ್ರ, ಕಸ್ತೂರಿ, ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿ, ಕಂಪ್ಲಿ	ಕೊರಬಿಯಾ	18	ವಿದ್ಯಾರ್ಥಿ
04	ವೇಣುಗೋಪಿ ಹಕ್ಕಿಪಿಕ್ಕಿ, ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿ, ಕಂಪ್ಲಿ	ಕೊರಬಿಯಾ	16	ವಿದ್ಯಾರ್ಥಿ
05	ಹರ್ಷ, ಮೋಹನ್, ಹಕ್ಕಿಪಿಕ್ಕಿ ಕಾಲೋನಿ, ಕಂಪ್ಲಿ	ಖೋಡಿಯಾರ್	19	ವಿದ್ಯಾರ್ಥಿ

ಕೃತಜ್ಞತೆ: ಈ ಲೇಖನ ಬರೆಯಲು ಸಹಕಾರ ನೀಡಿದ ಡಾ. ದೇವೀಂದ್ರಪ್ಪ, ತಿಪ್ಪೇಸ್ವಾಮಿ ಬಿ ಮತ್ತು ಎಸ್. ಜ್ಯೋತಿ ಅವರಿಗೆ ತುಂಬುಹೃದಯದ ಕೃತಜ್ಞತೆಗಳು

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ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಕಲಾ ವೈಭವದ ಕೇಂದ್ರ - ಲಕ್ಕುಂಡಿ

ಜಗನ್ನಾಥ ಎಸ್ ಮಲಗೊಂಡ.
ಸಹಾಯಕ ಪ್ರಧ್ಯಾಪಕರು,ಇತಿಹಾಸ ವಿಭಾಗ.
ಕೆ.ಎಲ್.ಇ .ಸಂಸ್ಥೆಯ ಜಗದ್ಗುರು ತೋಂಟದಾರ್ಯ ಪದವಿ ಮಹಾವಿದ್ಯಾಲಯ ಗದಗ
Email: jaganamalgond@gmail.com

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ಪೀಠಿಕೆ

ಕರ್ನಾಟಕದ ವಾಸ್ತುಶಿಲ್ಪದ ಇತಿಹಾಸದಲ್ಲಿ ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಕಾಲವು ಒಂದು ಸುವರ್ಣ ಯುಗ. ಈ ಯುಗದ ಕಲಾ ವೈಭವದ ಪರಾಕಾಷ್ಠೆಯನ್ನು ನಾವು ಕಾಣಬಹುದಾದ ಪ್ರಮುಖ ಕೇಂದ್ರವೆಂದರೆ ಗದಗ ಜಿಲ್ಲೆಯ ಲಕ್ಕುಂಡಿ. ಪ್ರಾಚೀನ ಶಾಸನಗಳಲ್ಲಿ 'ಲೋಕ್ಕಿಗುಂಡಿ' ಎಂದು ಪ್ರಸಿದ್ಧವಾದ ಈ ತಾಣವು, ಮಧ್ಯಕಾಲೀನ ಭಾರತದ ಅತ್ಯಂತ ಶ್ರೀಮಂತ ಸಾಂಸ್ಕೃತಿಕ, ಧಾರ್ಮಿಕ ಮತ್ತು ವಾಣಿಜ್ಯ ಕೇಂದ್ರಗಳಲ್ಲಿ ಒಂದಾಗಿತ್ತು.

ಬಾದಾಮಿ ಚಾಲುಕ್ಯರ ಬೃಹತ್ ಶಿಲ್ಪಕಲೆ ಮತ್ತು ಹೊಯ್ಸಳರ ಅತಿ ಸೂಕ್ಷ್ಮ ಕೆತ್ತನೆಗಳ ನಡುವಿನ ಕೊಂಡಿಯಾಗಿ ಲಕ್ಕುಂಡಿಯ ವಾಸ್ತುಶಿಲ್ಪವು ನಿಲ್ಲುತ್ತದೆ. ಇಲ್ಲಿನ ದೇವಾಲಯಗಳಲ್ಲಿ ಬಳಸಲಾದ ಮೃದುವಾದ ಬಳಪದ ಕಲ್ಲು (Soapstone), ಶಿಲ್ಪಿಗಳಿಗೆ ಕಲ್ಲಿನಲ್ಲಿ ಕಾವ್ಯವನ್ನು ಕೆತ್ತುವ ಸ್ವಾತಂತ್ರ್ಯವನ್ನು ನೀಡಿತು. ಲಕ್ಕುಂಡಿಯು ಕೇವಲ ದೇವಾಲಯಗಳ ನಗರಿಯಾಗಿರದೆ, ಅಂದು ಚಿನ್ನದ ನಾಣ್ಯಗಳನ್ನು ಅಚ್ಚು ಹಾಕುವ 'ಟಂಕಸಾಲೆ'ಯಾಗಿಯೂ (Mint) ಪ್ರಸಿದ್ಧವಾಗಿತ್ತು ಎಂಬುದು ಇದರ ಆರ್ಥಿಕ ಮಹತ್ವವನ್ನು ಸಾರುತ್ತದೆ.

ಈ ಸಂಶೋಧನಾ ಲೇಖನವು ಲಕ್ಕುಂಡಿಯ ಐತಿಹಾಸಿಕ ಹಿನ್ನೆಲೆ, ದಾನಚಿಂತಾಮಣಿ ಅತ್ತಿಮಬ್ಬೆಯ ಅಮೋಘ ಕೊಡುಗೆಗಳು, ಇಲ್ಲಿನ ವಿಶಿಷ್ಟ ಮೆಟ್ಟಿಲು ಬಾವಿಗಳು (ಕಲ್ಯಾಣಿಗಳು) ಮತ್ತು ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯ ಶೈಲಿಯ ವಾಸ್ತುಶಿಲ್ಪದ ವೈಶಿಷ್ಟ್ಯಗಳನ್ನು ಆಳವಾಗಿ ವಿಶ್ಲೇಷಿಸುವ ಪ್ರಯತ್ನ ಮಾಡುತ್ತದೆ. ಅಳಿವಿನಂಚಿನಲ್ಲಿರುವ ಈ ಅದ್ಭುತ ಕಲಾ ಕೇಂದ್ರದ ಸಂರಕ್ಷಣೆ ಮತ್ತು ಇಂದಿನ ಪ್ರಸ್ತುತತೆಯನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳುವುದು ಈ ಅಧ್ಯಯನದ ಮುಖ್ಯ ಉದ್ದೇಶವಾಗಿದೆ.

1. ರಾಜಕೀಯ ಮತ್ತು ವಾಣಿಜ್ಯ ಪ್ರಾಮುಖ್ಯತೆ

ಲಕ್ಕುಂಡಿಯು ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಪ್ರಮುಖ ರಾಜಧಾನಿಗಳಲ್ಲಿ ಒಂದಾಗಿತ್ತು.

ಲೋಕ್ಕಿಗುಂಡಿ ಗದ್ಯಾಣ: ಚಾಲುಕ್ಯರ ಸುವರ್ಣ ನಾಣ್ಯ

ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಆಳ್ವಿಕೆಯಲ್ಲಿ ಲಕ್ಕುಂಡಿ (ಲೋಕ್ಕಿಗುಂಡಿ) ಒಂದು ಪ್ರಮುಖ **ರಾಜ್ಯ ಟಂಕಸಾಲೆ (Royal Mint)** ಆಗಿತ್ತು. ಇಲ್ಲಿ ಅಚ್ಚು ಹಾಕಲಾಗುತ್ತಿದ್ದ ಚಿನ್ನದ ನಾಣ್ಯಗಳನ್ನು ಇತಿಹಾಸದಲ್ಲಿ 'ಲೋಕ್ಕಿಗುಂಡಿ ಗದ್ಯಾಣ' ಅಥವಾ 'ಲೋಕ್ಕಿ ಗದ್ಯಾಣ' ಎಂದು ಕರೆಯಲಾಗುತ್ತದೆ.

ಗ. ನಾಣ್ಯದ ವಿಶಿಷ್ಟತೆಗಳು

- **ಲೋಹ:** ಇವು ಶುದ್ಧ ಚಿನ್ನದ ನಾಣ್ಯಗಳಾಗಿದ್ದವು.
- **ತೂಕ:** ಸಾಮಾನ್ಯವಾಗಿ ಒಂದು ಗದ್ಯಾಣವು ಸುಮಾರು ೪.೪ ಗ್ರಾಂ (ಅಥವಾ ಒಂದು ತೊಲದ ಅರ್ಧದಷ್ಟು) ತೂಗುತ್ತಿತ್ತು.

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Address for correspondence:
ಜಗನ್ನಾಥ ಎಸ್ ಮಲಗೊಂಡ.ಸಹಾಯಕ ಪ್ರಧ್ಯಾಪಕರು,ಇತಿಹಾಸ ವಿಭಾಗ.
ಕೆ.ಎಲ್.ಇ .ಸಂಸ್ಥೆಯ ಜಗದ್ಗುರು ತೋಂಟದಾರ್ಯ ಪದವಿ ಮಹಾವಿದ್ಯಾಲಯ ಗದಗ

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- **ವಿನ್ಯಾಸ:** ಈ ನಾಣ್ಯಗಳ ಮೇಲೆ ಚಾಲುಕ್ಯರ ಲಾಂಛನವಾದ '**ವರಾಹ**' (ಹಂದಿ), ಸಿಂಹ ಅಥವಾ ಕಮಲದ ಚಿಹ್ನೆಗಳನ್ನು ಕೆತ್ತಲಾಗಿರುತ್ತಿತ್ತು. ಕೆಲವು ನಾಣ್ಯಗಳ ಮೇಲೆ ದೇವನಾಗರಿ ಅಥವಾ ಹಳಗನ್ನಡ ಲಿಪಿಯಲ್ಲಿ ರಾಜನ ಹೆಸರು ಅಥವಾ ಬಿರುದುಗಳನ್ನು ಕಾಣಬಹುದು.

೨. ಟಂಕಸಾಲೆಯ ಪ್ರಾಮುಖ್ಯತೆ

ಲಕ್ಕುಂಡಿಯ ಶಾಸನಗಳ ಪ್ರಕಾರ, ಇಲ್ಲಿನ ಟಂಕಸಾಲೆಯು ಅತ್ಯಂತ ವಿಶ್ವಾಸಾರ್ಹವಾಗಿತ್ತು.

- ಇಲ್ಲಿ ತಯಾರಾದ ನಾಣ್ಯಗಳು ಅಂದಿನ ದಕ್ಷಿಣ ಭಾರತದಾದ್ಯಂತ ಮಾನ್ಯತೆ ಪಡೆದಿದ್ದವು.
- ವ್ಯಾಪಾರ ಮತ್ತು ವಾಣಿಜ್ಯ ವ್ಯವಹಾರಗಳಲ್ಲಿ 'ಲೋಕ್ಕಿ ಗದ್ಯಾಣ'ವು ಒಂದು ಪ್ರಮಾಣಿತ (Standard) ಕರೆನ್ಸಿಯಾಗಿ ಬಳಕೆಯಾಗುತ್ತಿತ್ತು.
- ಶಾಸನಗಳಲ್ಲಿ ದೇವಸ್ಥಾನಗಳಿಗೆ ನೀಡುವ ದಾನದತ್ತಿಗಳನ್ನು ಹೆಚ್ಚಾಗಿ 'ಲೋಕ್ಕಿ ಗದ್ಯಾಣ'ದ ರೂಪದಲ್ಲೇ ಉಲ್ಲೇಖಿಸಲಾಗಿದೆ.

೩. ಸಾಮಾಜಿಕ ಮತ್ತು ಆರ್ಥಿಕ ಪ್ರಭಾವ

- **ವಾಣಿಜ್ಯ ಕೇಂದ್ರ:** ಟಂಕಸಾಲೆಯ ಅಸ್ತಿತ್ವವು ಲಕ್ಕುಂಡಿಯನ್ನು ಕೇವಲ ಧಾರ್ಮಿಕ ಕೇಂದ್ರವಾಗಿರದೆ, ಒಂದು ದೊಡ್ಡ ವಾಣಿಜ್ಯ ನಗರವನ್ನಾಗಿ (Commercial Hub) ಪರಿವರ್ತಿಸಿತ್ತು. ಇಲ್ಲಿ ದೊಡ್ಡ ದೊಡ್ಡ ವ್ಯಾಪಾರಿ ಸಂಘಗಳು (Guilds) ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದವು.
- **ತೆರಿಗೆ ಮತ್ತು ಕಂದಾಯ:** ರಾಜ್ಯದ ಕಂದಾಯವನ್ನು ಸಂಗ್ರಹಿಸಲು ಮತ್ತು ಸೈನ್ಯದ ನಿರ್ವಹಣೆಗೆ ಈ ನಾಣ್ಯಗಳು ಅಡಿಪಾಯವಾಗಿದ್ದವು.

೪. ನಾಣ್ಯ ಶಾಸ್ತ್ರದ (Numismatics) ದೃಷ್ಟಿಯಿಂದ

ಇಂದಿಗೂ ಪುರಾತತ್ವ ಇಲಾಖೆಯ ಉತ್ಖನನಗಳಲ್ಲಿ ಮತ್ತು ಸಂಗ್ರಹಾಲಯಗಳಲ್ಲಿ ದೊರೆಯುವ ಲೋಕ್ಕಿಗುಂಡಿ ಗದ್ಯಾಣಗಳು ಚಾಲುಕ್ಯರ ಲೋಹಶಾಸ್ತ್ರದ (Metallurgy) ಜ್ಞಾನಕ್ಕೆ ಸಾಕ್ಷಿಯಾಗಿವೆ. ಈ ನಾಣ್ಯಗಳ ಮೇಲಿನ ಅಚ್ಚು (Die) ಎಷ್ಟು ಸ್ಪಷ್ಟವಾಗಿದೆ ಎಂದರೆ, ಸಾವಿರ ವರ್ಷಗಳ ನಂತರವೂ ಅವುಗಳ ಮೇಲಿನ ಚಿತ್ರಗಳು ಸುಸ್ಪಷ್ಟವಾಗಿವೆ.

- **ವಾಣಿಜ್ಯ ಕೇಂದ್ರ:** ಇದು ಪ್ರಮುಖ ವ್ಯಾಪಾರಿ ಸಂಘಗಳ (Guilds) ಕೇಂದ್ರವಾಗಿತ್ತು, ಇದು ಪ್ರದೇಶದ ಆರ್ಥಿಕ ಸಮೃದ್ಧಿಗೆ ಕಾರಣವಾಗಿತ್ತು.

2. ವಾಸ್ತುಶಿಲ್ಪದ ವಿಶೇಷತೆಗಳು

೧. ಸೋಪಾನ ಅಥವಾ ಮೆಟ್ಟಿಲು ಬಾವಿಗಳು (Step-wells/Kalyanis)

ಲಕ್ಕುಂಡಿಯ ಅತ್ಯಂತ ವಿಶಿಷ್ಟ ಲಕ್ಷಣವೆಂದರೆ ಇಲ್ಲಿನ ಸುಂದರವಾದ ಕಲ್ಯಾಣಿಗಳು. ಇವು ಕೇವಲ ನೀರಿನ ಮೂಲಗಳಲ್ಲದೆ, ವಾಸ್ತುಶಿಲ್ಪದ ಅದ್ಭುತಗಳಾಗಿವೆ.

- **ವಿನ್ಯಾಸ:** ಈ ಬಾವಿಗಳು ಜ್ಯಾಮಿತೀಯ ಆಕಾರದಲ್ಲಿವೆ (Square or Star shaped).
- **ಮಾಣಿಕೇಶ್ವರ ಕಲ್ಯಾಣಿ:** ಮಾಣಿಕೇಶ್ವರ ದೇವಾಲಯದ ಮುಂಭಾಗದಲ್ಲಿರುವ ಈ ಕಲ್ಯಾಣಿಯು ಅತ್ಯಂತ ಸುಂದರವಾಗಿದ್ದು, ಸುತ್ತಲೂ ಸಣ್ಣ ಸಣ್ಣ ಗೂಡುಗಳಂತಹ ಗುಡಿಗಳನ್ನು ಹೊಂದಿದೆ.

೨. ಶಿಲ್ಪಕಲೆಯ ಸೂಕ್ಷ್ಮತೆ ಮತ್ತು ಲೇಥ್ ಕೆಲಸ (Lathe-turned Pillars)

ಚಾಲುಕ್ಯರ ವಾಸ್ತುಶಿಲ್ಪದ ಪ್ರಮುಖ ಆಕರ್ಷಣೆ ಎಂದರೆ ಕಂಬಗಳು.

- **ಕಂಬಗಳ ವಿನ್ಯಾಸ:** ಇಲ್ಲಿನ ಕಂಬಗಳನ್ನು ಲೇಥ್ ಯಂತ್ರದಲ್ಲಿ ಕತ್ತರಿಸಿದಂತೆ ಅತ್ಯಂತ ನಯವಾಗಿ ಮತ್ತು ಹೊಳೆಯುವಂತೆ ಕೆತ್ತಲಾಗಿದೆ. ಇವುಗಳ ಮೇಲಿನ ವೃತ್ತಾಕಾರದ ವಿನ್ಯಾಸಗಳು ಕನ್ನಡಿಯಂತೆ ಹೊಳೆಯುತ್ತವೆ.
- **ಬಾಗಿಲುವಾಡಗಳು (Door-frames):** ದೇವಾಲಯದ ಗರ್ಭಗೃಹದ ಬಾಗಿಲುವಾಡಗಳು ೫ ರಿಂದ ೭ ಪದರಗಳ ಕೆತ್ತನೆಯನ್ನು ಹೊಂದಿದ್ದು, ಇವುಗಳಲ್ಲಿ ಲತೆಗಳು, ನೃತ್ಯ ಭಂಗಿಗಳು ಮತ್ತು ಪುಟ್ಟ ಶಿಲ್ಪಗಳನ್ನು ಕಾಣಬಹುದು.

೩. ಸೋಪಸ್ಟೋನ್ (Chloritic Schist) ಬಳಕೆಯ ಕ್ರಾಂತಿ

ಲಕ್ಕುಂಡಿಯ ಶಿಲ್ಪಿಗಳು ಬಾದಾಮಿ ಚಾಲುಕ್ಯರಂತೆ ಮರಳುಗಲ್ಲನ್ನು (Sandstone) ಬಳಸದೆ, ಮೃದುವಾದ **ಬಳಪದ ಕಲ್ಲನ್ನು (Soapstone)** ಬಳಸಲು ಪ್ರಾರಂಭಿಸಿದರು.

- ಈ ಕಲ್ಲು ಮೃದುವಾಗಿರುವುದರಿಂದ ಅತಿ ಸಣ್ಣ ಮತ್ತು ಸಂಕೀರ್ಣವಾದ ಕೆತ್ತನೆಗಳನ್ನು ಮಾಡಲು ಸಾಧ್ಯವಾಯಿತು. ಈ ತಂತ್ರಜ್ಞಾನವೇ ಮುಂದೆ ಹೊಯ್ಸಳರ ಕಾಲದ ಜಗತ್ಪ್ರಸಿದ್ಧ ಕೆತ್ತನೆಗಳಿಗೆ ಅಡಿಪಾಯವಾಯಿತು.

೪. ವಿಮಾನ ಮತ್ತು ಶಿಖರ ವಿನ್ಯಾಸ (Vimana and Shikhara)

ಲಕ್ಕುಂಡಿಯ ದೇವಾಲಯಗಳ ಶಿಖರಗಳು ದ್ರಾವಿಡ ಶೈಲಿಯ ಪ್ರಭಾವವನ್ನು ಹೊಂದಿದ್ದರೂ, ಅವುಗಳಲ್ಲಿ ಹೊಸತನವಿದೆ.

- **ಸಂಕೀರ್ಣ ಪದರಗಳು:** ಶಿಖರಗಳ ಮೇಲೆ ಹಂತ ಹಂತವಾಗಿ ಸಣ್ಣ ಸಣ್ಣ ಗುಡಿಗಳ ಮಾದರಿಯನ್ನು ಕೆತ್ತಲಾಗಿದೆ (Kudu and Sala).

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- **ಬ್ರಹ್ಮ ಜಿನಾಲಯದ ಶಿಖರ:** ಇದು ಲಕ್ಕುಂಡಿಯ ಅತ್ಯಂತ ಹಳೆಯ ಮತ್ತು ಸುಸಜ್ಜಿತ ಶಿಖರಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ, ಇದು ಚಾಲುಕ್ಯರ ವಾಸ್ತುಶಿಲ್ಪದ ಪ್ರೌಢಿಮೆಯನ್ನು ಸಾರುತ್ತದೆ.

೫. ದ್ವಿಕೂಟ ಮತ್ತು ತ್ರಿಕೂಟ ರಚನೆ (Temple Layout)

ಲಕ್ಕುಂಡಿಯಲ್ಲಿ ಒಂದಕ್ಕಿಂತ ಹೆಚ್ಚು ಗರ್ಭಗೃಹಗಳಿರುವ ದೇವಾಲಯಗಳನ್ನು ನಾವು ಕಾಣಬಹುದು.

- **ಕಾಶಿ ವಿಶ್ವನಾಥ ದೇವಾಲಯ:** ಇದು 'ದ್ವಿಕೂಟ' (ಎರಡು ಗರ್ಭಗೃಹ) ಮಾದರಿಯಲ್ಲಿದೆ. ಒಂದು ಗರ್ಭಗೃಹವು ಸೂರ್ಯನಿಗೆ ಮತ್ತು ಇನ್ನೊಂದು ಶಿವನಿಗೆ ಅರ್ಪಿತವಾಗಿದೆ. ಇವೆರಡನ್ನೂ ಒಂದು ಸಾಮಾನ್ಯ ನವರಂಗ ಅಥವಾ ಸಭಾಮಂಟಪವು ಜೋಡಿಸುತ್ತದೆ.

೬. ಗೋಡೆಗಳ ಮೇಲಿನ ಕೆತ್ತನೆ (Wall Decorations)

ದೇವಾಲಯದ ಹೊರಗೋಡೆಗಳ ಮೇಲೆ ಸಣ್ಣ ಸಣ್ಣ ಸ್ತಂಭಗಳು (Pilasters) ಮತ್ತು ಅವುಗಳ ನಡುವೆ ಕಲಾತ್ಮಕವಾದ ಗೂಡುಗಳನ್ನು ಕೆತ್ತಲಾಗಿದೆ. ಇವುಗಳಲ್ಲಿ ದೇವತೆಗಳ, ಗಂಧರ್ವರ ಮತ್ತು ಸಾಮಾಜಿಕ ಬದುಕಿನ ದೃಶ್ಯಗಳನ್ನು ಚಿತ್ರಿಸಲಾಗಿದೆ.

ಸಂಶೋಧನಾ ದೃಷ್ಟಿಕೋನ: ಲಕ್ಕುಂಡಿಯ ವಾಸ್ತುಶಿಲ್ಪವನ್ನು ಗಮನಿಸಿದರೆ, ಅಲ್ಲಿನ ಶಿಲ್ಪಿಗಳು ಕಲ್ಲಿನಲ್ಲಿ ಕಾವ್ಯವನ್ನು ಬರೆದಂತೆ ಭಾಸವಾಗುತ್ತದೆ. ವಿಶೇಷವಾಗಿ ಬ್ರಹ್ಮ ಜಿನಾಲಯ ಮತ್ತು ಕಾಶಿ ವಿಶ್ವನಾಥ ದೇವಾಲಯಗಳು ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ 'ಸ್ವರ್ಣ ಯುಗ'ದ ಸಾಕ್ಷಿಗಳಾಗಿವೆ.

ಲಕ್ಕುಂಡಿಯ ದೇವಾಲಯಗಳು ಶೇಲ್ (Soapstone) ಅಥವಾ ಮೃದುವಾದ ಬಳಪದ ಕಲ್ಲಿನಿಂದ ನಿರ್ಮಿತವಾಗಿವೆ. ಇದು ಕೆತ್ತನೆಗೆ ಹೆಚ್ಚಿನ ಸುಲಭತೆಯನ್ನು ನೀಡಿತು.

- **ಬ್ರಹ್ಮ ಜಿನಾಲಯ:** ಇದು ಲಕ್ಕುಂಡಿಯ ಅತ್ಯಂತ ಹಳೆಯ ಮತ್ತು ಸುಂದರವಾದ ಜೈನ ಬಸದಿ. ಇದನ್ನು 'ದಾನಚಿಂತಾಮಣಿ' ಅತ್ತಿಮಬ್ಬೆಯು ನಿರ್ಮಿಸಿದಳು ಎಂದು ನಂಬಲಾಗಿದೆ. ಇದರ ಗೋಪುರ ಮತ್ತು ಕೆತ್ತನೆಗಳು ಅತ್ಯಂತ ಸುಕ್ಷ್ಮವಾಗಿವೆ.
- **ಕಾಶೀವಿಶ್ವೇಶ್ವರ ದೇವಾಲಯ:** ಇದು ಚಾಲುಕ್ಯ ಶೈಲಿಯ ವಾಸ್ತುಶಿಲ್ಪದ ಶಿಖರಪ್ರಾಯವಾಗಿದೆ. ಈ ದೇವಾಲಯವು ತನ್ನ ಸಂಕೀರ್ಣವಾದ ಬಾಗಿಲವಾಡಗಳು ಮತ್ತು ಕಂಬಗಳ ಕೆತ್ತನೆಗೆ ವಿಶ್ವಪ್ರಸಿದ್ಧವಾಗಿದೆ.
- **ವಿರೂಪಾಕ್ಷ ಮತ್ತು ನಂದೀಶ್ವರ ದೇವಾಲಯಗಳು:** ಇವುಗಳು ಚಾಲುಕ್ಯರ ಧಾರ್ಮಿಕ ಸಹಿಷ್ಣುತೆ ಮತ್ತು ಶೈವ ಧರ್ಮದ ಬೆಳವಣಿಗೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತವೆ.

1. **ದಾನಚಿಂತಾಮಣಿ ಅತ್ತಿಮಬ್ಬೆಯ ಕೊಡುಗೆ**

ಲಕ್ಕುಂಡಿಯ ಇತಿಹಾಸ ಮತ್ತು ವಾಸ್ತುಶಿಲ್ಪದ ಬಗ್ಗೆ ಮಾತನಾಡುವಾಗ **'ದಾನಚಿಂತಾಮಣಿ ಅತ್ತಿಮಬ್ಬೆ'**ಯ ಹೆಸರನ್ನು ಉಲ್ಲೇಖಿಸದೆ ಹೋದರೆ ಆ ಅಧ್ಯಯನ ಅಪೂರ್ಣವಾಗುತ್ತದೆ. ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಕಾಲದ ಅತ್ಯಂತ ಪ್ರಭಾವಶಾಲಿ ಮಹಿಳೆಯಾಗಿದ್ದ ಅತ್ತಿಮಬ್ಬೆ, ಲಕ್ಕುಂಡಿಯನ್ನು ಸಾಂಸ್ಕೃತಿಕವಾಗಿ ಬೆಳೆಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸಿದಳು.

ದಾನಚಿಂತಾಮಣಿ ಅತ್ತಿಮಬ್ಬೆಯ ಕೊಡುಗೆಗಳು

ಅತ್ತಿಮಬ್ಬೆಯು ಚಾಲುಕ್ಯ ಚಕ್ರವರ್ತಿ ತೈಲಪ-II ರ ಪ್ರಧಾನ ದಂಡನಾಯಕನಾಗಿದ್ದ ನಾಗದೇವನ ಪತ್ನಿ. ಆಕೆಯ ಧಾರ್ಮಿಕ ಮತ್ತು ಸಾಹಿತ್ಯಿಕ ಆಸಕ್ತಿಗಳು ಲಕ್ಕುಂಡಿಯ ಇತಿಹಾಸದಲ್ಲಿ ಸುವರ್ಣಾಕ್ಷರಗಳಲ್ಲಿ ದಾಖಲಾಗಿವೆ.

೧. ಬ್ರಹ್ಮ ಜಿನಾಲಯದ ನಿರ್ಮಾಣ

ಲಕ್ಕುಂಡಿಯ ಅತ್ಯಂತ ಭವ್ಯವಾದ ಮತ್ತು ಸುಂದರವಾದ **ಬ್ರಹ್ಮ ಜಿನಾಲಯ**ವನ್ನು ಕ್ರಿ.ಶ. ೧೦೦೭ರಲ್ಲಿ ಅತ್ತಿಮಬ್ಬೆ ನಿರ್ಮಿಸಿದಳು. ಇದು ಆ ಕಾಲದ ಅತ್ಯಂತ ದೊಡ್ಡ ಜೈನ ಬಸದಿಯಾಗಿತ್ತು. ಇದರ ವಾಸ್ತುಶಿಲ್ಪವು ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯ ಶೈಲಿಯ ಉಗಮಕ್ಕೆ ಪ್ರಮುಖ ಕಾರಣವಾಯಿತು.

೨. ಸಾಹಿತ್ಯಿಕ ಪ್ರೋತ್ಸಾಹ - ಮಹಾಕವಿ ರನ್ನನ ಆಶ್ರಯದಾತ

ಅತ್ತಿಮಬ್ಬೆಯು ಕನ್ನಡದ ರತ್ನತ್ರಯರಲ್ಲಿ ಒಬ್ಬನಾದ **ಮಹಾಕವಿ ರನ್ನ**ನಿಗೆ ಆಶ್ರಯ ನೀಡಿದ್ದಳು.

- ರನ್ನನು ಅತ್ತಿಮಬ್ಬೆಯ ಗುಣಗಾನ ಮಾಡುತ್ತಾ ಆಕೆಯನ್ನು **'ದಾನಚಿಂತಾಮಣಿ'** (ದಾನ ಮಾಡುವುದರಲ್ಲಿ ದೇವಲೋಕದ ಚಿಂತಾಮಣಿಯಂತೆ ಇರುವವಳು) ಎಂದು ಕರೆದಿದ್ದಾನೆ.
- ಆಕೆಯ ಗೌರವಾರ್ಥವಾಗಿ ರನ್ನನು ತನ್ನ ಪ್ರಸಿದ್ಧ ಕೃತಿಯಾದ **'ಅಜಿತನಾಥ ಪುರಾಣ'**ವನ್ನು ಬರೆದನು.

೩. ಧರ್ಮ ಪ್ರಸಾರ ಮತ್ತು ಹಸ್ತಪ್ರತಿಗಳ ವಿತರಣೆ

ಅತ್ತಿಮಬ್ಬೆಯು ಕೇವಲ ದೇವಸ್ಥಾನಗಳನ್ನು ಕಟ್ಟಿಸಲಿಲ್ಲ, ಬದಲಾಗಿ ಜ್ಞಾನ ಪ್ರಸಾರಕ್ಕೂ ಒತ್ತು ನೀಡಿದಳು.

- ಆಕೆಯು ಮಹಾಕವಿ ಪೊನ್ನನು ಬರೆದ **'ಶಾಂತಿಪುರಾಣ'**ದ ಸುಮಾರು **೧,೦೦೦ ಹಸ್ತಪ್ರತಿಗಳನ್ನು** (Copying and Distribution) ಬರೆಯಿಸಿ ವಿದ್ವಾಂಸರಿಗೆ ಮತ್ತು ಜನಸಾಮಾನ್ಯರಿಗೆ ಹಂಚಿದಳು. ಇದು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆಯಲ್ಲೇ ಒಂದು ವಿಶಿಷ್ಟವಾದ ಸಾಹಿತ್ಯಿಕ ಕ್ರಾಂತಿಯಾಗಿದೆ.

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೪. ೧,೫೦೦ ಜಿನಾಲಯಗಳ ನಿರ್ಮಾಣದ ಸಂಕಲ್ಪ

ಶಾಸನಗಳ ಉಲ್ಲೇಖದಂತೆ, ಅತ್ತಿಮಬ್ಬೆಯು ತನ್ನ ಜೀವಿತಾವಧಿಯಲ್ಲಿ ಸುಮಾರು **೧,೫೦೦ ಜಿನಾಲಯಗಳನ್ನು** ನಿರ್ಮಿಸಿದಳು ಮತ್ತು ಅವುಗಳಿಗೆ ಚಿನ್ನದ ಜಿನಪ್ರತಿಮೆಗಳನ್ನು ದಾನ ಮಾಡಿದಳು ಎನ್ನಲಾಗಿದೆ. ಲಕ್ಕುಂಡಿಯು ಆಕೆಯ ಈ ಧಾರ್ಮಿಕ ಕಾರ್ಯಗಳ ಪ್ರಮುಖ ಕೇಂದ್ರವಾಗಿತ್ತು.

೫. ಲೋಕ್ಕಿಗುಂಡಿಯ ಶಾಸನದಲ್ಲಿ ಉಲ್ಲೇಖ

ಲಕ್ಕುಂಡಿಯ ಶಾಸನಗಳು ಆಕೆಯ ದಾನಗುಣವನ್ನು ಕೊಂಡಾಡುತ್ತವೆ. ಆಕೆಯು ಹಸಿದವರಿಗೆ ಅನ್ನ, ಬಾಯಾರಿದವರಿಗೆ ನೀರು ಮತ್ತು ಜ್ಞಾನದ ಹಸಿವಿರುವವರಿಗೆ ಸಾಹಿತ್ಯವನ್ನು ನೀಡಿದ ಮಹಾಮಾತೆ ಎಂದು ಶಾಸನಗಳಲ್ಲಿ ವರ್ಣಿಸಲಾಗಿದೆ.

ಲಕ್ಕುಂಡಿಯ ಇತಿಹಾಸವನ್ನು ಅತ್ತಿಮಬ್ಬೆಯ ಉಲ್ಲೇಖವಿಲ್ಲದೆ ಪೂರ್ಣಗೊಳಿಸಲು ಸಾಧ್ಯವಿಲ್ಲ.

- ಇವಳು 1,500 ಜೈನ ಬಸದಿಗಳನ್ನು ನಿರ್ಮಿಸಿದಳು ಮತ್ತು ಪೊನ್ನ ಕವಿಯ 'ಶಾಂತಿಪುರಾಣ'ದ ಸಾವಿರಾರು ಪ್ರತಿಗಳನ್ನು ಮಾಡಿಸಿ ಹಂಚಿದಳು. ಲಕ್ಕುಂಡಿಯ ಬ್ರಹ್ಮ ಜಿನಾಲಯವು ಆಕೆಯ ಧಾರ್ಮಿಕ ನಿಷ್ಠೆಯ ಸ್ಮಾರಕವಾಗಿದೆ.

4. ಕಲ್ಯಾಣಿ (ಮೆಟ್ಟಿಲು ಬಾವಿಗಳು)

ಲಕ್ಕುಂಡಿಯು ತನ್ನ ವಿಶಿಷ್ಟವಾದ ಮೆಟ್ಟಿಲು ಬಾವಿಗಳಿಗೆ (Step-wells) ಹೆಸರಾಗಿದೆ. ಇವು ಕೇವಲ ನೀರಿನ ಮೂಲಗಳಲ್ಲದೆ, ವಾಸ್ತುಶಿಲ್ಪದ ಅದ್ಭುತಗಳೂ ಹೌದು.

- **ಮಣಿಕೇಶ್ವರ ತೀರ್ಥ:** ಇಲ್ಲಿನ ಕಲ್ಯಾಣಿಯು ತನ್ನ ಜ್ಯಾಮಿತೀಯ ರಚನೆಯಿಂದ ಪ್ರವಾಸಿಗರನ್ನು ಸೆಳೆಯುತ್ತದೆ. ಇವು ಅಂದಿನ ಕಾಲದ ಸುಧಾರಿತ ಜಲ ನಿರ್ವಹಣಾ ವ್ಯವಸ್ಥೆಗೆ ಸಾಕ್ಷಿಯಾಗಿವೆ.

ಪ್ರಮುಖ ಶಾಸನಗಳು

- ಕ್ರಿ.ಶ. ೧೦೦೭ರ ಶಾಸನ: ಇದು ದಾನಚಿಂತಾಮಣಿ ಅತ್ತಿಮಬ್ಬೆಯ ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡುತ್ತದೆ. ಅವಳು ೧೫೦೦ ಜೈನ ಬಸದಿಗಳನ್ನು ಕಟ್ಟಿಸಿದಳು ಎಂಬ ಹೆಮ್ಮೆಯ ವಿಷಯ ಈ ಶಾಸನದಿಂದ ತಿಳಿದುಬರುತ್ತದೆ.
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- ಕಲ್ಯಾಣಿ ಚಾಲುಕ್ಯರ ಶಾಸನಗಳು: ಇಮ್ಮಡಿ ಅಹವಮಲ್ಲ, ಸೋಮೇಶ್ವರ ಮುಂತಾದ ಅರಸರ ವಿಜಯಯಾತ್ರೆ ಮತ್ತು ಆಡಳಿತ ವೈಖರಿಯನ್ನು ಇವು ವಿವರಿಸುತ್ತವೆ.
-
- ೫. ಸಾಂಸ್ಕೃತಿಕ ಮಹತ್ವ
- ಶಿಕ್ಷಣ: ಈ ಶಾಸನಗಳ ಪ್ರಕಾರ ಲಕ್ಕುಂಡಿಯು ಒಂದು ದೊಡ್ಡ ಅಗ್ರಹಾರವಾಗಿತ್ತು (ಬ್ರಾಹ್ಮಣರಿಗೆ ಅಥವಾ ವಿದ್ವಾಂಸರಿಗೆ ನೀಡಿದ ವಿದ್ಯಾ ಕೇಂದ್ರ).
-
- ಕಲೆ ಮತ್ತು ವಾಸ್ತುಶಿಲ್ಪ: ಇಲ್ಲಿನ ಶಾಸನಗಳು ದೇವಾಲಯಗಳ ನಿರ್ಮಾಣಕ್ಕೆ ಕಾರಣರಾದ ಶಿಲ್ಪಿಗಳ ಬಗ್ಗೆಯೂ ಕೆಲವೊಮ್ಮೆ ಬೆಳಕು ಚೆಲ್ಲುತ್ತವೆ

5. ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಲಕ್ಕುಂಡಿಯ ಸಂರಕ್ಷಣೆ

ಇಂದು ಲಕ್ಕುಂಡಿಯ ಸ್ಮಾರಕಗಳನ್ನು ಡಿಜಿಟಲ್ ತಂತ್ರಜ್ಞಾನದ ಮೂಲಕ ಸಂರಕ್ಷಿಸುವ ಅಗತ್ಯವಿದೆ:

- **3D ಸ್ಕ್ಯಾನಿಂಗ್:** ಅಳಿವಿನಂಚಿನಲ್ಲಿರುವ ಕೆತ್ತನೆಗಳನ್ನು ಡಿಜಿಟಲ್ ರೂಪದಲ್ಲಿ ದಾಖಲಿಸುವುದು.
- **ವರ್ಚುವಲ್ ಮ್ಯೂಸಿಯಂ:** ಲಕ್ಕುಂಡಿಯ ಶಿಲ್ಪಕಲಾ ಸಂಗ್ರಹಾಲಯವನ್ನು ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಪ್ರಚಾರ ಮಾಡಲು ಆನ್‌ಲೈನ್ ಗ್ಯಾಲರಿಗಳನ್ನು ರಚಿಸುವುದು.

೧. ಯುನೆಸ್ಕೋ (UNESCO) ಪಾರಂಪರಿಕ ಪಟ್ಟಿಗೆ ಪ್ರಸ್ತಾವನೆ

ಲಕ್ಕುಂಡಿಯನ್ನು ಯುನೆಸ್ಕೋ ವಿಶ್ವ ಪರಂಪರೆಯ ತಾಣಗಳ ಪಟ್ಟಿಗೆ ಸೇರಿಸಲು ಸರ್ಕಾರವು ಗಂಭೀರ ಪ್ರಯತ್ನ ನಡೆಸುತ್ತಿದೆ. ಹಂಪಿ ಮತ್ತು ಐಹೊಳೆ-ಪಟ್ಟದಕಲ್ಲುಗಳಷ್ಟೇ ಶ್ರೀಮಂತವಾಗಿರುವ ಇಲ್ಲಿನ ವಾಸ್ತುಶಿಲ್ಪವನ್ನು ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಗುರುತಿಸಲು ಸಿದ್ಧತೆಗಳು ನಡೆಯುತ್ತಿವೆ.

೨. ಲಕ್ಕುಂಡಿ ಉತ್ಸವ (Lakkundi Utsav)

ಪ್ರತಿ ವರ್ಷ ಲಕ್ಕುಂಡಿಯ ಕಲೆ ಮತ್ತು ಸಂಸ್ಕೃತಿಯನ್ನು ಪ್ರಚಾರ ಮಾಡಲು **'ಲಕ್ಕುಂಡಿ ಉತ್ಸವ'**ವನ್ನು ಅದ್ದೂರಿಯಾಗಿ ಆಚರಿಸಲಾಗುತ್ತಿದೆ. ಈ ಉತ್ಸವದಲ್ಲಿ ಇತಿಹಾಸ ತಜ್ಞರಿಂದ ವಿಚಾರಗೋಷ್ಠಿಗಳು, ಸಾಂಸ್ಕೃತಿಕ ಕಾರ್ಯಕ್ರಮಗಳು ಮತ್ತು ಲಕ್ಕುಂಡಿಯ ವೈಭವವನ್ನು ಸಾರುವ ಪ್ರದರ್ಶನಗಳು ನಡೆಯುತ್ತವೆ.

೩. ಹಂಪಿ-ಲಕ್ಕುಂಡಿ ಪ್ರವಾಸೋದ್ಯಮ ಸರ್ಕ್ಯೂಟ್

ಪ್ರವಾಸಿಗರ ಅನುಕೂಲಕ್ಕಾಗಿ ಹಂಪಿ, ಬಾದಾಮಿ, ಐಹೊಳೆ ಮತ್ತು ಪಟ್ಟದಕಲ್ಲುಗಳನ್ನು ಒಳಗೊಂಡ ಪ್ರವಾಸಿ ನಕ್ಷೆಯಲ್ಲಿ ಲಕ್ಕುಂಡಿಯನ್ನು ಪ್ರಮುಖ ಕೇಂದ್ರವನ್ನಾಗಿ ಮಾಡಲಾಗುತ್ತಿದೆ. ಹಂಪಿಗೆ ಬರುವ ಪ್ರವಾಸಿಗರನ್ನು ಲಕ್ಕುಂಡಿಯತ್ತ ಸೆಳೆಯಲು ಸಾರಿಗೆ ಮತ್ತು ಮೂಲಸೌಕರ್ಯಗಳನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗುತ್ತಿದೆ.

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೪. ಹೊಸ ವಸ್ತುಸಂಗ್ರಹಾಲಯದ ಉದ್ಘಾಟನೆ

ASI ವತಿಯಿಂದ ಲಕ್ಕುಂಡಿಯಲ್ಲಿ ಒಂದು ಸುಸಜ್ಜಿತವಾದ **ಪುರಾತತ್ವ ವಸ್ತುಸಂಗ್ರಹಾಲಯ**ವನ್ನು (Museum) ಸ್ಥಾಪಿಸಲಾಗಿದೆ. ಇಲ್ಲಿ ಲಕ್ಕುಂಡಿಯ ಸುತ್ತಮುತ್ತ ದೊರೆತ ಅಪರೂಪದ ಶಿಲ್ಪಗಳು, ಶಾಸನಗಳು ಮತ್ತು ನಾಣ್ಯಗಳನ್ನು ಪ್ರದರ್ಶನಕ್ಕೆ ಇಡಲಾಗಿದೆ. ಇತ್ತೀಚೆಗೆ ಈ ಮ್ಯೂಸಿಯಂಗೆ ಹೆಚ್ಚಿನ ಪ್ರವಾಸಿಗರು ಭೇಟಿ ನೀಡುತ್ತಿದ್ದಾರೆ.

೫. ಸಂರಕ್ಷಣಾ ಕಾರ್ಯಗಳು

ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಮಾಣಿಕೇಶ್ವರ ದೇವಸ್ಥಾನದ ಮುಂದಿನ ಕಲ್ಯಾಣಿ ಮತ್ತು ಕಾಶಿ ವಿಶ್ವನಾಥ ದೇವಾಲಯದ ಆವರಣವನ್ನು ಅಚ್ಚುಕಟ್ಟಾಗಿ ನವೀಕರಿಸಲಾಗಿದೆ. ಬಿದ್ದಿದ್ದ ಗೋಪುರಗಳನ್ನು ಮತ್ತು ಶಿಥಿಲಗೊಂಡಿದ್ದ ಭಾಗಗಳನ್ನು ಪುರಾತನ ಶೈಲಿಯಲ್ಲೇ ಮರುನಿರ್ಮಾಣ ಮಾಡುವ ಕೆಲಸಗಳು ಪ್ರಗತಿಯಲ್ಲಿವೆ.

ಸಂಶೋಧಕರಿಗೆ ವಿಶೇಷ ಮಾಹಿತಿ:

ಇತ್ತೀಚೆಗೆ ಲಕ್ಕುಂಡಿಯ ಸುತ್ತಮುತ್ತಲಿನ ಪ್ರದೇಶಗಳಲ್ಲಿ ಕೆಲವು ಹೊಸ ಶಾಸನಗಳು ಪತ್ತೆಯಾಗಿವೆ. ಇವು ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಆಡಳಿತಾತ್ಮಕ ವಿಭಾಗಗಳ ಬಗ್ಗೆ ಹೆಚ್ಚಿನ ಮಾಹಿತಿಯನ್ನು ನೀಡುತ್ತಿವೆ. ಅಲ್ಲದೆ, ಇಲ್ಲಿನ **'ಲೋಕ್ಕಿಗುಂಡಿ ಗದ್ಯಾಣ'** (ಚಿನ್ನದ ನಾಣ್ಯ) ಟಂಕಸಾಲೆಗಳ ಬಗ್ಗೆ ಹೆಚ್ಚು ಆಳವಾದ ಸಂಶೋಧನೆಗಳು ನಡೆಯುತ್ತಿವೆ.

ಉಪಸಂಹಾರ

ಲಕ್ಕುಂಡಿಯು ಕೇವಲ ಕಲ್ಲುಗಳ ರಾಶಿಯಲ್ಲ, ಅದು ಕಲ್ಯಾಣ ಚಾಲುಕ್ಯರ ಸಾಂಸ್ಕೃತಿಕ ಮತ್ತು ಆರ್ಥಿಕ ಉತ್ತುಂಗದ ಜೀವಂತ ಸಾಕ್ಷಿ. ಈ ಸಂಶೋಧನಾ ಲೇಖನದ ಮೂಲಕ ತಿಳಿದುಬರುವಂತೆ, ಲಕ್ಕುಂಡಿಯು ವಾಸ್ತುಶಿಲ್ಪದ ಹೊಸ ಆಯಾಮಗಳಿಗೆ (ವಿಶೇಷವಾಗಿ ಬಳಪದ ಕಲ್ಲಿನ ಬಳಕೆ) ನಾಂದಿ ಹಾಡುವ ಮೂಲಕ ಕರ್ನಾಟಕದ ಶಿಲ್ಪಕಲಾ ಚರಿತ್ರೆಯಲ್ಲಿ ಮೈಲಿಗಲ್ಲಾಗಿ ನಿಂತಿದೆ.

ದಾನಚಿಂತಾಮಣಿ ಅತ್ತಿಮಬ್ಬೆಯಂತಹ ಮಹಾನ್ ಪೋಷಕರು ಮತ್ತು ಇಲ್ಲಿನ ಟಂಕಸಾಲೆಯಿಂದ ಹೊರಬಂದ 'ಲೋಕ್ಕಿಗುಂಡಿ ಗದ್ಯಾಣ'ಗಳು ಈ ಪ್ರದೇಶದ ಸಮೃದ್ಧಿಯನ್ನು ಸಾರುತ್ತವೆ. ಇಲ್ಲಿನ ದೇವಾಲಯಗಳು ಮತ್ತು ವಿಶಿಷ್ಟವಾದ ಕಲ್ಯಾಣಿಗಳು ಚಾಲುಕ್ಯರ ತಾಂತ್ರಿಕ ನೈಪುಣ್ಯತೆ ಮತ್ತು ಜಲ ನಿರ್ವಹಣಾ ಶಕ್ತಿಗೆ ದರ್ಪಣ ಹಿಡಿದಂತಿವೆ.

ಆದಾಗ್ಯೂ, ಇಂತಹ ಅಪೂರ್ವ ಐತಿಹಾಸಿಕ ತಾಣವು ಇಂದು ಕಾಲದ ಹೊಡೆತಕ್ಕೆ ಸಿಲುಕಿ ಶಿಥಿಲಗೊಳ್ಳುತ್ತಿರುವುದು ವಿಷಾದನೀಯ. ಲಕ್ಕುಂಡಿಯನ್ನು ಯುನೆಸ್ಕೋ ಪಾರಂಪರಿಕ ಪಟ್ಟಿಗೆ ಸೇರಿಸುವ ಪ್ರಯತ್ನಗಳು ಮತ್ತು ಇತ್ತೀಚಿನ ಸಂರಕ್ಷಣಾ ಕಾರ್ಯಗಳು ಆಶಾದಾಯಕವಾಗಿವೆ. ಮುಂದಿನ ದಿನಗಳಲ್ಲಿ ಇಲ್ಲಿನ ಶಾಸನಗಳ ಆಳವಾದ ಅಧ್ಯಯನ ಮತ್ತು ಪ್ರವಾಸೋದ್ಯಮದ ಅಭಿವೃದ್ಧಿಯು ಲಕ್ಕುಂಡಿಯ ಕೀರ್ತಿಯನ್ನು ಜಾಗತಿಕ ಮಟ್ಟಕ್ಕೆ ಕೊಂಡೊಯ್ಯಬಲ್ಲದು. ನಮ್ಮ ಪೂರ್ವಜರು ಕಲ್ಲಿನಲ್ಲಿ ಕೆತ್ತಿದ ಈ ಕಾವ್ಯವನ್ನು ಮುಂದಿನ ಪೀಳಿಗೆಗೆ ಉಳಿಸಿಕೊಡುವುದು ನಮ್ಮೆಲ್ಲರ ಆದ್ಯ ಕರ್ತವ್ಯವಾಗಿದೆ.

ಲಕ್ಕುಂಡಿಯು ಕರ್ನಾಟಕದ ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯ ಒಂದು ಅಮೂಲ್ಯ ರತ್ನ. ಹಂಪಿಗಿಂತಲೂ ಹಳೆಯದಾದ ಮತ್ತು ಹೊಯ್ಸಳ ಕಲೆಗೆ ತಾಯಿಯಂತಿರುವ ಲಕ್ಕುಂಡಿಯ ಕಲೆಯು ಇಂದಿಗೂ ಇತಿಹಾಸಕಾರರಿಗೆ ಮತ್ತು ವಾಸ್ತುಶಿಲ್ಪ ಪ್ರೇಮಿಗಳಿಗೆ ಸ್ಫೂರ್ತಿಯ ಸೆಲೆಯಾಗಿದೆ. ಇದನ್ನು 'ಯುನೆಸ್ಕೋ' ವಿಶ್ವ ಪರಂಪರೆಯ ತಾಣಗಳ ಪಟ್ಟಿಗೆ ಸೇರಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪ್ರಯತ್ನಗಳು ನಡೆಯುತ್ತಿರುವುದು ಆಶಾದಾಯಕವಾಗಿದೆ.

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ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರ: ದೊಡ್ಡಮೇಟಿ ಅಂದಾನಪ್ಪ

ಗಾಯತ್ರಿ ಮಳೇಕರ
ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿನಿ ಚರಿತ್ರೆ ವಿಭಾಗ,
ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ

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ಭಾರತದ ಇತಿಹಾಸಲ್ಲಿಯೇ ಇಪ್ಪತ್ತನೇ ಶತಮಾನದ ಪ್ರಥಮ ದಶಕ ಅತ್ಯಂತ ಮಹತ್ವಪೂರ್ಣವಾದದ್ದು. ಏಕೆಂದರೆ ಹಲವಾರು ಶತಮಾನಗಳ ಬ್ರಿಟಿಷ್ ಸಾಮ್ರಾಜ್ಯಶಾಹಿತ್ವದ ದಾಸ್ಯದ ಸಂಕೋಲೆಗಳಿಂದ ಮುಕ್ತವಾಗಲು ಅಖಂಡ ಭಾರತವೇ ಸಿದ್ಧತೆ ಮಾಡಿಕೊಳ್ಳುತ್ತಿತ್ತು. ಭಾರತದ ಒಳಗೂ ಹಾಗೂ ಹೊರಗೂ ಬ್ರಿಟಿಷರ ವಿರುದ್ಧ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮವನ್ನೇ ಸಾರಿದ ಮಹಾತ್ಮ ಗಾಂಧೀಜಿ ಹಾಗೂ ಸುಭಾಷ್ ಚಂದ್ರ ಬೋಸ್ ರ ನೇತೃತ್ವದಲ್ಲಿ ಸಾವಿರಾರು ಭಾರತೀಯರು ತಮ್ಮ ಬಲಿದಾನಕ್ಕಾಗಿ ಸಿದ್ಧರಾಗಿದ್ದರು. ಅಂದಾನಪ್ಪ ದೊಡ್ಡಮೇಟಿಯವರಂಥ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರನ ಜೀವನ ಚರಿತ್ರೆ ರಾಷ್ಟ್ರದ ಇತಿಹಾಸವನ್ನು ಸಮೃದ್ಧಿಗೊಳಿಸುತ್ತದೆ.

ಜನನ ಹಾಗೂ ಜೀವನ

ಜ್ಞಾನಪ್ಪ ದೊಡ್ಡಮೇಟಿಯವರ ದ್ವಿತಿಯ ಸಿಪುತ್ರನಾದ ಅಂದಾನಪ್ಪ ೧೯೦೮ ಮಾರ್ಚ್ ೧೬ ಸೋಮವಾರ ಜನಿಸಿದರು. ಇದೇ ವರ್ಷ ಸರ್ವಾಧಿಕಾರಿಯಂತಿದ್ದ ಲಾರ್ಡ್ ಕರ್ಜನ್ ಬದಲಾಗಿ ಗವರ್ನರ್ ಜನರಲ್ ಆಗಿ ಮಿಂಟೋ ಭಾರತಕ್ಕೆ ಬಂದನು ಇದರಿಂದ ದೌರ್ಜನ್ಯ ಹಾಗೂ ದಬ್ಬಾಳಿಕೆಯ ಆಡಳಿತ ಕೊನೆಗೊಂಡು ಆಡಳಿತದಲ್ಲಿ ಸುಧಾರಣೆ ತರುವ ಆಳ್ವಿಕೆ ಪ್ರಾರಂಭವಾದಂತಾಯಿತು. ೧೯೦೪ರಲ್ಲಿ ಜಪಾನ್ ರಷಿಯಾದ ಮೇಲೆ ಸಾಧಿಸಿದ ವಿಜಯ ಭಾರತೀಯ ರಾಷ್ಟ್ರೀಯವಾದಿಗಳನ್ನು ಹುರಿದುಂಬಿಸಿತು. ಇಪ್ಪತ್ತನೇ ಶತಮಾನದ ಈ ಮೊದಲ ದಶಕ ಪೂರ್ವ ಪಶ್ಚಿಮಗಳ ಸಂಬಂಧಗಳ ಬದಲಾವಣೆಗೆ ಕಾರಣವಾಯಿತು. ಈ ದಶಕದಲ್ಲಿ ಸೌಮ್ಯವಾದಿಗಳು ಉಗ್ರವಾದಿಗಳು ಭಾರತದಲ್ಲಿ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟವನ್ನು ತೀವ್ರಗೊಳಿಸಿದರು. ಇಂಥ ದಶಕದಲ್ಲಿ ಜನ್ಮವೆತ್ತಿ ಬಂದರು ಅಂದಾನಪ್ಪನವರು.

ಅಂದಾನಪ್ಪನವರದು ಎತ್ತರದ ನಿಲುವು, ನಿಲುವಿಕೆಗೆ ತಕ್ಕಂತೆ ಅಜಾನುಬಾಹುಗಳು, ಹರವಾದ ಎದೆ, ದುಂಡುಮುಖ, ಮುಖಕ್ಕೆ ಒಪ್ಪುವ ನೀಳವಾದ ನಾಸಿಕ. ಇವೆಲ್ಲಕ್ಕೂ ಮೆರಗುಕೊಡುವ ಬಂಗಾರದ ಮೈಬಣ್ಣ, ಶ್ರೀಮಂತನ ಮಗನ ವೇಷಭೂಷಣಗಳು ಮೇಲಾಗಿ ಇವರು ಚಾಣಾಕ್ಷರು. ಒಳ್ಳೆಯ ಗೆಳೆಯರು ಗುಂಪು ಕಟ್ಟಿಕೊಂಡು ತುಂಟಾಟ, ಕೀಟಲೆಗಳನ್ನು ಮಾಡುವುದರಲ್ಲಿಯೂ ಹಿಂದೆ ಬಿದ್ದಿರಲಿಲ್ಲ. ಇದಕ್ಕಾಗಿಯೇ ಹಲವಾರು ಸಲ ತಂದೆಯವರಿಂದ ಹೊಡೆತಗಳನ್ನು ತಿಂದದ್ದುಂಟು. ಅವರು ದಿನಚರಿಯಲ್ಲಿ ಇದರ ಕುರಿತು ಬರೆಯುತ್ತಾರೆ.

ಅಂದಾನಪ್ಪನವರು ಪರೋಪಕಾರವೇ ಪುಣ್ಯ, ಪರಪೀಡನೆಯೇ ಪಾಪ ಎಂದು ತಂದೆಯವರು ಹೇಳಿಕೊಟ್ಟಂತೆಯೇ ಯಾರಿಗೂ ತೊಂದರೆ ಕೊಡದವರಾಗಿದ್ದರು. ಆದರೂ ತಂದೆಯ ಮರಣಾನಂತರ ಹಲವಾರು ಕಷ್ಟಗಳು ತೊಂದರೆಗಳು ಅವರನ್ನು ಮುತ್ತಿಕೊಂಡವು. ಶ್ರೀಮತಿ ರತ್ನಪ್ರಭಾಳು ನಿಜವಾಗಿಯೂ ರತ್ನದಂತೆ. ಇವರ ಬಾಳು ಬೆಳಗುವಂತೆ ಮಾಡಿದವಳು. ಅಂದಾನಪ್ಪನವರು ಸ್ವಾತಂತ್ರ್ಯ ಯೋಧರ ಪಡೆಯನ್ನೆ ಕಟ್ಟಿ ಸ್ವಾತಂತ್ರ್ಯ ಚಳುವಳಿಯಲ್ಲಿ ಹೋರಾಡಲು ಕರ್ನಾಟಕ ಏಕೀಕರಣ ಚಳುವಳಿಯಲ್ಲಿ ಸಕ್ರಿಯವಾಗಿ ಭಾಗವಹಿಸುವಂತೆ ಮಾಡಲು ಸ್ಫೂರ್ತಿ ನೀಡಿದ್ದಷ್ಟೆ ಅಲ್ಲದೇ, ಇವರ ಎಲ್ಲಾ ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ ಕಾರ್ಯಗಳಿಗೆ ಸಹಾಯ ಸಹಕಾರ ನೀಡಿದರು.

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Address for correspondence:
ಗಾಯತ್ರಿ ಮಳೇಕರ ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿನಿ ಚರಿತ್ರೆ ವಿಭಾಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ

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ಅಂದಾನಪ್ಪನವರ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮ

ಅಂದಾನಪ್ಪ ದೊಡ್ಡಮೇಟಿಯವರು ಬಾಲಕನಾಗಿದ್ದಾಗಲೇ ಉಚ್ಚ ವಿಚಾರಗಳನ್ನು,ವಾಸ್ತವಿಕವಾಗಿರುವ ಸತ್ಯಗಳನ್ನು ಹಾಗೂ ಸ್ವಂತ ವ್ಯಕ್ತಿತ್ವವನ್ನು ಹೊಂದಿದವರು. ಇವರ ತಂದೆ ಜ್ಞಾನಪ್ಪನವರು ಇವರ ಮೇಲೆ ವಿಧಿಸಿದ ದೈಹಿಕ ಹಾಗೂ ಮಾನಸಿಕ ನಿರ್ಬಂಧನೆಯಿಂದ ಸ್ವತಂತ್ರವಾಗ ಬಯಿಸಿದವರು. ಅಂದಾನಪ್ಪನವರು ತಮ್ಮ ದಿನಚರಿಯಲ್ಲಿ –"ನಾನು ಹದಿನೈದು ವರ್ಷದವನಾಗಿದ್ದಾಗಲೇ ಯುವಕರ ಸಂಘಟನೆ ಮಾಡಿದ್ದೆ. ಇದು ತಂದೆಯವರ ಗಮನಕ್ಕೆ ಬಂದಾಗಲೆಲ್ಲಾ ನನಗೆ ಸಿಟ್ಟು ಮಾಡುತ್ತಿದ್ದರು." ಎಂದು ಹೇಳಿಕೊಂಡಿದ್ದಾರೆ.

೧೯೩೦ರಲ್ಲಿ ಭಾರತೀಯರು, ಬ್ರಿಟಿಷರನ್ನು ಭಾರತದಿಂದ ತೊಲಗಿಸಿ ಜನ್ಮಸಿದ್ದವಾದ ಸ್ವಾತಂತ್ರ್ಯದ ಹಕ್ಕನ್ನು ಪಡೆದುಕೊಂಡು, ಭಾರತಕ್ಕೆ ಪೂರ್ಣ ಸ್ವಾತಂತ್ರ್ಯವನ್ನು ಪಡೆದುಕೊಳ್ಳಲು ದೃಢ ನಿಶ್ಚಯ ಮಾಡಿದ್ದರು. ಡಿಸೆಂಬರ್ ೩೧, ೧೯೨೯ರಲ್ಲಿ ಲಾಹೋರನಲ್ಲಿ ನಡೆದ ಅಖಿಲ ಭಾರತ ಕಾಂಗ್ರೆಸ್ ಅಧಿವೇಶನದಲ್ಲಿ ೨೬ನ್ನು ಸ್ವಾತಂತ್ರ್ಯ ದಿನಾಚರಣೆಯನ್ನಾಗಿ ಆಚರಿಸಲು ಕಾಂಗ್ರೆಸ್ಸಿಗರು ಪ್ರತಿಜ್ಞೆ ಮಾಡಿದ್ದರು. ಸೈಮನ್ ಕಮೀಷನ್ದ ಬಹಿಷ್ಕಾರದ ನಂತರ ೧೯೨೮ರಲ್ಲಿ ನಡೆದ ಸರ್ವಪಕ್ಷಗಳ ಸಭೆಯಲ್ಲಿ ಶ್ರೀ ಮೋತಿಲಾಲ್ ನೆಹರೂರವರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ಸಂವಿಧಾನ ರಚಿಸಲು ಸಮಿತಿಯನ್ನು ರಚಿಸಿತು.

ಮೋತಿಲಾಲ್ ನೆಹರೂರವರ ವರದಿಯನ್ನು ಬ್ರಿಟಿಷ್ ಸರಕಾರ ತಿರಸ್ಕರಿಸಿದ ನಂತರ ಕಾಂಗ್ರೆಸ್ಸಿಗರು ತಮ್ಮ ಬೇಡಿಕೆಗಳನ್ನು ಈಡೇರಿಸಿಕೊಳ್ಳಲು ಉಗ್ರಸ್ವರೂಪದ ಅಹಿಂಸಾತ್ಮಕ ಹೋರಾಟ ಪ್ರಾರಂಭಿಸಿದ ಬ್ರಿಟಿಷ್ ರ ವಿರುದ್ಧ ಬೃಹತ್ ಪ್ರಮಾಣದಲ್ಲಿ ದೇಶವ್ಯಾಪಿ ನಾಗರಿಕ ಕಾನೂನು ಉಲ್ಲಂಘನೆಯ ಚಳುವಳಿ ಪ್ರಾರಂಭಿಸಿದರು. ಶ್ರೀಮಂತ ಜೀವನ ನಡೆಸುತ್ತಿದ್ದ ಅಂದಾನಪ್ಪನವರು, ಶ್ರೀಮಂತ ಜೀವನ ತ್ಯಾಗಮಾಡಿ ಕಾಂಗ್ರೆಸ್ ಸೇರಿ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮದಲ್ಲಿ ಧುಮುಕಿದರು.

೧೯೩೦ ಏಪ್ರಿಲ್ ತಿಂಗಳಲ್ಲಿ ಅಂದಾನಪ್ಪನವರು ಕಬಾಡಿ ವಕೀಲರ ಸಂಗಡ ಗದಗ ಕಾಂಗ್ರೆಸ್ ಕಾರ್ಯಕರ್ತರ ಸಭೆಯಲ್ಲಿ ಭಾಗವಹಿಸಿದರು. ಅಲ್ಲಿ ಅವರು ಕಾಂಗ್ರೆಸ್ ಪ್ರಾಥಮಿಕ ಸದಸ್ಯತ್ವ ಪಡೆದುಕೊಂಡರು. ಸಬೆಗಳನ್ನು ಏರ್ಪಡಿಸಿ ಬ್ರಿಟಿಷ್ ಸರಕಾರದ ವಿರುದ್ಧ ಪ್ರಚೋದನಾತ್ಮಕ ಭಾಷಣ ಮಾಡುವ ಕಾರ್ಯಗಳಲ್ಲಿ ತೊಡಗಿಸಿಕೊಂಡರು.

ಯುವಕರಿಂದ ಹಿಡಿದು ಮುದಿವಯಸ್ಸಿನವರಿಗೂ ಎಲ್ಲರನ್ನು ಚರಕಾದಿಂದ ನೂಲು ತೆಗೆಯುವಂತೆ ಇವರು ಮಾಡಿದರು. ಯಾಕೆಂದರೆ ಎಲ್ಲರೂ ಖಾಧಿಧಾರಿಗಳಾಗಬೇಕೆನ್ನುವುದು ಇವರ ಆಸೆಯಾಗಿತ್ತು. ಹರಿಜನರು ವಾಸಿಸಿಉವ ಪ್ರದೇಶಗಳನ್ನು ಸ್ವಚ್ಚ ಮಾಡುವ ಮೂಲಕ ಅವರ ಜೊತೆ ಬೆರೆತುಕೊಂಡು ಅವರಲ್ಲಿರುವ ಕೀಳು ಮನೋಭಾವನೆಯನ್ನು ತೊಡೆದು ಹಾಕಲು ಪ್ರಯತ್ನಿಸಿದರು. ಅವರದೇ ಆದ ಸರಳ ಭಾಷೆಯಲ್ಲಿ ಸ್ವಾತಂತ್ರ್ಯದ ಬಗೆಗೆ ಹಾಗೂ ರಾಷ್ಟ್ರೀಯತ್ವದ ಬಗೆಗೆ ತಿಳಿಸಿ ಹೇಳಿ ಅವರಲ್ಲಿ ದೇಶಾಭಿಮಾನ ಬೆಳೆವಂತೆ ಮಾಡಿದರು.

ಅಂದಾನಪ್ಪನವರು ರಾಜಕೀಯ ಪ್ರವೇಶ ಮಾಡಿದ್ದು ವ್ಯಕ್ತಿಗತ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಅಲ್ಲ. ಆಥವಾ ಅಧಿಕಾರ,ಹಣ ಗಳಿಸುವ ಸ್ವಾರ್ಥದಿಂದಲೂ ಅಲ್ಲ. ತಾಯ್ನಾಡನ್ನು ಗುಲಾಮಗಿರಿಯ ಸಂಕೋಲೆಗಳಿಂದ ಬಂಧಮುಕ್ತಗೊಳಿಸಿ ಸ್ವತಂತ್ರ್ಯಗಳಿಸುವುದಾಗಿತ್ತು. ನೆಹರೂರವಂತೆ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮದಲ್ಲಿ ಭಾಗವಹಿಸಿ ದೇಶವನ್ನು ಸ್ವಾತಂತ್ರ್ಯಗೊಳಿಸುವುದು ಅಂದಾನಪ್ಪನವರ ಜೀವನದ ಧ್ಯೇಯವಾಗಿತ್ತು. "ದೇಶವೆಂದರೆ ಕೇವಲ ಮಣ್ಣು, ಗಿಡಗಂಟೆಗಳ ನೆಲಜಲವೆಂಬ ಜಡಭಾವನೆಯನ್ನು ತೊಲಗಿಸಬೇಕು. ದೇಶವು ಸಾಕ್ಷಾತ್ ಜಗನ್ಮಾತೆಯ ತನುವೆಂಬ ಸ್ವಾತಿಕ ಭಾವನೆಯನ್ನು ನಮ್ಮ ಆತ್ಮದಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳಬೇಕು. ಅಂದರೆ ಮಾತ್ರ ದೇಶವನ್ನು ಸ್ವತಂತ್ರಗೊಳಿಸಿ ಅದರ ಆಡಳಿತವನ್ನು ಸಮರ್ಪಕವಾಗಿ ಮುನ್ನಡೆಸಬಲ್ಲವು". ನಿಜವಾದ ದೇಶಪ್ರೇಮಿಯಾದ ಅಂದಾನಪ್ಪನವರು ತಾಯ್ನಾಡನ್ನು ಪ್ರೀತಿಸಿದರು. "ಜನನಿ ಜನ್ಮಭೂಮಿಶ್ಚ ಸ್ವರ್ಗಾದಪಿ ಗರಿಯಸಿ" ಎಂದು ಆಕೆಯನ್ನು ದೇವತೆಯಂತೆ ಆರಾದಿಸಿದರು.

ಹರಿಜನ ಚಳವಳಿ ಮತ್ತು ಮೀಸಲಾತಿ

"ಖಡ್ಗಕ್ಕಿಂತ ಲೇಖನಿ ಹರಿತವಾದ್ದದು" ಎನ್ನದಂತೆ ನೈತಿಕ ಬಲ ದೈಹಿಕ ಬಲಕ್ಕಿಂತ ಶಕಿಶಾಲಿಯಾದ್ದದು. ಜಗತ್ತಿನ ಎರಡು ಮೂರಾಂಶದಷ್ಟು ರಾಷ್ಟ್ರಗಳನ್ನು ಗೆದ್ದುಕೊಂಡು ಸ್ರಾಮಾಜ್ಯಶಾಹಿತ್ವವನ್ನು ಸ್ಥಾಪಿಸಿಕೊಂಡು ಆಳುತ್ತಿದ್ದ ಬ್ರಿಟಿಷ್ ರಿಗೆ ಗಾಂಧೀಜಿಯವರನ್ನು ಗೆಲ್ಲುವುದು ಸಾಧ್ಯವಾಗಲ್ಲಿಲ್ಲ. ಯಾಕೆಂದರೆ ಗಾಂಧೀಜಿಗಿದ್ದಂತಹ ನೈತಿಕ ಬಲ ಹಾಗೂ ಅವರಿಗಿರುವ ಜನತೆಯ ಬೆಂಬಲವೇ ಕಾರಣ. ಗ್ರಾಮಾಂತರ ಪ್ರದೇಶಗಳಲ್ಲಿಯೇ ಜನತೆಯಲ್ಲಿ ಜಾಗೃತಿ ಮೂಡಿಸಲು ಅಂದಾನಪ್ಪನವರು ಪ್ರವಾಸ ಕೈಗೊಂಡರು. ಒಂದು ವಾರದಲ್ಲಿ ೩೦ ರಿಂದ ೪೦ ಗ್ರಾಮಗಳಿಗೆ ಮೀಸಲಾತಿ ವಿರೋಧಿಸಿ ಗ್ರಾಮಾಂತರ ಪ್ರದೇಶಗಳಲ್ಲಿ ಸಭೆಗಳನ್ನು ಏರ್ಪಡಿಸಿದರು, ಭಾಷಣದ ಮೂಲಕ ಜನರಲ್ಲಿ ಜಾಗೃತಿ ಮೂಡಿಸಿದರು

ಹರಿಜನ ಮೇಲೆ ನಾನು ಪ್ರಭಾವ ಬೀರಿ ಹಿಂದೂಗಳ ಹಾಗೂ ಹರಿಜನರ ಜಂಟಿ ಮತಕ್ಷೇತ್ರಗಳಿಗೆ ಅವರು ಸಮ್ಮತಿಸುವಂತೆ ಮಾಡಿದೆ. ಈ ವಿಷಯವನ್ನು ಗಾಂಧೀಜಿಯವರಿಗೆ ಹಾಗೂ ಬ್ರಿಟಿಷ್ ಸರಕಾರಕ್ಕೆ ತಿಳಿಸಿದೆ. ಗಾಂಧೀಜಿಯವರು ನನ್ನ ಕಾರ್ಯಕ್ಕೆ ಸಂತೋಷ ವ್ಯಕ್ತಪಡಿಸಿ, ನನ್ನ ಮುಂದಿನ ಕಾರ್ಯಗಳಿಗೆ ಆಶೀರ್ವದಿಸಿದರು. ಇದರ ಸವಿನೆನಪಿಗಾಗಿ ನನ್ನಿಂದ ಒಂದು ಸಾವಿರ ರೂಪಾಯಿಗಳವರೆಗೆ ಸಾಲದಪಡೆದ ಹರಿಜನರ ಸಾಲಮನ್ನಾ ಮಾಡಿ ಅವರನ್ನು ಋಣಕ್ತರನ್ನಾಗಿಸಿದೆ.

ಬ್ರಿಟಿಷ್ ಸರಕಾರ ಈ ಒಡೆದು ಆಳುವ ನೀತಿ ಅಂದಾನಪ್ಪನವರ ಮನಕುಲಕಿತು. ದೀನ ದಲಿತರ ಬಗೆಗೆ ಕಾಳಜಿಯನ್ನು ಹೊಂದಿದ ಅಂದಾನಪ್ಪನವರು, ಹರಿಜನರಲ್ಲಿ ಆತ್ಮವಿಶ್ವಾಸ ತುಂಬಲು ಹಾಗೂ ಅವರಲ್ಲಿ ರಾಜಕೀಯ ಪ್ರಜ್ಞೆ ಬೆಳೆಸಲು ಶ್ರಮಿಸಿದರು. ಅವರ ಸಾಲಮನ್ನಾ ಮಾಡಿ ಅವರನ್ನು ಋಣಮುಕ್ತರನ್ನಾಗಿಸಿದರು. ಅವರ ಸಮಸ್ಯೆಗಳನ್ನು ಪರಿಹರಿಸಲು ಅಂದಾನಪ್ಪನವರು ಅವರ ಸಂಗಡ ಬೆರೆತು ಅವರ ಸಮಸ್ಯೆಗಳನ್ನು ಶಾಂತವಾಗಿ ಆಲಿಸಿ

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ಅವುಗಳಿಗೆ ಪರಿಹಾರ ಸೂಚಿಸುತ್ತಿದ್ದರಲ್ಲದೇ ಅವರಿಗೆ ಸಹಾಯವನ್ನು ಮಾಡುತ್ತಿದ್ದರು. ಅಂದಾನಪ್ಪನವರು ಹರಿಜನರನ್ನು ಎಂದೂ ಕಡಿಮೆ ಜಾತಿಯವರೆಂದು ಪರಿಗಣಿಸಲೇ ಇಲ್ಲ. ಈವರು ನನ್ನ ಹಾಗೆ ಮನುಷ್ಯ ಜಾತಿಗೆ ಸೇರಿದವರು ಎನ್ನುತ್ತಿದ್ದರು. ಅಂದಾನಪ್ಪನವರನ್ನು ಹರಿಜನರು ತಮ್ಮ ನಾಯಕರೆಂದು ಒಪ್ಪಿಕೊಂಡು ಕೊನೆಯವರಿಗೆ ಅವರನು ಬೆಂಬಲಿಸಿದರು. ಯಾವುದೇ ಜಾತಿಯವರಿರಲಿ, ಅವರ ವ್ಯಕ್ತಿತ್ವಕ್ಕೊಂದು ಸಾಕ್ಷಿ. ಅಂದಾನಪ್ಪನವರು ಮುಂಬೈ ವಿಧಾನಸಭೆಯಲ್ಲಿ ಹರಿಜನರ ಬಗೆಗೆ ಅವರಿಗಿರುವ ಕಳಕಳಿಯನ್ನು ಅಂತಃಕರಣವನ್ನು ವ್ಯಕ್ತಪಡಿಸಿದರು.

ಸಮಾಜ ಸುಧಾರಕರ ಸಾಲಿನಲ್ಲಿ ಅಂದಾನಪ್ಪನವರು ಒಬ್ಬರು 'ಮಾತಿಗಿಂತ ಕೃತಿ ಮೇಲು' ಎನ್ನುವಂತೆ ಅವರು ಮಾತನಾಡದೇ ಕೃತಿಯಲ್ಲಿಯೇ ಹರಿಜನೋದ್ಧಾರ ಮಾಡಿದರು. ಹರಿಜನ ಕೇರಿಗಳನ್ನು ಸ್ವಚ್ಚಗೊಳಿಸಿದರು. ಹಾಗೂ ಅವರ ಸಾಲ ಮನ್ನಾ ಮಾಡಿ ಋಣಮುಕ್ತರನ್ನಾಗಿಸಿದರು. ಭೂಮಿ ಇಲ್ಲದ ಹರಿಜನರಿಗೆ ೧೮ ಎಕರೆ ಜಮೀನನ್ನು ಹರಿಜನರಿಗೆ ದಾನವಾಗಿ ಕೊಟ್ಟರು.

ವೈಯಕ್ತಿಕ ಸತ್ಯಾಗ್ರಹ

ಅಂದಾನಪ್ಪನವರು ಯುವಕರಾಗಿದ್ದಾಗಲೇ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮ ಅಂತಿಮ ಘಟ್ಟ ತಲುಪಿತ್ತು. ಇವರ ಸಂವೇದನಾಶೀಲತೆ, ಮಾನವೀಯತೆ, ರಾಷ್ಟ್ರೀಯ ಹಾಗೂ ಅಂತರಾಷ್ಟ್ರೀಯ ವಿಷಯಗಳ ವಿಶ್ಲೇಷಣೆ ಇವರ ವೈಶಿಷ್ಟ್ಯಗಳಾಗಿದ್ದವು. ಆಧ್ಯಾತ್ಮ ಜೀವಿಯಾಗಿ ಬೆಳೆದ ಅಂದಾನಪ್ಪನವರು ಅಂದಿನ ಜನರ ಸಮಸ್ಯೆಗಳನ್ನು ಮಾನವೀಯ ದೃಷ್ಟಿಕೋನದಿಂದ ನೋಡುತ್ತಿದ್ದರು. ಈ ರೀತಿಯ ಇವರ ಸ್ವಭಾವ ಇವರ ಅನುಕರಣೀಯ ತತ್ವವು ಆಗಿತ್ತು. ಇದು ಅವರ ಅನುಯಾಯಿಗಳಲ್ಲಿ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮದಲ್ಲಿ ಹೋರಾಡಲು ಹೊಸ ಚೈತನ್ಯವನ್ನು ತುಂಬಿತು. ಚಳುವಳಿ ಯಶಸ್ವಿಯಾಗಲು ಅವಶ್ಯಕ ಅಂಶವೆಂದರೆ ಜನತೆಯಲ್ಲಿ ರಾಜಕೀಯ ಪ್ರಜ್ಞೆ ಮೂಡಿಸುವುದು. ಅಂದಾನಪ್ಪನವರು ಮೇಲೀಂದ ಮೇಲೆ ಗ್ರಾಮಾಂತರ ಪ್ರದೇಶಗಳಲ್ಲಿ ಪ್ರವಾಸ ಮಾಡಿ ತಮ್ಮ ಭಾಷಣಗಳ ಮುಖಾಂತರ ಜನರಲ್ಲಿಯ ತಪ್ಪು ಕಲ್ಪನೆಗಳನ್ನು ಹೋಗಾಲಾಡಿಸಿ ಅವರನ್ನು ಪ್ರಜ್ಞಾವಂತರನ್ನಾಗಿಸಿದರು. ಘನವಾದ ಉದ್ದೇಶ ಹಾಗೂ ಇದಕ್ಕೆ ಪೂರಕವಾದ ವಾತಾವರಣ ಚಳಿವಳಿಯ ಯಶಸ್ಸಿಗೆ ಅವಧ್ಯಕವಾದವುಗಳು. ಇವುಗಳನ್ನೇ ಉಪಯೋಗಿಸಿಕೊಂಡು ಅಂದಾನಪ್ಪನವರು ಚಳುವಳಿಯ ಉದ್ದೇಶಗಳನ್ನು ಸಫಲವಾಗಿಸಿಕೊಂಡರು. ಯುದ್ದದ ಪರಿಸ್ಥಿತಿ ಹಾಗೂ ಜನರ ಸರಕಾರಿ ವಿರೋಧಿ ಮನೋಭಾವನೆ ಬ್ರಿಟಿಷರ ವಿರುದ್ದ ಹೋರಾಡುವ ಪರಿಸ್ಥಿತಿಯನ್ನು ನಿರ್ಮಾಣ ಮಾಡಿದರು.ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರಾದ ರಾಜೇಸಾಬ ಬಾಲೇಸಾಬನವರ ಹೇಳುತ್ತಾರೆ. ೧೯೪೧ರ ಬಿಡುಗಡೆಯ ನಂತರ ಮಹಾಯುದ್ದ ಕಠಿಣ ಪರಿಸ್ಥಿಯಲ್ಲಿ ಅಂದಾನಪ್ಪನವರು ಗ್ರಾಮಾಂತರ ಪ್ರದೇಶಗಳಲ್ಲಿ ಪ್ರವಾಸ ಮಾಡಿ ಜನರ ಸಭೆ ಕರೆದು ಆ ಸಭೆಗಳಲ್ಲಿ ಇಂದು ಮತ್ತು ನಾಳೆ ನಮ್ಮ ಹೋರಾಟ ಎನ್ನುವ ವಿಷಯ ಕುರಿತು ಭಾಷಣ ಮಾಡಿ ಜನತೆಯನ್ನು ಎಚ್ಚರಿಸಿದರು.

ಹರಿಜನ ಸೇವಕ ಸಂಘ

ದೊಡ್ಡ ಮೇಟಿಯವರ ಹರಿಜನ ಸೇವಕ ಸೇವೆಯನ್ನು ಮಾಡಿದರು ಪ್ರತ್ಯೇಕ ಮತದಾರ ಸಂಘದ ವಿರುದ್ದ ಆಮರಣ ಉಪವಾಸವನ್ನು ಆರಂಭಿಸಿದರು ಇವರು ನಾಲ್ಕು ದಿನಗಳಲ್ಲಿ ೪೦ ಹಳ್ಳಿಗಳನ್ನು ಸಂದರ್ಶಿಸಿ ಹರಿಜನ ಕರೆದು ಸಂಯುಕ್ತ ಮತದಾರರ ಸಂಘಕ್ಕೆ ಅವರ ಒಪ್ಪಿಗೆಯನ್ನು ಪಡೆದುಕೊಂಡು ಸರಕಾರಕ್ಕೆ ತಂತಿ ಮೂಲಕ ತಿಳಿಸಿದರು. ಬಾಪೂಜಿಯವರನ್ನು ಕಾಣಬೇಕೆನ್ನುವ ಶ್ರೀ ದೊಡ್ಡ ಮೇಟಿಯವರ ಕನಸು ನನಸಾಗುವ ಕಾಲ ೧೯೩೨ ವರ್ಷದ ಕೊನೆಯ ತಿಂಗಳು ಇರಬೇಕು ಗಾಂಧೀಜಿ ಬೇಟಿಯ ಸನ್ನೀವೇಶವನ್ನು ಹಿಡಿದಿಟ್ಟು ಅವರ ಬರವಣಿಗೆಯಲ್ಲಿ ಇಳಿಸಿರುವೆ.

ಗಾಂಧೀಜಿಯ ಭೇಟಿ

ಅಂದಾನಪ್ಪನವರು ಕರ್ನಾಟಕ ಬಂದು ಸಂಪಾದಕರಾದ ಶ್ರೀ ಚೆನ್ನಬಸಯ್ಯ ಹಿರೇಮಠ ಇವರನ್ನು ಕರೆದುಕೊಂಡು ಮಡದಿಯೊಂದಿಗೆ ಹೊರಡರು ಇಬ್ಬರು ಪತ್ನಿಯರು ಬಂದಿದ್ದರು. ಪುಣೆಗೆ ಹೋಗಿ ಮರುದಿನ ನಾಲ್ಕು ಗಂಟೆಗೆ ಯರವಾಡ ಸೆರೆ ಮನೆಗೆ ಹೋದರು ಅಧಿಕಾರಿಗಳ ಅಪ್ಪಣೆಯಿಂದ ಜೈಲಿನ ಒಳಗೆ ಹೋದರು ಆವಾಗ ಗಾಂಧೀಜಿಯವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ ಮಹದೇವರು ಅಂದಾನಪ್ಪನವರನ್ನು ಪರಿಚಯಿಸಿದರು. ಇವರೆಲ್ಲರೂ ಬಾಪುರವರಿಗೆ ವೋದಿಸಿದರು. ನಂತರ ಏನು ಕೇಳಬೇಕಾಗಿದೆ ಎಂದರು ಬಾಪೂಜಿ. ಸಮಾಜ ಸುಧಾರಣೆ ಬಗ್ಗೆ ಚರ್ಚಿಸಿದರು. ಆವಾಗ ಬಾಪೂಜಿಯವರು ಕರ್ನಾಟಕದ ಸಮಾಜ ಸುಧಾರಕರಾದ ಬಸವೇಶ್ವರರ ಬಗ್ಗೆ ಸಂತಸ ವ್ಯಕ್ತಪಡಿಸಿದರು. ಹೀಗೆ ಮಾತಿನ ಚಕಮಕಿ ನಡೆಯಿತು. ಆವಾಗ ಈ ಸ್ತ್ರೀಯರು ಯಾರು ಎಂದು ಕೇಳಿದಾಗ ನಮ್ಮ ಪತ್ನಿಯರೆಂದು ಹೇಳಿದರು. ನಿಮ್ಮ ದರ್ಶನಕ್ಕಾಗಿ ಇವರನ್ನು ಕರೆದುಕೊಂಡು ಬಂದಿರುವೆ ನಂತರ ಸೆರೆಮನೆಯಿಂದ ಹೊರಗೆ ಬಂದರು ಪುಣೆಗೆ ಬಂದು ವಸತಿ ಮಾಡಿದರು. ಮುಂಜಾನೆ ಪತ್ರಿಕೆಯಲ್ಲಿ ಪ್ರೆಸ್ ಪತ್ರಿಕೆಯಲ್ಲಿ ಇವರು ಗಾಂಧೀಜಿಯವರ ಭೇಟಿ ಕುರಿತು ಇತ್ತು. ಕೊನೆಗೆ ಅದರಲ್ಲಿ ಆಶಯ ಹೀಗೆತ್ತು. ನಿನ್ನೆ ಧಾರವಾಡ ಕಡೆಯ ಇಬ್ಬರು ಮಿತ್ರರು ಗಾಂಧೀಜಿಯವರ ದರ್ಶನಕ್ಕೆ ಬಂದಾಗ ಅಪ್ಪಣೆ ದೊರೆಯದಿದದ ಮತ್ತಿರ್ವರನ್ನು ಸಂಗಡ ಕರೆದುಕೊಂಡು ಬಂದಿದ್ದರು ಮುಂದೆ ಯಾವ ಸರಕಾರದವರು ಕೊಟ್ಟ ಸವಲತ್ತುಗಳನ್ನು ದುರುಪಯೋಗ ಪಡಿಸಿಕೊಳ್ಳಬಾರದಾಗಿ ಗಾಂಧೀಜಿ ಅಪೇಕ್ಷೆ ಪಡುತ್ತಾರೆ. ಈ ಪ್ರಕಟನೆ ನೋಡಿದಾಗ ಅಂದಾನಪ್ಪನವರು ಭೂಮಿಯೊಳಗೆ ಇಳಿದಂತಾಯಿತು. ಎಂದು ತಮ್ಮ ದಿನಚರಿಯಲ್ಲಿ ವಿವರಿಸಿದ್ದಾರೆ.

ಕರ್ನಾಟಕ ಕಾಂಗ್ರೆಸ್ಸಿನ ೬ನೇ ಸರ್ವಾಧಿಕಾರಿಗಳಾಗಿದ್ದ ಬೆಳಗಾವಿಯ ಶ್ರೀ ಕೆ.ಎಸ್. ಪಾಟೀಲರನ್ನು ೧೯೩೩ ಜನೇವರಿ ೨೬ ರಂದು ಸೆರೆ ಹಿಡಿದರು. ನಂತರ ಕೆ.ಪಿ.ಸಿ.ಸಿ ಯ ೭ನೇ ಸರ್ವಾಧಿಕಾರಿಯಾಗಿ ಅಂದಾನಪ್ಪ ಇವರನ್ನು ನೇಮಿಸಿದ್ದರು. ನಂತರ ಇವರನ್ನು ಸೆರೆ ಹಿಡಿದರೆ ಜಿಲ್ಲಾ ಪೋಲಿಸ ಅಧಿಕಾರಿಯ ಬಳಿ ಒತ್ತರು ಖಟ್ಟೆ ಹಾಕಿರುವುದು ಕಠಿಣವೆನಿಸಿದ್ದರು ಬಿಡುಗಡೆ ಮಾಡಿಸಿದರು ಮತ್ತೆ ಇವರನ್ನು ೧೯೩೩ ಫೆಬುವರಿ ೪ರಂದು ಅಂದಾನಪ್ಪನವರನ್ನು ಸೆರೆ ಹಿಡಿದರು. ಜನರು

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ಜಯ ಘೋಷಣೆಗಳನ್ನು ಕೂಗಿದರು. ಜನರು ಜಯಘೋಷಣೆಗಳನ್ನು ಕೂಗಿದರು ನಂತರ ದೊಡ್ಡಮೇಟಿಯವರನ್ನು ಧಾರವಾಡಕ್ಕೆ ತಂದು ಜಿಲ್ಲಾ ಮ್ಯಾಜಿಸ್ಟ್ರೇಟ್ ಮುಂದೆ ನಿಲ್ಲಿಸಿದರು. ಆ ರಾಜಖೀಯದಲ್ಲಿ ಬಿದ್ದು ಕೆಟಬೇಡಿರಿ ಎನ್ನುವ ಹಿತವಚನದ ಜೊತೆಗೆ ಜಿಲ್ಲಾಧಿಕಾರಿಗಳು ತಾಲ್ಲೂಕು ಬಂಧಿ ಆಜ್ಞೆಯನ್ನು ಜಾರಿಗೊಳೀಸಿದರು. ಶ್ರೀ ದೊಡ್ಡಮೇಟಿಯವರಿಗೆ ತಾಲೂಕಿನಲ್ಲಿಯೇ ಆಂದೋಲನ ನಡೆಸಲು ಬಂಧು ಸುಸಂಧಿ ಸಿಕ್ಕಂತಾಯಿತು.

ಮುಂದಿನ ಕೆ.ಪಿ.ಸಿ.ಸಿ ಸರ್ವಾಧಿಕಾರಿಯಾಗಿ ಯಾರು ಎಂಬ ಹೊಣೆ ಹೊರಬೇಕೆನ್ನುವ ಆಯ್ಕೆಯ ಭಾರ ದೊಡ್ಡಮೇಟಿಯವರ ಮೇಲೆ ಇತ್ತು. ಈ ವೇಳೆಯಲ್ಲಿ ಕಾರವಾರ ಜಿಲ್ಲೆಯಲ್ಲಿ ನಡೆದ ಕರಬಂದಿ ಚಳುವಳಿಯ ಸುದ್ದಿಗಳನ್ನು ಶ್ರೀಮತಿ ಸಾವಿತ್ರಿಬಾಯಿ ಮಿರ್ಜಿ ಇವರಿಂದ ತಿಳಿದುಕೋಡು ಇವರನ್ನೆ ತಮ್ಮ ನಂತರ ಆನೇ ಸರ್ವಾಧಿಕಾರಿಯೆಂದು ಗೊತ್ತುಗೊಳಿಸಿದರು. ಕೆ.ಪಿ.ಸಿ.ಸಿ ಸರ್ವಾಧಿಕಾರಿಯೇಂದು ಗೊತ್ತುಗೊಳಿಸಿದರು. ಕೆ.ಪಿ.ಸಿ.ಸಿ ಸರ್ವಾಧಿಕಾರಿಯಾಗಿ ಕೆಲಸ ಮಾಡುತ್ತಿರುವೆನೆಂದು ಪೋಲಿಸ್ ಅಧಿಕಾರಿಗಳಿಗೂ ಪತ್ರ ಬರೆದು ತಿಳಿಸಿದರು. ಮರುದಿನವೇ ಶಸ್ತ್ರ ಸಜ್ಜಿತರಾಗಿ ಬಂದ ಪೋಲೀಸ್ ದಳ ದೊಡ್ಡಮೇಟಿಯವರ ಮನೆಯನ್ನು ಮುತ್ತಿಗೆ ಹಾಕಿತು. ಪೋಲೀಸ್ರು ದೊಡ್ಡಮೇಟಿಯವರ ಬರಹಗಳನ್ನು ಪುಸ್ತಕಗಳನ್ನು ತೆಗೆದುಕೊಂಡು ಹೋದರು ಸಲಹೆ ಕೊಟ್ಟರು.

ಅಂದಾನಪ್ಪನವರಿಗೆ ತಮ್ಮ ಮೇಲೆ ವಿಧಿಸಿದ ತಾಲೂಕು ಬಂದಿಯ ಆಜ್ಞೆಯನ್ನು ೧೯೩೩ ಮಾರ್ಚ್ ೨೭ ರಂದು ಕಾಲಿಗೊರಿಸಿ ರೋಣ ತಾಲೂಕು ಗಡಿ ಸೀಮೆಯನ್ನು ದಾಟಿ ಹೋಗಿದ್ದರು ಗದುಗಿನಲ್ಲಿ ಕೈ ಸೆರೆ ಮಾಡಿದರು ಗಜೇಂದ್ರಗಡಕ್ಕೆ ತಂದರು. ಶ್ರೀ ಕಾಂಡಿಣ್ಯ ಮ್ಯಾಜಿಸ್ಟ್ರೇಟ್ ಸಮ್ಮುಖದಲ್ಲಿ ದೊಡ್ಡಮೇಟಿಯವರನ್ನು ಹಾಜರುಪಟಿಸಿದರು. ೨ ದಿನಗಳ ಕಾಲ ಆರೋಪ ಸಿದ್ದವಾದವು ಒಂದು ಕಾಂಗ್ರೆಸ್ ಸರ್ವಾಧಿಕಾರಿಯಾದುದಕ್ಕೆ ಒಂದು ಆರೋಪ ಅಕ್ರಮ ಪುಸ್ತಕೆಯಾದ ಕರ್ನಾಟಕ ಕರ ನಿರಾಕರಣೆಯ ಚಳುವಳಿ ಪ್ರಕಟಿಸಿದ್ದಕ್ಕೆ ಇನ್ನೊಂದು ಆರೋಪ ಎರಡು ಆರೋಪಗಳು ತಲೆಯ ಮೇಲೆ ಹೊತ್ತು ನಿಂತವು ಅಮೆಂಡಮೆಂಟ್ ಆಯಕ್ಟ ೧೭-೧, ೧೭-೨, ಅನ್ವಯ ಪ್ರತಿಯೊಂದು ಆರೋಪಕ್ಕೆ ಆರು ತಿಂಗಳ ಶಿಕ್ಷೆ ಒಂದು ಸಾವಿರ ರೂಪಾಯಿ ದಂಡವನ್ನು ದೊಡ್ಡಮೇಟಿಯವರಿಗೆ ವಿಧಿಸಿದರು. ಹಿಂಡಲಗಿ ತುರಂಗದಲ್ಲಿ ಖೈದಿಯಾಗಿ ಉಳಿದರು.

ಹಿಂಡಲಗಿಯ ಸೆರೆಮನೆ

ತೀರ್ಪು ಹೇಳಿದ ನಂತರ ನಾನು ಮೋಟರಿನಿಂದ ನೆಟ್ಟಗೆ ಧಾರವಾಡಕ್ಕೆ ಸಾಗಿಸಲ್ಪಟ್ಟೆನು ಹೊಗೆ ಬಂಡಿಯೀಂದ ಬೆಳಗಾವಿ ಸ್ಟೇಶನಗೆ ಬಂದೆವು ನನ್ನೊಡನೆ ಬಂದ ಪೋಲೀಸರು ಕಾವಲುಗಾರರು ಹಿಂಡಲಗಿಯ ಸ್ಟೇಶನಗೆ ಬಂದೆವು. ನನ್ನ ಉಡುಪುಗಳನ್ನು ಕಳಚಿ ಸೆರೆಮನೆಯ ಎರಡು ದೋತರ ಎರಡು ಅಂಗಿ ಒಂದು ಉಣ್ಣೆಯ ಬಗಲಬಂಡಿ ಇವಿಷ್ಟು ಉಡುಪು ಹಾಗೂ ಬಿ ಕ್ಲಾಸ್ ಖೈದಿಗೆ ಕೊಡಬೇಕಾದ ಕೆಲವು ಪಾತ್ರೆಗಳನ್ನು ಕೊಟ್ಟು ಸರಮನೆಗೆ ಹಾಕಿದರು. ಶ್ರೀ ರಂಗನಾಥ ದಿವಾಕರ, ಶ್ರೀ ಎಂ.ಪಿ ಪಾಟೀಲ, ಶ್ರೀ ಕೆ.ಎಸ್. ಪಾಟೀಲರೊಂದಿಗೆ ಆರೇಳು ಸದ್ಸಹಸ್ಥರು ಅಲ್ಲಿ ಇದ್ದರು ಇವರೆಲ್ಲ ನನ್ನನ್ನು ಒಳ್ಳೇ ಹರ್ಷದಿಂದ ಸ್ವಾಗತಿಸಿದರು. ಒಂದು ಬಗೆಯ ವೇದನೆ ಇದ್ದೇ ಇರುತ್ತದೆ. ಬಾವಿ ಸ್ವಾತಂತ್ರ್ಯದ ಗುರಿಯು ನಮ್ಮ ಕಣ್ಣೆದುರು ಇದ್ದುದರಿಂದ ಈ ಸಾವು ಅಷ್ಟು ಭಾದಿಸುವುದಿಲ್ಲ ಮಿ. ಪ್ಲಾಂಕಿಟನರು ಜೈಲಿನ ಸುಪರಿಂಟೆಂಟರಿದ್ದರು ಜೈಲಿನ ಆಡಳಿತ ಸ್ವಚ್ಚತೆಯ ದೃಷ್ಟಿಯಿಂದ ಉತ್ತಮವಿದ್ದಿತು. ಜೈಲಿನಲ್ಲಿದ್ದ ನಮಗೆಲ್ಲ ದಿವಾಕರಕೇ ಹಿರಿಯರು ಅವರಿಗೆನಾದ್ರು ಗುರೂಜಿ ಅಂತಾ ಕರೆಯುತ್ತಿದ್ದೆವು ಅಂತಾ ತಮ್ಮ ದಿನಚರಿಯಲ್ಲಿ ಹೇಳಿದ್ದಾರೆ. ಅಂದಾನಪ್ಪನವರು ವಿವಿಧ ವಿಷಯಕ್ಕೆ ಸಂಭಂದಿಸಿದ ಪುಸ್ತಕಗಳನ್ನು ಓದಿದೆನು ಶ್ರೀ ಎಂ.ಪಿ. ಪಾಟೀಲ ಕನ್ನಡ ಕಲಿತರು ,ಶ್ರೀ ದಿವಾಕರರು ವಚನಶಾಸ್ತ್ರ ರಹಸ್ಯವೆಂಬ ಗ್ರಂಥವನ್ನು ಬರೆದರು.

ಧಾರವಾಡ ಜೈಲಿನಲ್ಲಿ 'ಎ' ಕ್ಲಾಸ್ 'ಬಿ' ಕ್ಲಾಸ್ ಎಂಬ ವಿಭಾಗಗಳಿದ್ದವು ಈ ಮನೋಧೋರಣೆಯು ಅಂದಾನಪ್ಪನವರನ್ನು ಕೀಳರಿಮೆ ಉಂಟು ಮಾಡಿತು. ಗಾಂಧೀಜಿಯವರೊಂದಿಗೆ ೨೧ ದಿನ ಉಪವಾಸವನ್ನು ಆಚರಿಸಿದರು. ಸಾಮೂಹಿಕ ಕಾಯ್ದೆ ಭಂಗ ಆಂದೋಲನವನ್ನು ವೈಯಕ್ತಿಕ ಕಾಯ್ದೆ ಭಂಗದಲ್ಲಿ ಪರಿವರ್ತಿಸಿದರು.

ಚಲೇಜಾವ ಚಳುವಳಿ

ಇವರಿಗೆ ಜೈಲಿನ ವಾಸ ಹೊಸದೆನಲ್ಲಾ ಪದೇ ಪದೇ ಹೋಗಿ ಬರಿತ್ತಿದ್ದರು ನಂತರ ಬಿಡುಗಡೆಯಾದ ೯ ತಿಂಗಳಿಗೆ ೧೯೪೨ರ ಚಲೇಜಾವ ಆಂದೋಲನಕ್ಕಿಳಿದು ನಿನಾದ ಕೇಳತೊಡಗಿತು ಅಗಷ್ಟ ೯, ೧೯೪೨ ರಂದು ಸ್ರೀ ದೊಡ್ಡಮೇಟಿಯವರ ಚಾವಡಿಯ ಮೂಂದೆ ಅನೇಕ ಯೋಧರನ್ನು ಒಗ್ಗೂಡಿಸಿದರು. ರಂಗರಾವ್ ಕುಲಕರ್ಣೀಯವರ ಜೊತೆಗೆ ಸೇರಿಕೊಂಡು ಹಲವಾರು ಗ್ರಾಮಕ್ಕೆ ಕರೆ ನೀಡಿದರು. ನಂತರ ಚಲೇಜಾವ್ ಚಳುವಳಿಯ ಸಭೆಯನ್ನು ಚಾವಡಿಯ ಮುಂದೆ ನಡೆಸಿದರು. ಆದರೆ ಮುಂದೆ ಇವರನ್ನು ಪೋಲೀಸರು ಬಂಧಿಸಿದರು ೨ ವರ್ಷಗಳ ಕಾಲ ಜೈಲಿನಲ್ಲಿ ಕೊಳೆ ಹಾಕಿದರು ಈ ಸಲ ಟೆಡೆನ್ಯು ಕ್ಲಾಸ್ ೧ ರಲ್ಲಿ ಇಟ್ಟರು. ಜೈಲಿನಲ್ಲಿ ಕುಳಿತರೂ ಗ್ರಾಮದ ಆಗು ಹೋಗುಗಳನ್ನು ತಿಳೀದುಕೊಳ್ಳದೇ ಬಿಡುತ್ತಿರಲಿಲ್ಲ ಶಿರಸ್ತೆದಾರರು ಬಂದರೆ? ಊರಿಗೆ ಜೋಳ ಬಂದವೇ? ಕೇಳುತ್ತಿದ್ದರು ಜಕ್ಕಲಿಯಲ್ಲಿ ಹಿಂದೂ ಮುಸ್ಲಿಂ ಜಾಗೆಯ ಸಲುವಾಗಿ ನಡೆದ ಕಲಹವನ್ನು ಬಗೆಹರಿಸಿ ಹಿಂದೂ ಮುಸ್ಲಿಂರಿಗೆ ದೊಡ್ಡಮೇಟಿಯವರಿಗೆ ದೊಡ್ಡ ಬಲವಾಗಿದ್ದರು. ಗ್ರಾಮದ ಹಿರಿಯರಿಗೆ ಹಾಗೂ ಶ್ರೀ ಮುಲ್ಲಾರಿಗೆ ಬರೆದ ಕಾಗದ ಹೇಳುತ್ತದೆ. ಮುಸ್ಲಿಂರಿಗೆ ಅವಶ್ಯವಿದ್ದಷ್ಟು ಸ್ವಂತ ಜಾಗೆಯನ್ನು ನೀಡಿದಾಗಿ ಹೇಳಿದರು. ಮಸೀದಿಯನ್ನು ನಿರ್ಮಿಸಲು ಜಕ್ಕಲಿ ಗ್ರಾಮದ ಶ್ರೀಮಂತರು ಒಂದು ಆಣೆಯನ್ನು ಸೋಲದವರು ಕನ್ನಡ ಶಾಲಾ ಕಟ್ಟಡಕ್ಕೆ ಯಾರಾದರೂ ದಾನ ಕೊಡುವವರೋ ಹೇಗೆ ಎಂದು ಸುಮಾರು ದಶಕದವರೆಗೂ ಕಾದರೂ ಯಾರು ಮುಂದೆ ಬರಲಿಲ್ಲ ಕೊನೆಗೆ ದೊಡ್ಡಮೇಟಿಯವರೇ ಬಂದರು ಜಾಗವನ್ನು ಇವರೇ ದಾನವಾಗಿ ನೀಡಿದರು.

ಇದರ ಪೂರ್ವದಲ್ಲಿಯೇ ಶ್ರೀ ಆರವಂದ ಶ್ರೀಮಾತಾ ಇವರ ದರ್ಶನಕ್ಕಾಗಿ ಹಂಬಲಿಸಿ ಹಾತೊರೆಯುತ್ತಿತ್ತು. ಮನಸ್ಸು ೧೯೪೦ರಲ್ಲಿ ಮೂರು ಸಲ ಪಾಂಡಿಚೇರಿಗೆ ಹೋಗಿ ಬಂದರು ೧೯೪೦ರಲ್ಲಿ ಪ್ರಥಮ ದರ್ಶನ ಪಡೆದುಕೊಂಡರು ಪತ್ರದ

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ಮೂಲಕ ಇವರಿಗೆ ಅನೇಕ ಸ್ಥಿತಿಗತಿಗಳನ್ನು ಕುರಿತು ತಾಯಿಯವರಿಗೆ ಆಶೀರ್ವಾದಕ್ಕಾಗಿ ಕಾಯುವುದು ದೊಡ್ಡಮೇಟಿಯವರ ಜೀವನ ಪದ್ಧತಿಯಾಯಿತು.

ಕ್ರಾಂತಿಕಾರಿ ಹೆಜ್ಜೆ

ಕರ್ನಾಟಕದ ಯಾವುದೇ ಭಾಗವಾಗಲಿ ರಾಜಖಿಯವಾಗಲಿ ಸಾಂಸ್ಕೃತಿಕವಾಗಲಿ ಅಲ್ಲಿ ಅನ್ಯಾಯವಾಗುವುದೆನ್ನುವ ಸಿಳೀವು ಸಿಕ್ಕರೆ ಸಾಕು ದೊಡ್ಡಮೇಟಿಯವರ ಅಭಿಮಾನ ಕೆರಳಿ ನಂತು ಕರ್ನಾಟಕ ಕಾಲೇಜದಲ್ಲಿ ಕಲಾ ವಿಭಾಗವನ್ನು ಕಿತ್ತು ಹಾಕುವರೆನ್ನುವ ಸುಳಿವು ಸಿಕ್ಕ ಕೂಡಲೇ ಮುಂಬೈ ಮುಖ್ಯ ಮಂತ್ರಿಗಳಿಗೆ ಪ್ರತಿಭಟನಾ ಪತ್ರ ಬರೆದು ಮುಂದೆ ಇದು ಕಹಿ ಫಲ ಉಣ್ಣಬೇಕಾದಿತೆಂದು ಎಚ್ಚರಿಸಿದರು. ಈ ಭಾಗದಲ್ಲಿ ಸರಕಾರದ ಈ ಕಾಲೇಜೊಂದೇ ಪೂರ್ಣ ಪ್ರಮಾಣವನ್ನು ಹೊಂದಿದೆ ಅದು ಅಲ್ಲದೇ ಕರ್ನಾಟಕ ಪ್ರಾಂತ ರಚನೆಗೆ ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ ರಚನೆಯ ಅನೇಕ ಭಾವನೆಗಳಿಗೆ ಸ್ಫೂರ್ತಿ ನೀಡಿದ್ದು ಕರ್ನಾಟಕವು ಈ ಕಾಲೇಜನ್ನು ಪಡೆಯಲು ಹೋರಾಟವಿದ್ದು ಲಕ್ಷಗಟ್ಟಲೇ ಹಣವನ್ನು ನೀಡಿದರು ಕರ್ನಾಟಕದ ಸಾಂಸ್ಕೃತಿಕ ಕೇಂದ್ರವೆಂದು ತಿಳಿದು ಕೊಂಡಿರುವ ಕೆಣಕುವ ಗಾಯದ ಪ್ರಯತ್ನ ಬೇಡ ಎಂದು ಕಾಗದಲ್ಲಿ ಬರೆದರು.

ಸಮಾಜ ಬಹಿಷ್ಕಾರ ತಡೆ ಮಸೂದೆಯ ಚರ್ಚೆಯ ಕಾವು ಆರಿ ಇನ್ನು ನಾಲ್ಕು ದಿನವಾಗಿರಲಿಲ್ಲ ಮುಂದೆ ಏಪ್ರಿಲ್ ೯, ೧೯೪೭ರಂದು ಹಿಂದೂ ಗುಡಿಗಳ ಹಾಗೂ ಮಠಗಳ ಆಡಳಿತದ ಬಗ್ಗೆ ಶಾಸನಸಭೆಯಲ್ಲಿ ಗೊತ್ತುವಳಿ ಮೋಟಿಸಿದರು.
ಎಲ್ಲ ಆಸ್ತಿಗಳನ್ನು ಸಮಾಜದ ಆಸ್ತಿ ಎಂದು ಘೋಷಿಸಬೇಕು.
ಹಿಂದೂ ದೇವಾಲಯಗಳ ಹಾಗೂ ಮಠಗಳ ಆಡಳಿತ ಬಗ್ಗೆ ಟ್ರಸ್ಟ ನೇಮಿಸಬೇಕು.

ನ್ಯಾಯಮೂರ್ತಿ ಶ್ರೀ ತೆಂಡೂಲಕರ ಅವರ ವರದಿಯ ಆಧಾರೆದ ಮೇಲೆ ಮಾತನಾಡಿ ಇಡೀ ಮುಂಬೈ ಪ್ರಾಂತದಲ್ಲಿ ಜಿಲ್ಲಾವಾರು ಮಠಗಳ ಹಾಗೂ ಗುಡಿಗಳ ಸಂಖ್ಯೆಯನ್ನು ವಿವರಿಸಿದರು. ಬೆಳಗಾಂವನಲ್ಲಿ ೧೦೨ ಮಠಗಳ, ೩೦೮ ಗುಡಿಗಳು ೬೮೧೬ ಎಕರೆ ಜಮೀನು ಇದೆ. ಧಾರವಾಡ ಜಿಲ್ಲೆಯ ೪೬೨ ಮಠಗಳು ೩೨೯೨ ಗುಡಿಗಳ ೫೯೮೮ ಎಕರೆ ಜಮೀನು ಕೆನರಾ ಜಿಲ್ಲೆ ೧೧೭ ಮಠಗಳು ೧೦೬೬ ಗುಡಿಗಳು ೨೦೩೮ ಎಕರೆ ಜಮೀನು ಹೊಂದಿರುತ್ತದೆ.

ಹೀಗೆ ನೀತಿ ಮಠಗಳ ಆಡಳಿತ ವೈಖರಿಯನ್ನು ಕಟುವಾಗಿ ಟೀಕಿಸಿದರು ಉತ್ತರ ಕರ್ನಾಟಕದ ತುಂಬ ಕೋಲಾಹಲ ಎಬ್ಬಿಸಿದ ಈ ಗೊತ್ತುವಳಿಯಿಂದ ಶ್ರೀ ದೊಡ್ಡಮೇಟಿಯವರು ಮಠಾಧೀಶರಿಗೆ ಪ್ರಾರಾಗಬೇಕಾಯಿತು. ಶ್ರೀ ದೊಡ್ಡಮೇಟಿಯವರು ಯಾವುದೇ ವಿಷಯವಾಗು ಪ್ರಪಾದಿಸುವ ಶಕ್ತಿ ಇದ್ದರೆ ಮಾತ್ರ ಹೋಗುತ್ತಿದ್ದರು ಪ್ರತಿಯೊಂದಕ್ಕೂ ಮಂತ್ರಿಗಳನ್ನು ಭೇಟಿಯಾದ ಬೇಕಾದರೆ ಶಸಕರ ನಿಯೋಗದಲ್ಲಿ ಕರೆದುಕೊಂಡು ಚರ್ಚಿಸುವ ಸ್ಯಸಂಗತಿಯನ್ನು ಒಳಗೊಂಡಿದ್ದರು.

ಕರ್ನಾಟಕ ನಾಡು ಕಂಡ ಅಪ್ರತಿಮ ವೀರರಲ್ಲಿ ಅಂದಾನಪ್ಪನವರು ಒಬ್ಬರು ಯಾರು ಕಂಡು ಅರಿಯದ ಊರಲ್ಲಿ ಗಾಂಧಿಜಿ, ನೆಹರು ಮುಂತಾದವರು ಬಂದು ಜಕ್ಕಲಿಯ ಗ್ರಾಮನ್ನು ಭಾರತದ ತುಂಬೆಲ್ಲಾ ಗರುತಿಸಲು ಸಹಾಯಕವಾಯಿತು.

ಭಾರತದಲ್ಲಿ ಬ್ರಿಟಿಷರ ಆಗಮನದಿಂದ ಕೊನೆಯವರೆಗೂ ಅನೇಕ ಬಗೆಯ ಹೋರಾಟಗಳು ನಡೆದವು ನಂತರ ಭಾರತವು ಸ್ವಾತಂತ್ರ್ಯಗೊಂಡಿತು. ೧೯೦೮ ಮಾರ್ಚ್ ೧೬ ಸೋಮವಾರ ದಿವಸ ಕರ್ನಾಟಕ ಭುವನೇಶ್ವರಿಯ ಮಡಿಲಿನಲ್ಲಿ ಸೂರ್ಯ ತೇಜಮಯವಾದ ದಂದನ ಜನನವಾಯಿತು ಅಂದರೆ ಅಂದಾನಪ್ಪ ದೊಡ್ಡಮೇಟಿಯವರ ಮುಂದೆ ಈ ಕಂದನೇ ಕರ್ನಾಟಕದ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಕ್ಕೆ ಹಾಗೂ ಕರ್ನಾಟಕ ಏಕೀಕರಣಕ್ಕೆ ಆಶಾಕಿರಣ ಆಗುತಾನೆ ಎಂಬುದು ಯಾರಿಗೂ ತಿಳಿದಿರಿರಲ್ಲಿಲ. ಯುವಕನಾದ ನಂತರ ಅನೇಕ ನಾಯಕರ ಸ್ನೇಹದಿಂದ ತಂದೆಯಂತೆ ರಾಜಕೀಯ ರಂಗದಲ್ಲಿ ಇಳಿದರು. ನೂರಾರು ಎಕರೆ ಜಮೀನು ನೂರಾರು ಆಳುಗಳು ಇದ್ದರು ಭಾರತದ ಹೋರಾಟಕ್ಕೆ ತಮ್ಮ ಜೀವನವನ್ನು ಬಲಿದಾನಗೊಳಿಸಿದರು. ಸೆರೆಮನೆಯವಾಸವನ್ನು ಸಹ ಕಂಡರು. ಇತಿಹಾಸದಲ್ಲಿ ಇವರ ಸೇವೆ ಅವಿಸ್ಮರಣೀಯ ಹಾಗೇ ಜಕ್ಕಲಿಯ ಗ್ರಾಮದಲ್ಲಿ ಹಸಿರಾಗಿ ಉಳಿದ ಸತ್ಯ ಸಂಗತಿಯ ಜ್ವಲಂತ ಕಥೆಯಾಗಿದೆ.

ಆಕರಗಳು

೧.ಜ್ಞಾನದೇವ ದೊಡ್ಡಮೇಟಿ: ದೊಡ್ಡಮೇಟಿ ಅಂದಾನಪ್ಪನವರು ವೀರಶೈವ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ ಶ್ರೀ ಜಗದ್ಗುರು ತೋಂಡದಾರ್ಯ ಸಂಸ್ಥಾನಮಠ,ಗದಗ,೧೯೮೦
೨.ಸೂರ್ಯನಾಥ ಕಾಮತ(ಸಂ): ಸ್ವಾತಂತ್ರ್ಯ ಸಂಗ್ರಾಮದ ಸ್ಮೃತಿಗಳು, ಗೀತಾ ಪಬ್ಲಿಕೇಷನ್ ಮೈಸೂರು,೧೯೭೪
೩ಆಲೂರು ವೆಂಕಟರಾವ್: ಕರ್ನಾಟಕದ ಗತವೈಭವ, ವಿಶ್ವಕನ್ನಡ ಸಮ್ಮೇಳನ ಬೆಂಗಳೂರು,೧೯೮೨
೪.ದೊಡ್ಡಮೇಟಿ ಜ್ಞಾನದೇವ: ನಮ್ಮ ಊರು, ಭಾರತ ಸ್ವಾತಂತ್ರ್ಯ ಯೋಧ ,ಪ್ರಕಾಸನ, ಜಕ್ಕಲಿ,೧೯೬೩
೫.ಡಾ.ಆರ್.ಬಿ.ಬನ್ನೂರು,ಕರ್ನಾಟಕ ಮತ್ತು ದೊಡ್ಡಮೇಟಿ ಅಂದಾನಪ್ಪನವರು ಪ್ರಕಾಶಕರು,ಶ್ರೀ ಅನ್ನದಾನೀಶ್ವರ ಗ್ರಂಥಮಾಲೆ ಹಾಲಕೆರೆ,ಗದಗ೨೦೧೪

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1947 ರ ನಂತರದ ಭಾರತ: ಸವಾಲುಗಳು, ಬದಲಾವಣೆಗಳು ಹಾಗೂ ನಿರಂತರತೆ

ರೋಹಿಣಿ ರಾಚಣ್ಣವರ
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಇತಿಹಾಸ ವಿಭಾಗ,
ಶ್ರೀ ಕೆ ಎಚ್ ಪಾಟೀಲ್ ಸ ಪ್ರ ದ ಕಾಲೇಜು ಹುಲಕೋಟಿ-582205,ಗದಗ .
E -mail-rohirachannavar@gmail.com

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1947ರ ಆಗಸ್ಟ್ 15ರಂದು ಭಾರತ ಸ್ವಾತಂತ್ರ್ಯ ಪಡೆದ ನಂತರ ಎದುರಿಸಿದ ಸಮಸ್ಯೆಗಳು, ಅನುಭವಿಸಿದ ಬದಲಾವಣೆಗಳು ಮತ್ತು ಉಳಿಸಿಕೊಂಡ ನಿರಂತರತೆ ಈ ಮೂರು ಆಯಾಮಗಳನ್ನು ಕೇಂದ್ರದಲ್ಲಿರಿಸಿಕೊಂಡು ಈ ಸಂಶೋಧನಾ ಪ್ರಬಂಧ ರಚಿಸಲಾಗಿದೆ. ಬ್ರಿಟಿಷರ ವಸಾಹತು ಆಳ್ವಿಕೆಯ ಅಂತ್ಯವು ರಾಜಕೀಯ ಸ್ವಾತಂತ್ರ್ಯವನ್ನು ನೀಡಿದರೂ, ರಾಷ್ಟ್ರ ನಿರ್ಮಾಣದಂತಹ ದೊಡ್ಡ ಸವಾಲುಗಳನ್ನು ಕೂಡ ತಂದಿತು. ಭಾರತದ ವಿಭಜನೆಯ ಪರಿಣಾಮವಾಗಿ ಉಂಟಾದ ಹಿಂಸಾಚಾರ, ವಲಸೆ ಮತ್ತು ಆರ್ಥಿಕ ಅಸ್ಥಿರತೆ, ನಿರುದ್ಯೋಗ, ಗಡಿ ಸಮಸ್ಯೆಗಳು, ಸಂಸ್ಥಾನಗಳ ವಿಲೀನೀಕರಣ ಮುಂತಾದ ಸವಾಲುಗಳು ಹೊಸ ರಾಷ್ಟ್ರಕ್ಕೆ ತೀವ್ರ ಸವಾಲುಗಳನ್ನು ತಂದೊಡ್ಡಿದವು. ಪ್ರಸ್ತುತ ಸಂದರ್ಭದಲ್ಲಿಯೂ ಜನಸಂಖ್ಯಾ ವೃದ್ಧಿ, ನಗರೀಕರಣ, ಪರಿಸರ ಮಾಲಿನ್ಯ, ಹವಾಮಾನ ಬದಲಾವಣೆ, ಜಾಗತಿಕ ರಾಜಕೀಯ ಒತ್ತಡ, ಆರ್ಥಿಕ ಸ್ಪರ್ಧೆ, ಸೈಬರ್ ಅಪರಾಧದಂತಹ ಹಲವಾರು ಸವಾಲುಗಳು ಎದುರಾಗಿವೆ. ಆದಾಗ್ಯೂ ಭಾರತವು ತನ್ನ ಆಡಳಿತ ವ್ಯವಸ್ಥೆಯನ್ನು ಬಲಪಡಿಸಲು ಜಾಗತೀಕ ಮಟ್ಟದಲ್ಲಿ ತನ್ನ ಅಸ್ಮಿತೆಯನ್ನು ಉಳಿಸಿಕೊಳ್ಳಲು ಮತ್ತು ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧೀಸಲು ನಿರಂತರವಾಗಿ ಪ್ರಯತ್ನಿಸುತ್ತಿದೆ.

1950ರಲ್ಲಿ ಸಂವಿಧಾನ ಜಾರಿಗೊಳ್ಳುವುದರ ಮೂಲಕ ಭಾರತವನ್ನು ಪ್ರಜಾಪ್ರಭುತ್ವ ಗಣರಾಜ್ಯವನ್ನಾಗಿ ರೂಪಿಸಿತು. ಸಮಾನತೆ, ನ್ಯಾಯ ಮತ್ತು ಸ್ವಾತಂತ್ರ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಬಲಪಡಿಸಿತು. ಜವಾಹರಲಾಲ್ ನೆಹರು ಅವರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ಯೋಜಿತ ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿ, ಕೈಗಾರಿಕರಣ ಮತ್ತು ವಿಜ್ಞಾನ-ತಂತ್ರಜ್ಞಾನ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಪ್ರಗತಿ ಕಂಡು ಬಂದಿತು. ಹಸಿರು ಕ್ರಾಂತಿ, ಭೂ-ಸುಧಾರಣೆಗಳು ಮತ್ತು ಶಿಕ್ಷಣದ ವಿಸ್ತರಣೆ ದೇಶದ ಅಭಿವೃದ್ಧಿಗೆ ಮಹತ್ವದ ಕೊಡುಗೆ ನೀಡಿದವು. 1991ರ ಆರ್ಥಿಕ ಉದಾರೀಕರಣವು ಭಾರತದ ಆರ್ಥಿಕತೆಯನ್ನು ಜಾಗತಿಕ ಮಟ್ಟಕ್ಕೆ ತಂದು ನಿಲ್ಲಿಸಿತು. ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಡಿಜಿಟಲ್ ಕ್ರಾಂತಿ, ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಗಳ ಬೆಳವಣಿಗೆ ಮತ್ತು ಇಂಡಿಯನ್ ಸ್ಪೇಸ್ ರಿಸರ್ಚ್ ಸಂಸ್ಥೆಯ ಸಾಧನೆಗಳು, ವಿಶೇಷವಾಗಿ ಚಂದ್ರಯಾನ-3 ಯಶಸ್ಸು, ಭಾರತದ ಪ್ರಗತಿಯನ್ನು ಸೂಚಿಸುತ್ತವೆ.

ಈ ಎಲ್ಲಾ ಬದಲಾವಣೆಗಳ ನಡುವೆಯೂ, ಪ್ರಜಾಪ್ರಭುತ್ವ ವ್ಯವಸ್ಥೆ, ನಿಯಮಿತ ಚುನಾವಣೆಗಳು ,ಬಹುಪಕ್ಷ ಪದ್ಧತಿ, ಸಾಂಸ್ಕೃತಿಕ ವೈವಿಧ್ಯತೆ, ಧಾರ್ಮಿಕ ಸಹಿಷ್ಣುತೆ ಮತ್ತು ಸಂಯುಕ್ತ ಸರಕಾರ ರಚನೆಗಳು ನಿರಂತರವಾಗಿ ಮುಂದುವರಿದಿವೆ. ಗ್ರಾಮೀಣ ಆರ್ಥೀಕತೆ ಮತ್ತು ಕೃಷಿ ವಲಯವೂ ಅಭಿವೃದ್ಧಿ ಸಾಧಿಸುತ್ತಾ ಬಂದಿದೆ. ಆದಾಗ್ಯೂ, ಬಡತನ, ನಿರುದ್ಯೋಗ, ಆದಾಯ ಅಸಮಾನತೆ, ಲಿಂಗ ಅಸಮಾನತೆ ಮತ್ತು ಪರಿಸರ ಸಮಸ್ಯೆಗಳು ಇನ್ನೂ ಸವಾಲಾಗಿವೆ.

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Address for correspondence:
ರೋಹಿಣಿ ರಾಚಣ್ಣವರ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಇತಿಹಾಸ ವಿಭಾಗ, ಶ್ರೀ ಕೆ ಎಚ್ ಪಾಟೀಲ್ ಸ ಪ್ರ ದ ಕಾಲೇಜು ಹುಲಕೋಟಿ-582205,ಗದಗ .

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ಭವಿಷ್ಯದ ದೃಷ್ಟಿಕೋನದಿಂದ ಸಮಾನ ಆರ್ಥಿಕ ಬೆಳವಣಿಗೆ, ಉತ್ತಮ ಶಿಕ್ಷಣ ,ಆರೋಗ್ಯ ಸೇವೆಗಳ ವೃದ್ಧಿ ,ಪರಿಸರ ಸಂರಕ್ಷಣೆ ಮತ್ತು ಲಿಂಗ ಸಮಾನತೆ ಸಾಧಿಸುವುದು ಅಗತ್ಯವಾಗಿದೆ. ಸದರಿ ಪ್ರಬಂಧವು 1947 ರ ನಂತರದ ಭಾರತದ ಪಯಣವು ಅನೇಕ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸಿ, ಬದಲಾವಣೆಗಳನ್ನು ಅಳವಡಿಸಿಕೊಂಡು, ನಿರಂತರತೆಗಳನ್ನು ಉಳಿಸಿಕೊಂಡಿರುವ ದೃಷ್ಟಿಕೋನವನ್ನು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ.

ಪ್ರಮುಖ ಪದಗಳು: ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಭಾರತ, ರಾಷ್ಟ್ರ ನಿರ್ಮಾಣ, ಪಂಚವಾರ್ಷಿಕ ಯೋಜನೆ, ರಾಷ್ಟ್ರೀಯ ಏಕೀಕರಣ, ಸಾಮಾಜಿಕ ಸುಧಾರಣೆ ,ನಿರುದ್ಯೋಗ, ಡಿಜಿಟಲ್ ಭಾರತ ,ಗ್ರಾಮೀಣ ಆರ್ಥಿಕತೆ.

ಪೀಠಿಕೆ:

1947ರ ಆಗಸ್ಟ್ 15 ಭಾರತದ ಇತಿಹಾಸದಲ್ಲಿ ಅತ್ಯಂತ ನಿರ್ಣಾಯಕ ಕ್ಷಣ. ಸುಮಾರು ಎರಡು ಶತಮಾನಗಳ ಬ್ರಿಟಿಷ್ ಸಾಮ್ರಾಜ್ಯಶಾಹಿ ಆಡಳಿತದಿಂದ ಮುಕ್ತಿ ಪಡೆದ ಭಾರತ, ಏಕಕಾಲದಲ್ಲಿ ಅನೇಕ ಸಂಕೀರ್ಣ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸಬೇಕಾಯಿತು. ದೇಶ ವಿಭಜನೆಯಿಂದಾದ ರಕ್ತಪಾತ, ಲಕ್ಷಾಂತರ ನಿರಾಶ್ರಿತರ ಸ್ಥಳಾಂತರ, ಸುಮಾರು 562 ರಾಜ-ಸಂಸ್ಥಾನಗಳ ಏಕೀಕರಣ, ಆರ್ಥಿಕ ಹಿಂದುಳಿದಿರುವಿಕೆ ಮತ್ತು ಸಾಮಾಜಿಕ ಅಸಮಾನತೆ, ಭಾಷಾ ಗಲಭೆ, ಜಾತಿ ಗಲಭೆ ,ಹಸಿವು, ಬಡತನ, ಕಾಶ್ಮೀರ ದಂಗೆ,ಮಾನವ ಹಕ್ಕುಗಳ ಉಲ್ಲಂಘಣೆ—ಇವೆಲ್ಲವೂ ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಭಾರತದ ಮುಂದಿದ್ದ ತಕ್ಷಣದ ಸಮಸ್ಯೆಗಳಾಗಿದ್ದವು.

ಭಾರತೀಯರು ಸ್ವತಂತ್ರ್ಯ ಪೂರ್ವ ಇಟ್ಟುಕೊಂಡ ಆಶಾಭಾವಗಳೆಲ್ಲವೂ ಇಂದಿಗೂ ಸಾಧಿಸಲಾಗಿಲ್ಲವಾದರೂ ಇಂದು ಭಾರತ ಅಭೂತಪೂರ್ವ ಪ್ರಗತಿ ಕಂಡಿದೆ ಎಂಬುದನ್ನು ನಿರಾಕರಿಸುವಂತಿಲ್ಲಾ.ಸಾಮಾಜಿಕ, ಆರ್ಥಿಕ ಮತ್ತು ರಾಜಕೀಯ ಮಟ್ಟದಲ್ಲಿ ಭಾರತ ಇಂದು ಅಸಾಧಾರಣ ಬದಲಾವಣೆಗಳನ್ನು ಕಂಡಿದೆ. ರಾಮಚಂದ್ರ ಗುಹಾ ಅವರ ಮಾತಿನಲ್ಲಿ ಹೇಳುವುದಾದರೆ, ಭಾರತವು ಒಂದು 'ಅಸಂಭಾವ್ಯ ಪ್ರಜಾಪ್ರಭುತ್ವ'ವಾಗಿ ಜಗತ್ತಿನ ಗಮನ ಸೆಳೆಯಿತು. ವಿಭಿನ್ನ ಭಾಷೆ, ಧರ್ಮ, ಜಾತಿ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳ ಅಪಾರ ವೈವಿಧ್ಯದ ನಡುವೆ ಒಂದು ಸಂವಿಧಾನಾತ್ಮಕ ಗಣರಾಜ್ಯ ನಿರ್ಮಿಸಿದ ಭಾರತ, ಯಶಸ್ಸು ಮತ್ತು ಅಪಯಶಸ್ಸುಗಳ ನಡುವೆ ತನ್ನ ವಿಶಿಷ್ಟ ಹಾದಿ ಹಿಡಿದು ನಡೆಯಿತು.[1]

ಈ ಲೇಖನದಲ್ಲಿ ರಾಜಕೀಯ, ಆರ್ಥಿಕ, ಸಾಮಾಜಿಕ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಭಾರತ ಎದುರಿಸಿದ ಸವಾಲುಗಳು, ಸಾಧಿಸಿದ ಬದಲಾವಣೆಗಳು ಮತ್ತು ಉಳಿಸಿಕೊಂಡ ನಿರಂತರತೆಯ ಒಂದು ಸಮಗ್ರ ಸಮಕಾಲೀನ ವಿಶ್ಲೇಷಣೆ ನೀಡಲಾಗಿದೆ.

ಅಧ್ಯಯನ ವಿಧಾನ:

ಸದರಿ ಪ್ರಬಂಧವನ್ನು 1947ರ ನಂತರದ ಭಾರತ, ಅದರಲ್ಲಿಯೂ ಸ್ವತಂತ್ರ ಭಾರತ ಎದುರಿಸಿದ ಸವಾಲುಗಳು, ಕಂಡುಕೊಂಡ ಬದಲಾವಣೆಗಳು ಮತ್ತು ನಿರಂತರವಾಗಿ ಉಳಿದುಕೊಂಡು ಬಂದಿರುವ ಸವಾಲುಗಳು ಹಾಗೂ ಮೌಲ್ಯಗಳನ್ನು ಅನುಲಕ್ಷಿಸಿ ಅಥವಾ ಉಲ್ಲೇಖಿಸಿ ಪ್ರಾಥಮಿಕ ಹಾಗೂ ಅನುಷಂಗೀಕ ಆಕರಗಳನ್ನು ಬಳಸಿಕೊಂಡು ಐತಿಹಾಸಿಕ, ವಿಶ್ಲೇಷಣಾತ್ಮಕ ಮತ್ತು ತೌಲನಿಕ ವಿಧಾನಗಳನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ಅಧ್ಯಯನ ಮಾಡಲಾಗಿದೆ. ಪ್ರಬಂಧವು ವಿವಿಧ ಉಲ್ಲೇಖಗಳನ್ನು, ಲೇಖನಗಳನ್ನು ಮತ್ತು ಪುಸ್ತಕಗಳನ್ನು ಆಧರಿಸಿದೆ. ಸ್ವತಂತ್ರ ಭಾರತದ ಸಮಸ್ಯೆಗಳಿಂದ ಹಿಡಿದು ಇಂದಿನ ಜಾಗತೀಕರಣದ ಸವಾಲುಗಳವರೆಗಿನ ಭಾರತದ ಬಹುಮುಖ ಪಯಣ ಹಾಗೂ ಅಭಿವೃದ್ಧಿಗೆ ಅನುಸರಿಸಿದ ಬದಲಾವಣೆಗಳು ಹಾಗೂ ಬದಲಾವಣೆಗಳ ನಡುವೆಯೂ ನಿರಂತರವಾಗಿ ಮುಂದುವರೆದುಕೊಂಡು ಬಂದ ಮೌಲ್ಯಗಳು ಮತ್ತು ಸಮಸ್ಯೆಗಳ ಕುರಿತು ಅಧ್ಯಯನ ಮಾಡುವ ಉದ್ದೇಶವನ್ನು ಸದರಿ ಪ್ರಬಂಧವು ಹೊಂದಿದೆ.

ಮಿತಿಗಳು:

1947 ರಿಂದ ಇಂದಿನವರೆಗಿನ ವಿಷಯ ವ್ಯಾಪಕವಾದುದು. ಆದ್ದರಿಂದ ಎಲ್ಲಾ ಘಟನೆಗಳನ್ನು ಒಳಗೊಂಡು ವಿಶ್ಲೇಷಿಸಲು ಕಷ್ಟ ಸಾಧ್ಯ. ಇಂದಿನ ಮಾಹಿತಿಗಳು ನಿರಂತರವಾಗಿ ಬದಲಾಗುತ್ತಿದ್ದು,ಮೂಲ ಮಾಹಿತಿಯ ಕೊರತೆ ಇದೆ. ಲಭ್ಯವಿರುವ ಮಾಹಿತಿಯ ನಿಖರತೆ ಪ್ರಶ್ನಾರ್ಹವಾಗಿರಬಹುದು. ಹಾಗೂ ವೈವಿಧ್ಯಮಯ ಭಾರತದ ಎಲ್ಲಾ ಪ್ರದೇಶಗಳಿಗೆ ಒಂದೇ ನಿರ್ಣಯ ಅನ್ವಯವಾಗುವುದಿಲ್ಲಾ. ಮತ್ತು ಸಾಮಾಜಿಕ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಬದಲಾವಣೆಗಳನ್ನು ನಿಖರವಾಗಿ ಅಳೆಯುವುದು ಕಷ್ಟ.

ಹೆಚ್ಚಾಗಿ ದ್ವಿತೀಯಕ ದತ್ತಾಂಶದ ಮೇಲೆ ಅವಲಂಬಿತವಾಗಿರುವುದರಿಂದ ಕೆಲವು ಮಿತಿಗಳು ಇದ್ದರೂ, ಭಾರತದ ಸ್ವಾತಂತ್ರ್ಯಾ ನಂತರದ ಪಯಣವನ್ನು ಸಮಗ್ರವಾಗಿ ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು ಸದರಿ ಪ್ರಬಂಧ ಸಹಾಯಕವಾಗಿದೆ.

ರಾಜಕೀಯ ಏಕೀಕರಣ ಮತ್ತು ಸಾಂವಿಧಾನಿಕ ರಚನೆ

- **ರಾಜ-ಸಂಸ್ಥಾನಗಳ ಏಕೀಕರಣ**

ಸ್ವಾತಂತ್ರ್ಯ ಸಿಕ್ಕ ಸಂದರ್ಭದಲ್ಲಿ ಭಾರತೀಯ ಉಪಖಂಡದಲ್ಲಿ 562 ರಾಜ-ಸಂಸ್ಥಾನಗಳಿದ್ದವು. ಸರ್ದಾರ್ ವಲ್ಲಭಭಾಯ್ ಪಟೇಲ್ ಮತ್ತು ವಿ.ಪಿ. ಮೆನನ್ ನೇತೃತ್ವದಲ್ಲಿ ನಡೆದ ರಾಜಕೀಯ-ರಾಜತಾಂತ್ರಿಕ ಪ್ರಯತ್ನಗಳ ಮೂಲಕ ಬಹುಪಾಲು ಸಂಸ್ಥಾನಗಳು 1947ರ ಅಕ್ಟೋಬರ್ ವೇಳೆಗೆ ಭಾರತ ಒಕ್ಕೂಟಕ್ಕೆ ಸೇರ್ಪಡೆಯಾದವು. ಜಮ್ಮು-ಕಾಶ್ಮೀರ, ಹೈದರಾಬಾದ್ ಮತ್ತು ಜುನಾಗಡ್ ಸೇರ್ಪಡೆ ವಿಶೇಷ ಸಂದರ್ಭಗಳಲ್ಲಿ ನಡೆಯಿತು.[2]

ಕಾಶ್ಮೀರದ ರಾಜಾ ಹರಿಸಿಂಗ್ ಅಕ್ಟೋಬರ್ 26, 1947 ರಂದು ಭಾರತಕ್ಕೆ ಸೇರ್ಪಡೆಯಾಗುವ ಪತ್ರಕ್ಕೆ ಸಹಿ ಹಾಕುವ ಮೂಲಕ ಕಾಶ್ಮೀರ ಭಾರತಕ್ಕೆ ವಿಲೀನಗೊಂಡರೆ, ನವ್ಹೆಂಬರ್ 9, 1947 ರಂದು ಭಾರತೀಯ ಸೈನ್ಯವು ಜುನಾಘಡವನ್ನು ಪ್ರವೇಶಿಸಿ ಆಡಳಿತವನ್ನು ನಿಯಂತ್ರಣಕ್ಕೆ ತಗೆದುಕೊಂಡಿತು. 1948 ರ ಜನಮತ ಸಂಗ್ರಹವು ಜುನಾಗಡದ

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ಭಾರತದೊಂದಿಗಿನ ವಿಲೀನಕ್ಕೆ ಅಂತಿಮ ಹಾಗೂ ಕಾನೂನಾತ್ಮಕ ಮುದ್ರೆ ಹಾಕಿದೆ. ಆಪರೇಷನ್ ಪೊಲೊ ಕಾರ್ಯಾಚರಣೆಯ ನಂತರ ಹೈದ್ರಾಬಾದ್ ನಿಜಾಮ ಸೆಪ್ಟೆಂಬರ್ 17,1948 ರಂದು ಭಾರತೀಯ ಸೇನೆಗೆ ಶರಣಾಗುವುದರ ಮೂಲಕ ಭಾರತಕ್ಕೆ ಹೈದ್ರಾಬಾದ್ ವಿಲೀನಗೊಂಡಿತು.

ಕಾಶ್ಮೀರ ಪ್ರಶ್ನೆ ಇಂದಿಗೂ ಪರಿಹರಿಸಲಾಗಾದ ಸವಾಲಾಗಿ ಉಳಿದಿರುವುದು ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಭಾರತದ ಅತ್ಯಂತ ಸಂಕೀರ್ಣ ನಿರಂತರತೆಯಾಗಿದೆ. ಹೈದರಾಬಾದ್ ವಿಲೀನದ 'ಪೊಲೀಸ್ ಕ್ರಮ' (1948) ಭಾರತದ ರಾಷ್ಟ್ರ ನಿರ್ಮಾಣ ಚರಿತ್ರೆಯಲ್ಲಿ ಒಂದು ವಿವಾದಾತ್ಮಕ ಅಧ್ಯಾಯ.

- **ಸಂವಿಧಾನ ರಚನೆ ಮತ್ತು ಪ್ರಜಾಪ್ರಭುತ್ವ**

ಡಾ. ಬಿ.ಆರ್. ಅಂಬೇಡ್ಕರ್ ಅಧ್ಯಕ್ಷತೆಯ ಕರಡು ಸಮಿತಿ ಎರಡು ವರ್ಷ ಹನ್ನೊಂದು ತಿಂಗಳು ಹದಿನೆಂಟು ದಿನಗಳ ಶ್ರಮದ ಫಲವಾಗಿ 1949ರ ನವೆಂಬರ್ 26ರಂದು ಸಂವಿಧಾನ ಅಂಗೀಕರಿಸಲ್ಪಟ್ಟು,1950ರ ಜನೇವರಿ 26ರಂದು ಜಾರಿಗೊಂಡಿತು. ಗ್ರಾನ್‌ವಿಲ್ ಆಸ್ಟಿನ್ ಇದನ್ನು 'ಒಂದು ಸಾಮಾಜಿಕ ಕ್ರಾಂತಿಯ ದಾಖಲೆ' ಎಂದು ಕರೆದಿದ್ದಾರೆ. ಸಾರ್ವತ್ರಿಕ ಮತದಾನ, ಮೂಲಭೂತ ಹಕ್ಕುಗಳು, ರಾಜ್ಯ ನೀತಿ ನಿರ್ದೇಶಕ ತತ್ವಗಳು ಮತ್ತು ಸ್ವತಂತ್ರ ನ್ಯಾಯಾಂಗ—ಇವೆಲ್ಲ ಭಾರತದ ಸಾಂವಿಧಾನಿಕ ಬದ್ಧತೆಯ ಸ್ತಂಭಗಳಾದವು.[3]

1952ರ ಮೊದಲ ಸಾರ್ವತ್ರಿಕ ಚುನಾವಣೆ 17.6 ಕೋಟಿ ಮತದಾರರ ಭಾಗವಹಿಸುವಿಕೆಯೊಂದಿಗೆ ಯಶಸ್ವಿಯಾಗಿ ನಡೆದು ಭಾರತ ಪ್ರಜಾಪ್ರಭುತ್ವದ ಶಕ್ತಿ ಜಗತ್ತಿಗೆ ಸಾಬೀತಾಯಿತು. ಆದರೆ ಕೋಮುವಾದ, ಜಾತಿ-ಆಧಾರಿತ ರಾಜಕಾರಣ, ಭ್ರಷ್ಟಾಚಾರ ಮತ್ತು ಪ್ರಾದೇಶಿಕ ಅಸಮಾನತೆಗಳು ಈ ಪ್ರಜಾಪ್ರಭುತ್ವಕ್ಕೆ ನಿರಂತರವಾಗಿ ಸವಾಲೊಡ್ಡುತ್ತಲೇ ಬಂದವು.

ಆರ್ಥಿಕ ಯೋಜನೆ ಮತ್ತು ಅಭಿವೃದ್ಧಿ

- **ನೆಹರೂ ಮಾದರಿ ಮತ್ತು ಮಿಶ್ರ ಆರ್ಥಿಕ ವ್ಯವಸ್ಥೆ**

ಜವಾಹರ್‌ಲಾಲ್ ನೆಹರೂ ಅವರ ನೇತೃತ್ವದಲ್ಲಿ ಯೋಜನಾ ಆಯೋಗ ಸ್ಥಾಪಿಸಲ್ಪಟ್ಟು (1950) ಪಂಚವಾರ್ಷಿಕ ಯೋಜನೆಗಳ ಮೂಲಕ ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿ ಸಾಧಿಸಲು ಪ್ರಯತ್ನಿಸಲಾಯಿತು. ಈ 'ನೆಹರೂ ಮಾದರಿ' ಸೋವಿಯತ್ ರಷ್ಯಾದ ಯೋಜನಾ ಪದ್ಧತಿ ಮತ್ತು ಪಾಶ್ಚಾತ್ಯ ರಾಷ್ಟ್ರಗಳ ಮಿಶ್ರ ಆರ್ಥಿಕ ವ್ಯವಸ್ಥೆಯ ಸಂಯೋಜನೆಯಾಗಿತ್ತು. ಆಯಾನ್ ರೊಸ್ಸಿ-ಡೋರಿಯ ಹಾಗೂ ಡಿ.ಆರ್. ಗಾಡ್ಗೀಳ್ ಇದನ್ನು 'ಸಮಾಜವಾದಿ ಮಾದರಿ ಆರ್ಥಿಕ ವ್ಯವಸ್ಥೆ' ಎಂದು ವ್ಯಾಖ್ಯಾನಿಸಿದ್ದಾರೆ.[4] ಭಾಖ್ರಾ-ನಾಂಗಲ್ ಅಣೆಕಟ್ಟು, ಹಿರಾಕುಡ್, ದಾಮೋದರ್ ಕಣಿವೆ ಯೋಜನೆ, ಭಿಲಾಯ್, ರೂರ್ಕೆಲಾ ಮತ್ತು ದುರ್ಗಾಪುರ ಉಕ್ಕಿನ ಕಾರ್ಖಾನೆಗಳು, ಐಐಟಿ ಸ್ಥಾಪನೆ—ನೆಹರೂ ಇವನ್ನು 'ಆಧುನಿಕ ಭಾರತದ ದೇವಾಲಯಗಳು' ಎಂದು ಕರೆದರು. ಅವರ ದೃಷ್ಟಿಕೋನದಲ್ಲಿ ಇವುಗಳೇ ಭಾರತದ ಹೊಸ ಧಾರ್ಮಿಕ ಕೇಂದ್ರಗಳಾದವು.

1951ರಿಂದ 1961ರ ದಶಕದಲ್ಲಿ ರಾಷ್ಟ್ರೀಯ ಆದಾಯ ಶೇ.42ರಷ್ಟು ಬೆಳೆಯಿತಾದರೂ ತಲಾ ಆದಾಯ ಕೇವಲ ಶೇ.19 ಮಾತ್ರ ಏರಿತು. ಜನಸಂಖ್ಯಾ ಸ್ಫೋಟದಿಂದಾಗಿ ರಾಷ್ಟ್ರೀಯ ಆದಾಯ ಹೆಚ್ಚಾದರೂ ತಲಾ ಆದಾಯ ಹೆಚ್ಚಾಗಲಿಲ್ಲ. ವಿಶ್ವ ಮಾನದಂಡಗಳ ಪ್ರಕಾರ ಭಾರತ ಇನ್ನೂ ಮುಂದುವರಿಯುತ್ತಿರುವ ರಾಷ್ಟ್ರವಾಗಿದೆ. ಭಾರತದ ಆರ್ಥೀಕತೆ ಬಹು ದೊಡ್ಡ ಪ್ರಗತಿ ಸಾಧಿಸಿದ್ದರೂ ಇನ್ನೂ ತನ್ನ ಎಲ್ಲಾ ಜನರಿಗೆ ಮೂಲಭೂತ ಅವಶ್ಯಕತೆಗಳನ್ನು ಒದಗಿಸಲು ವಿಫಲವಾಗಿದೆ. ಭಾರತ ಸ್ವಾತಂತ್ರ್ಯಗಳಿಸಿ 8 ದಶಕಗಳಾಗುತ್ತಾ ಬಂದರೂ, ಬಡತನ, ನಿರುದ್ಯೋಗ, ಆರ್ಥೀಕ ಅಸಮಾನತೆಯಂತಹ ಸವಾಲುಗಳು ಇಂದಿಗೂ ನಿರಂತರವಾಗಿ ಮುಂದುವರೆದಿವೆ.

- **ಭೂ ಸುಧಾರಣೆ ಮತ್ತು ಹಸಿರು ಕ್ರಾಂತಿ**

ಭೂ ಸುಧಾರಣಾ ಕಾಯ್ದೆಗಳು (1950ರ ದಶಕ) ಜಮೀನ್ದಾರಿ ಪದ್ಧತಿ ನಿರ್ಮೂಲನೆಗೆ ಜಾರಿಗೊಂಡಿದ್ದರೂ, ಅನುಷ್ಠಾನದ ಮಟ್ಟದಲ್ಲಿ ಭಾರೀ ಲೋಪದೋಷಗಳು ಕಂಡುಬಂದವು. ಡೇನಿಯಲ್ ಥೋರ್ನರ್ ಅವರ ಅಧ್ಯಯನ ಪ್ರಕಾರ ಭೂ ಸುಧಾರಣೆ ಫಲ ಬಹುತೇಕ ಮಧ್ಯಮ ರೈತ ವರ್ಗಕ್ಕೆ ಮಾತ್ರ ಸೀಮಿತವಾಗಿ, ಭೂರಹಿತ ಕೂಲಿಕಾರರ ಸ್ಥಿತಿ ಹಾಗೆಯೇ ಉಳಿಯಿತು.[5]

1960-70ರ ದಶಕದ ಹಸಿರು ಕ್ರಾಂತಿ ಭಾರತವನ್ನು ಆಹಾರ ಉತ್ಪಾದನೆಯಲ್ಲಿ ಸ್ವಾವಲಂಬಿ ಮಾಡಿತು. ಎಂ.ಎಸ್. ಸ್ವಾಮಿನಾಥನ್ ನೇತೃತ್ವದ ಈ ಕ್ರಾಂತಿ ಗೋಧಿ ಮತ್ತು ಅಕ್ಕಿ ಉತ್ಪಾದನೆಯನ್ನು ಮೂರು ಪಟ್ಟು ಹೆಚ್ಚಿಸಿತು. 1991ರ ಜಾಗತೀಕರಣ, ಉದಾರೀಕರಣ ಮತ್ತು ಖಾಸಗೀಕರಣ ಒಳಗೊಂಡ ಹೊಸ ಆರ್ಥೀಕ ನೀತಿಯಿಂದಾಗಿ ಸಂಪ್ರದಾಯಿಕ ಕೃಷಿ ಪ್ರಾಮುಖ್ಯತೆ ಕಳೆದುಕೊಂಡಿತು. ವಾಣಿಜ್ಯ ಬೆಳೆಗಳ ಹಾವಳಿ ಹೆಚ್ಚಿತು. ಬೆಳೆಗಳ ಅಸಮತೋಲನ ಹೆಚ್ಚಾಗಿ ಸಿರಿ ಧಾನ್ಯಗಳು, ಬೆಳೆಕಾಳುಗಳು, ಎಣ್ಣೆಕಾಳುಗಳ ಉತ್ಪಾದನೆ ಕುಂಟಿತವಾಯಿತು.

ಭೂ ಸುಧಾರಣೆ ಮತ್ತು ಹಸಿರು ಕ್ರಾಂತಿ ನಡೆದರೂ ಪರಿಸರ ಮಾಲಿನ್ಯ, ಭೂಮಿ ಕ್ಷೀಣತೆ ಮತ್ತು ಪ್ರಾದೇಶಿಕ ಅಸಮಾನತೆ, ಬಡತನ, ವರ್ಗ ತಾರತಮ್ಯ ಈ ಕ್ರಾಂತಿಯ ಛಾಯಾ ಭಾಗಗಳಾಗಿ ಇಂದಿಗೂ ಉಳಿದಿವೆ. ಆರ್ಥೀಕ ಬೆಳವಣಿಗೆಯನ್ನು ಸಾಧಿಸಿದ ಹೊರತಾಗಿಯೂ ಬಡತನವನ್ನು ಸಂಪೂರ್ಣವಾಗಿ ಹೊಗಲಾಡಿಸುವಲ್ಲಿ ದೇಶ ವಿಫಲವಾಗಿದೆ. ಬಡತನದ ಭಾರವನ್ನು ಸಣ್ಣ ಮತ್ತು ಅತೀ ಸಣ್ಣ ರೈತರು, ಭೂಹೀನ ಕಾರ್ಮಿಕರು ಮತ್ತು ಬಡ ನಗರವಾಸಿಗಳು ಹೊತ್ತಿದ್ದಾರೆ.

ಸಾಮಾಜಿಕ ಸುಧಾರಣೆ ಮತ್ತು ಸಂಘರ್ಷ

- **ಜಾತಿ ವ್ಯವಸ್ಥೆ ಮತ್ತು ಮೀಸಲಾತಿ ನೀತಿ**

ಸಹಸ್ರಮಾನಗಳಿಂದ ದೇಶದ ಅಭಿವೃದ್ಧಿಗೆ ಕಂಠಕಪ್ರಾಯವಾದ ಜಾತಿ ವ್ಯವಸ್ಥೆಯನ್ನು ಹೊಗಲಾಡಿಸಲು ಸ್ವಾತಂತ್ರ್ಯ ನಂತರ ಸಂವಿಧಾನದ 15(4), 16(4) ಮತ್ತು 46ನೇ ಅನುಚ್ಛೇದಗಳ ಮೂಲಕ ಅನುಸೂಚಿತ ಜಾತಿ ಮತ್ತು ಪಂಗಡಗಳಿಗೆ ಮೀಸಲಾತಿ ನೀಡಲಾಯಿತು. ಅಂಬೇಡ್ಕರ್ ಇದನ್ನು 'ಸಾಮಾಜಿಕ ಪ್ರಜಾಪ್ರಭುತ್ವ'ದ ಆಧಾರ ಎಂದು

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ಗುರುತಿಸಿದ್ದರು. ಕ್ರಿಸ್ಟೋಫ್ ಜಾಫ್ರಲ್ಟ್ ಅವರ ಅಧ್ಯಯನ ಪ್ರಕಾರ, ಮೀಸಲಾತಿ ನೀತಿ ಅಧಿಕಾರದ ಜನಾಧಿಪತ್ಯೀಕರಣಕ್ಕೆ ಕಾರಣವಾದರೂ ಅದರ ಫಲ ಎಲ್ಲ ಸ್ತರಗಳಿಗೆ ಸಮಾನವಾಗಿ ತಲುಪಲಿಲ್ಲ.[6]

1990ರ ಮಂಡಲ ಆಯೋಗದ ವರದಿ ಜಾರಿ ಮತ್ತು ಅದರ ವಿರುದ್ಧದ ಆಂದೋಲನ ಭಾರತದ ಸಾಮಾಜಿಕ ವಿಭಜನೆಯ ಆಳವನ್ನು ಮತ್ತೊಮ್ಮೆ ಬಯಲುಮಾಡಿತು. ಜಾತಿ ಭಾರತದ ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ರಾಜಕಾರಣದ ಅತ್ಯಂತ ಪ್ರಬಲ ನಿರಂತರತೆಯಾಗಿ ಉಳಿದಿದೆ.

- **ಮಹಿಳಾ ಸ್ಥಾನ ಮಾನ ಮತ್ತು ಕಾನೂನು ಸುಧಾರಣೆ**

ಹಿಂದೂ ಕೋಡ್ ಬಿಲ್ (1955-56) ಅಡಿಯಲ್ಲಿ ಹಿಂದೂ ವಿವಾಹ ಕಾಯ್ದೆ, ಉತ್ತರಾಧಿಕಾರ ಕಾಯ್ದೆ, ದತ್ತು ಮತ್ತು ಜೀವನಾಂಶ ಕಾಯ್ದೆ ಜಾರಿಯಾಗಿ ಮಹಿಳೆಯರ ಸ್ಥಾನಮಾನ ಸಮಗ್ರವಾಗಿ ಸುಧಾರಿಸಿತು. ಉಮಾ ಚಕ್ರವರ್ತಿ ಅಭಿಪ್ರಾಯದಂತೆ, ಈ ಕಾನೂನು ಸುಧಾರಣೆಗಳು ಪ್ರಗತಿಪರವಾಗಿದ್ದರೂ ಸಾಮಾಜಿಕ ವಾಸ್ತವದಲ್ಲಿ ಅನುಷ್ಠಾನ ಅಸಮಂಜಸವಾಗಿ ಉಳಿಯಿತು.[7]

ಸ್ತ್ರೀ ಸಾಕ್ಷರತೆ 1951ರಲ್ಲಿ ಕೇವಲ ಶೇ.8.9ರಿಂದ 2011ರಲ್ಲಿ ಶೇ.65.5ಕ್ಕೆ ಏರಿತು. ಆದರೆ ಲಿಂಗ ಅಂತರ, ಕಾರ್ಯ ಸ್ಥಳದಲ್ಲಿ ಮಹಿಳೆಯರ ಮೇಲಿನ ಕಿರುಕುಳ ಮತ್ತು ರಾಜಕೀಯ ಪ್ರಾತಿನಿಧ್ಯದ ಕೊರತೆ ಇಂದಿಗೂ ಭಾರತದಲ್ಲಿ ಲಿಂಗ ಸಾಮಾನತೆಗೆ ಅಡಚಣೆಗಳಾಗಿ ನಿಂತಿವೆ. ಲಿಂಗ ಸಮಾನತೆ ಕೇವಲ ಕಾನೂನಿಂದ ಸಾಧ್ಯವಿಲ್ಲ,ಬದಲಾಗಿ ಪ್ರತಿಯೊಬ್ಬರ ಮನಸ್ಥಿತಿಯ ಬದಲಾವಣೆಯಿಂದ ಮಾತ್ರ ಸಾಧ್ಯ ಎಂಬುದು ಮನವರಿಕೆಯಾಗಬೇಕಿದೆ.

ವಿದೇಶಾಂಗ ನೀತಿ ಮತ್ತು ಅಂತರರಾಷ್ಟ್ರೀಯ ಸ್ಥಾನ

ಅಲಿಪ್ತ ಚಳವಳಿ ನೆಹರೂ ಅವರ ಅತ್ಯಂತ ಮಹತ್ವಪೂರ್ಣ ವಿದೇಶಾಂಗ ಕೊಡುಗೆಯಾಗಿತ್ತು. ಶೀತಲ ಸಮರದ ನಡುವೆ ಅಮೆರಿಕ ಮತ್ತು ಸೋವಿಯತ್ ರಷ್ಯಾ ಯಾವುದೇ ಬಣಕ್ಕೂ ಸೇರದೆ, ಸ್ವತಂತ್ರ ವಿದೇಶಾಂಗ ನೀತಿ ಅನುಸರಿಸುವ ಭಾರತದ ಪ್ರಯತ್ನ, ತೃತೀಯ ಜಗತ್ತಿನ ರಾಷ್ಟ್ರಗಳಿಗೆ ಮಾದರಿಯಾಯಿತು. ಆದರೆ 1962ರ ಚೀನಾ ಯುದ್ಧ ಈ ಆಶಾವಾದಕ್ಕೆ ತೀವ್ರ ಪೆಟ್ಟು ನೀಡಿತು ಎಂದು ಸುಮಿತ್ ಗಂಗೂಲಿ ಮತ್ತು ಎ.ಜಿ. ನೂರಾನಿ ಅಭಿಪ್ರಾಯಿಸಿದ್ದಾರೆ.[8]

1971ರ ಬಾಂಗ್ಲಾದೇಶ ವಿಮೋಚನಾ ಯುದ್ಧ, 1974 ಮತ್ತು 1998ರ ಪರಮಾಣು ಪರೀಕ್ಷೆ ಮತ್ತು ಇತ್ತೀಚಿನ ಭಾರತ ಮತ್ತು ಅಮೆರಿಕ ಪರಮಾಣು ಒಪ್ಪಂದ (2008)—ಇವೆಲ್ಲ ಭಾರತದ ಬದಲಾಗುತ್ತಿರುವ ರಾಜತಾಂತ್ರಿಕ ವ್ಯವಸ್ಥೆಯ ಸೂಚಕಗಳು. 21ನೇ ಶತಮಾನದಲ್ಲಿ ಭಾರತ ಪ್ರಧಾನಿ ನರೇಂದ್ರ ಮೋದಿ ಅವರ ನೇತೃತ್ವದಲ್ಲಿ ಒಂದು ಪ್ರಮುಖ ಜಾಗತೀಕ ಶಕ್ತಿ ಆಗಿ ಹೊರಹೊಮ್ಮುತ್ತಿದೆ.

ಸಾಂಸ್ಕೃತಿಕ ಅಸ್ಮಿತೆ ಮತ್ತು ರಾಷ್ಟ್ರೀಯ ಭಾವೈಕ್ಯ

- **ಭಾಷಾ ವಿವಾದ ಮತ್ತು ಭಾಷಾ ರಾಜ್ಯಗಳ ರಚನೆ**

ಭಾಷಾ ಆಧಾರದ ರಾಜ್ಯ ಪುನರ್ ವಿಂಗಡಣೆಗಾಗಿ ನೇಮಕವಾದ ಫಜಲ್ ಆಲಿ ಆಯೋಗದ (1953-56) ಶಿಫಾರಸಿನಂತೆ 1956ರಲ್ಲಿ ರಾಜ್ಯ ಪುನರ್ ವಿಂಗಡಣಾ ಕಾಯ್ದೆ ಜಾರಿಯಾಯಿತು. ಕರ್ನಾಟಕ, ಕೇರಳ, ಆಂಧ್ರ ಪ್ರದೇಶ ಮತ್ತು ಮಹಾರಾಷ್ಟ್ರ ಭಾಷಾ ತತ್ವದ ಆಧಾರದ ಮೇಲೆ ರಚಿಸಲ್ಪಟ್ಟ ರಾಜ್ಯಗಳಾಗಿವೆ. ಇದು ಭಾರತದ ಒಕ್ಕೂಟ ವ್ಯವಸ್ಥೆಯನ್ನು ಮತ್ತಷ್ಟು ಬಲಪಡಿಸಿತು ಎಂದು ಪಾಲ್ ಬ್ರಾಸ್ ಅಭಿಪ್ರಾಯಿಸಿದ್ದಾರೆ.[9]

ಹಿಂದಿ ಹೇರಿಕೆ ವಿರುದ್ಧ ತಮಿಳುನಾಡಿನಲ್ಲಿ (1965) ತೀವ್ರ ಆಂದೋಲನ ನಡೆದು ದ್ವಿಭಾಷಾ ನೀತಿ ಉಳಿಯಿತು. ಭಾರತದ ' ವಿವಿಧತೆಯಲ್ಲಿ ಏಕತೆ ' ಎಂಬ ಸಾಂಸ್ಕೃತಿಕ ತತ್ವ ಸಿದ್ಧಾಂತಿಕ ಘೋಷಣೆ ಮಾತ್ರವಲ್ಲ, ಪ್ರಾಯೋಗಿಕ ಆಡಳಿತದ ಅನಿವಾರ್ಯತೆಯೂ ಆಗಿದೆ.

ವಿಜ್ಞಾನ- ತಂತ್ರಜ್ಞಾನ ಮತ್ತು ಡಿಜಿಟಲ್ ಕ್ರಾಂತಿ

ಅಂತರಿಕ್ಷ ಕ್ಷೇತ್ರದಲ್ಲಿ ಇಂಡಿಯನ್ ಸ್ಪೇಸ್ ರಿಸರ್ಚ ಸಂಸ್ಥೆ ಪ್ರಮುಖ ಸಾಧನೆಗಳನ್ನು ಮಾಡಿದ್ದು, ಚಂದ್ರಯಾನ ಮತ್ತು ಮಂಗಳಯಾನ ಯೋಜನೆಗಳು ಭಾರತದ ವಿಜ್ಞಾನ ಸಾಮರ್ಥ್ಯವನ್ನು ಜಗತ್ತಿಗೆ ತೋರಿಸಿವೆ. ಇತ್ತೀಚಿನ ಚಂದ್ರಯಾನ-3 ಯಶಸ್ಸು ಭಾರತವನ್ನು ಜಾಗತಿಕ ಶಕ್ತಿಯಾಗಿ ಗುರುತಿಸಿತು. 21 ನೇ ಶತಮಾನದ ಭಾರತ ಡಿಜಿಟಲ್ ಕ್ರಾಂತಿಯನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಡಿಜಿಟಲ್ ಇಂಡಿಯಾ, ಸ್ಟಾರ್ಟಅಪ್ ಇಂಡಿಯಾ, ಮೆಕ್ ಇನ್ ಇಂಡಿಯಾ ಯೋಜನೆಗಳು ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿಗೆ ಪ್ರೋತ್ಸಾಹ ನೀಡಿವೆ. ಯುಪಿಐ ಪಾವತಿ ವ್ಯವಸ್ಥೆ ಜಗತ್ತಿನ ಗಮನ ಸೆಳೆದಿದೆ. ಹಣಕಾಸು ವಿಲೇವಾರಿಯನ್ನು ಅತ್ಯಂತ ಸರಳೀಕರಿಸಿದೆ.

ಆದರೆ ವಿಜ್ಞಾನ- ತಂತ್ರಜ್ಞಾನ ಹೆಚ್ಚಿದಂತೆಲ್ಲಾ ಮಣ್ಣು ಮಾಲಿನ್ಯ, ವಾಯು ಮಾಲಿನ್ಯ, ಜಲ ಮಾಲಿನ್ಯ, ಪರಿಸರ ಮಾಲಿನ್ಯ, ಅರಣ್ಯ ನಾಶದಂತಹ ಸಮಸ್ಯೆಗಳು ಗಂಭೀರ ರೂಪ ತಾಳಿವೆ. ಡಿಜಿಟಲ್ ಭಾರತದ ಬೆಳವಣಿಗೆಯೊಂದಿಗೆ ಸೈಬರ್ ಅಪರಾಧಗಳು ಹೆಚ್ಚಾಗಿವೆ. ಡೇಟಾ ಸಂರಕ್ಷಣೆ ಮತ್ತು ಸೈಬರ್ ಭದ್ರತೆ ಮುಖ್ಯವಾಗಿದೆ.

ಉಪಸಂಹಾರ:

1947 ರಿಂದ ಇಲ್ಲಿಯವರೆಗಿನ ಭಾರತದ ಪ್ರಯಾಣ ಸರಳ ರೇಖೆಯ ಪ್ರಗತಿಯಲ್ಲ. ಸವಾಲು, ಸಂಘರ್ಷ, ಸಾಧನೆ ಮತ್ತು ಸ್ಥಗಿತ—ಇವೆಲ್ಲ ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಭಾರತದ ಕಥನದ ಭಾಗಗಳು. ಸಂವಿಧಾನಾತ್ಮಕ ಪ್ರಜಾಪ್ರಭುತ್ವ ಉಳಿದಿರುವುದು ಅತಿ ದೊಡ್ಡ ಸಾಧನೆ; ಜಾತಿ ಮತ್ತು ಧಾರ್ಮಿಕ ವಿಭಜನೆ ಇನ್ನೂ ಇರುವುದು ನಿರಂತರ ಸಮಸ್ಯೆ.

ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ಭಾರತದ ಅಭಿವೃದ್ಧಿ ಪಥ 'ಶ್ರಮಸಾಧ್ಯ ಆದರೆ ನಿಜವಾದ ಯಶಸ್ಸಿನ ಕಥೆ' ಎಂದು ಅಮರ್ತ್ಯ ಸೇನ್ ಕರೆದಿದ್ದಾರೆ. ಆರ್ಥಿಕ ಉದಾರೀಕರಣ (1991), ತಂತ್ರಜ್ಞಾನ ಕ್ಷೇತ್ರದಲ್ಲಿ ಭಾರತದ ನಾಯಕತ್ವ ಮತ್ತು ವಿಶ್ವದ ಐದನೇ ಅತಿ ದೊಡ್ಡ ಆರ್ಥಿಕ ಶಕ್ತಿ (2023) ಎಂಬ ಸ್ಥಾನ—ಇವೆಲ್ಲ ಸ್ವಾತಂತ್ರ್ಯೋತ್ತರ ರಾಷ್ಟ್ರ ನಿರ್ಮಾಣದ ಫಲಗಳೇ ಆಗಿವೆ.[10]

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ಅಂತಿಮವಾಗಿ, ಭಾರತ ಒಂದು ಅಪೂರ್ಣ ಕ್ರಾಂತಿಯ ನಡೆಯಲ್ಲಿದೆ. ಸಂವಿಧಾನದ ಆಶಯ ಸಂಪೂರ್ಣ ಈಡೇರಬೇಕಾದರೆ ಸಾಮಾಜಿಕ ಸಮಾನತೆ, ಆರ್ಥಿಕ ನ್ಯಾಯ ಮತ್ತು ಪರಿಸರ ಸ್ಥಿರತೆ—ಈ ಮೂರು ಮೌಲ್ಯಗಳ ಸಾಕಾರ ಅತ್ಯಗತ್ಯ. ಭಾರತದ ಭವಿಷ್ಯ ಅದರ ಇತಿಹಾಸದ ಪಾಠಗಳನ್ನು ಎಷ್ಟು ಪ್ರಾಮಾಣಿಕವಾಗಿ ಅಳವಡಿಸಿಕೊಳ್ಳುತ್ತದೆ ಎಂಬುದನ್ನು ಅವಲಂಬಿಸಿದೆ. ಭವಿಷ್ಯದ ಅಭಿವೃದ್ಧಿಗೆ ಉದ್ಯೋಗ ಸೃಷ್ಟಿ, ಗ್ರಾಮೀಣ ಅಭಿವೃದ್ಧಿ, ಗುಣಮಟ್ಟದ ಶಿಕ್ಷಣದೊಂದಿಗೆ ಡಿಜಿಟಲ್ ಶಿಕ್ಷಣ, ಗ್ರಾಮೀಣ ಆರೋಗ್ಯ ಸೇವೆಗಳ ವಿಸ್ತರಣೆ, ಸೈಬರ್ ಭದ್ರತೆ ಮತ್ತು ಪರಿಸರ ಸಂರಕ್ಷಣೆಯಂತಹ ಪರಿಹಾರೋಪಾಯಗಳನ್ನು ಕಂಡುಕೊಳ್ಳಬೇಕಾಗಿದೆ.

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OriginalArticle

ಗದುಗಿನ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು

ಡಾ. ಕೃಷ್ಣ ಎನ್. ಕಾರಭಾರಿ
ಮುಖ್ಯಸ್ಥರು, ಇತಿಹಾಸ ವಿಭಾಗ
ಕೆ.ಎಸ್.ಎಸ್.ಮಹಾವಿದ್ಯಾಲಯ, ಗದಗ

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ಗದಗ ನಗರಕ್ಕೆ ಲೋಕಮಾನ್ಯ ಬಾಲಗಂಗಾಧರ ಟಿಳಕರ ಭೇಟಿ (೧೬ ನವ್ಹೆಂಬರ ೧೯೧೬) : ೧೯೧೬ ನವೆಂಬರ ೧೬ ರಂದು ಲೋಕಮಾನ್ಯ ಟಿಳಕರು ಗದಗಕ್ಕೆ ಭೇಟಿ ನೀಡಿದರು. ಇವರು ಬರುವ ಮೊದಲು ಈ ಪ್ರದೇಶದಲ್ಲಿ ರಾಜಕೀಯ ಚಟುವಟಿಕೆಗಳ ಹೆಜ್ಜೆ ಗುರುತುಗಳು ವಿಶೇಷವಾಗಿ ಕಂಡು ಬರುವುದಿಲ್ಲ. ಟಿಳಕರು ತಮ್ಮ ಖಾಸಗಿ ವ್ಯವಹಾರಕ್ಕಾಗಿ ತಮ್ಮ ಕಕ್ಷಿದಾರ ಪೂನಾದ ಮನೋಹರ ರಾಮದಾಸ್ ಶೇಖಜಿ ಜೊತೆಗೆ ಗದಗದಲ್ಲಿನ ನಾರಾಯಣದಾಸ ಚೌನಿಲಾಲ ಮಿಲ್ ಇವರ ವ್ಯಾಪಾರ ವ್ಯವಹಾರ ವಿಷಯಕ್ಕಾಗಿ ಗದಗಕ್ಕೆ ಆಗಮಿಸಿದ್ದರು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಗದಗದ ಶ್ರೀ ಅನಂತರಾವ ಜಾಲಿಹಾಳ, ವಾಸುದೇವ ಉಮಚಗಿ, ವೆಂಕಟರಾವ ಹುಯಿಲಗೋಳ, ನಾರಾಯಣರಾವ್ ಹುಯಿಲಗೋಳ ಇವರು ಈ ಭೇಟಿಯ ಲಾಭ ಪಡೆದರು. ೧೯೧೬ ನವೆಂಬರ ೧೬ ರಂದು ಸಾಯಂಕಾಲ ೫ ಘಂಟೆಗೆ ಪಂಚರ ಹೊಂಡದಲ್ಲಿ ಸಾರ್ವಜನಿಕ ಸಭೆ ಏರ್ಪಡಿಸಿದ್ದರು. ಲಕ್ಷ್ಮಣರಾವ ಕಳ್ಳಿ, ಕೊಟ್ರಪ್ಪ ಜಮಾದಾರ, ಕಳ್ಳಿ ತಿಪ್ಪಣ್ಣ, ವಿ. ಆರ್. ಕುಲಕರ್ಣಿ ಇವರೆಲ್ಲಾ ಟಿಳಕರನ್ನು 'ರೇಲ್ವೆ ಸ್ಟೇಷನ್‌ದಿಂದ ಪಂಚರ ಹೊಂಡಕ್ಕೆ ತಾವೇ ಕುದುರೆ ಟಾಂಗಾದಲ್ಲಿ ಎಳೆದುಕೊಂಡು ಬಂದರು.

ಟಿಳಕರು ಜನರನ್ನು ಉದ್ದೇಶಿಸಿ ಭಾಷಣ ಮಾಡುವ ಸಮಯದಲ್ಲಿ ಸ್ಥಳೀಯ ತಹಶೀಲ್ದಾರ ಭಾಷಣ ಮಾಡಲು ಅನುಮತಿ ನೀಡಲಿಲ್ಲ. ಅದಕ್ಕೆ ಪ್ರತಿಯಾಗಿ ಟಿಳಕರು ಈ ರೀತಿ ಹೇಳಿದರು. ನಿನ್ನ ಹಿರಿಯ ಅಧಿಕಾರಿ (ಕಲೆಕ್ಟರ್) ಈ ಊರಲ್ಲಿ ಇದ್ದಾರೆ ನಿನಗೆ ಆದೇಶ ಹೊರಡಿಸಲು ಬರುವುದಿಲ್ಲ. ಹೋಗಿ ನೀನು ಅವನನ್ನು ಕೇಳು' ಎಂದು ಹೇಳದರು. ಹೀಗೆ ತಹಶೀಲ್ದಾರನು ಜಿಲ್ಲಾ ನ್ಯಾಯಾಧೀಶನಾದ ಇ. ಜಿ. ಟರ್ನರ ಜೊತೆಗೆ ಬ್ರಿಟೀಶ ಕಂಪನಿ ಸರಕಾರದ ಆದೇಶವನ್ನು ತೆಗೆದುಕೊಂಡು ಬಂದನು. ಅದನ್ನು ಪೋಲಿಸನೊಬ್ಬ ಓದಿದನು. ಟಿಳಕರು ಪೋಲಿಸ ಕಾಯ್ದೆ ೪೨ರ ಕಲಂ ಪ್ರಕಾರ ಗದಗ ನಗರದ ಸರಹದ್ದಿನಲ್ಲಿ ಇರುವಾಗ ಅವರ ಭಾಷಣವನ್ನು ನಿರ್ಬಂದಿಸಲಾಗಿದೆ ಎಂದು ಹೇಳಿದನು. ಟಿಳಕರು ಅದನ್ನು ಸ್ವೀಕರಿಸಿ ಕೊನೆಯಲ್ಲಿ ೫ ನಿಮಿಷ ಮಾತನಾಡಿದರು. ಹೋಂ ರೂಲ್ ಚಳುವಳಿ ಹಾಗೂ ಸ್ವರಾಜ್ಯ ಚಳುವಳಗಳ ಬಗ್ಗೆ ಮಾತನಾಡಿದರು. ನಂತರ ವೀರನಾರಾಯಣ ದೇವಾಲಯಕ್ಕೆ ಭೇಟಿ ನೀಡಿದರು.

ಟಿಳಕರ ಈ ಭೇಟಿ ಗದಗ-ಬೆಟಗೇರಿ ನಾಗರಿಕರಲ್ಲಿ ಸ್ವಾತಂತ್ರ್ಯದ ಸ್ಫೂರ್ತಿ ಹಾಗೂ ರಾಜಕೀಯ ಪ್ರಜ್ಞೆಯನ್ನು ಮೂಡಿಸಿತು. ಜನರಲ್ಲಿ ಸ್ವರಾಜ್ಯದ ಕಲ್ಪನೆ ಬೇರೂರಿತು. ಟಿಳಕರು ಭಾಷಣ ಮಾಡಿದ ಸ್ಥಳವನ್ನು ಈಗಲೂ `ಟಿಳಕ್ ಪಾರ್ಕ' ಎಂದು ಕರೆಯಲಾಯಿತು. ಮುಂದಿನ ಎಲ್ಲ ರಾಜಕೀಯ ನಾಯಕರು ಗದುಗಿಗೆ ಬಂದಾಗ ಅವರಿಗೆ ಇದು ರಾಜಕೀಯ ವೇದಿಕೆಯಾಯಿತು. ಗದಗ ನೇಕಾರ ಜನಾಂಗ ಹಾಗೂ ನೇಕಾರರಲ್ಲದವರು ಮತ್ತು ಬಟ್ಟೆ ವ್ಯಾಪಾರಿಗಳು ಈ ಸಭೆಯಲ್ಲಿ ಭಾಗವಹಿಸಿ ಹೃದಯ ತುಂಬಿ ಬಳಕರನ್ನು ಸ್ವಾಗತಿಸಿದರು. ಟಿಳಕರ ವ್ಯಕ್ತಿತ್ವ ಇವರ ಮೇಲೆ ಅಪಾರವಾದ ಪ್ರಭಾವ ಬೀರಿತು.

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Address for correspondence:
ರೋಹಿಣಿ ರಾಚಣ್ಣವರ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಇತಿಹಾಸ ವಿಭಾಗ, ಶ್ರೀ ಕೆ ಎಚ್ ಪಾಟೀಲ್ ಸ ಪ್ರ ದ ಕಾಲೇಜು ಹುಲಕೋಟಿ-582205,ಗದಗ .

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ಟಿಳಕರ ಭೇಟಿ ನಂತರ ಅನಂತರಾವ ಜಾಲಿಹಾಳ, ವಾಸುದೇವರಾವ ಉಮಚಗಿ, ವೆಂಕಟರಾವ ಹುಯಿಲಗೋಳ, ಭೀಮಪ್ಪ ತಿರ್ಲಾಪೂರ, ನಾರಾಯಣರಾವ ಡಂಬಳ, ಬಾಬಸಾ ಬಾಕಳಿ ಇವರು ಕಾಂಗ್ರೆಸ್ ಕಮೀಟಿಯನ್ನು ರಚಿಸುವಲ್ಲಿ ಯಶಸ್ವಿಯಾದರು. ಇದರಲ್ಲಿ ಕುರ್ತಕೋಟಿ ಮುಳಗುಂದ ಹಾಗೂ ಬಿಂಕದಕಟಿಯ ಜಮೀನ್ದಾರರು ಆಸಕ್ತಿಯಿಂದ ಪಾಲ್ಗೊಂಡಿದ್ದರು. ಇವರು ರೌಲೆಟ್ ಕಾಯ್ದೆಯನ್ನು ವಿರೋಧಿಸಿದರು. ಹಾಗೂ ಜಾಲಿಯನ ವಾಲಿಭಾಗ ಹತ್ಯಾಕಾಂಡವನ್ನು ಖಂಡಿಸಿದರು.

ಗದುಗಿನ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟದ ಅಧ್ಯಕ್ಷರಾದ ವಾಸುದೇವ ಉಮಚಗಿ, ಡಾ. ಹುಯಿಲಗೋಳ ಹಾಗೂ ಡಾ. ಜಾಲಿಹಾಳ ಇವರು ಜನರಲ್ ಡಾಯರ್‌ನ ಅಮಾನುಷವಾದ ಘಟನೆಯನ್ನು ಖಂಡಿಸಿದರು. ಆದರೆ ೧೯೨೦ ಅಗಸ್ಟ ೧ ರಂದು ಮುಂಬೈಯಲ್ಲಿ ಟಿಳಕರ ಮರಣ ಸ್ಥಳೀಯರಲ್ಲಿ ಆಘಾತವನ್ನುಂಟು ಮಾಡಿತು. ಸ್ಥಳೀಯ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು ಪಂಚರ ಹೊಂಡದಲ್ಲಿ ಟಿಳಕರ ಶ್ರದ್ಧಾಂಜಲಿ ಕಾರ್ಯಕ್ರಮ ನಡೆಸಿದರು. ಹೀಗೆ ಟಿಳಕರ ಗದಗ ಬೇಟಿ ಸ್ಥಳೀಯರಿಗೆ ಸ್ವಯಂ ಸೇವಕರಿಗೆ ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿಯಲ್ಲಿ ಭಾಗವಹಿಸಲು ಸ್ಫೂರ್ತಿ ನೀಡಿತು. ಇದಾದ ನಂತರ ಪ್ರತಿವರ್ಷ ಗದುಗಿನಲ್ಲಿ ಗಣೇಶ ಉತ್ಸವವನ್ನು ಆಚರಿಸುವ ಮೂಲಕ ಜನರಲ್ಲಿ ರಾಷ್ಟ್ರçÃಯ ಭಾವನೆಯನ್ನು ಮೂಡಿಸುವುದು ಇದರ ಉದ್ದೇಶವಾಗಿತ್ತು.

ಗದುಗಿನ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು

೧) ಅನಂತರಾವ ನಾರಾಯಣರಾವ ಜಾಲಿಹಾಳ :

ಅವರು ೧೮೮೩ ರಲ್ಲಿ ಇಂಚಲಕರAಜಿಯ ಶ್ರೀಮಂತ ಕುಟುಂಬದಲ್ಲಿ ಜನಿಸಿದರು. ಕೋಲಾಪೂರ ಹಾಗೂ ಪುಣೆಯಲ್ಲಿ ಶಿಕ್ಷಣ ಪಡೆದರು. ೧೯೨೨ ರಿಂದ ಅನಂತರಾವ ಗದಗದಲ್ಲಿ ನೆಲೆಸಿದರು. ಗದಗ ಸಮೀಪದ ಜಾಲಿಹಾಳ ಊರಿನಲ್ಲಿ ಪೂರ್ವಜರ ಆಸ್ತಿಯನ್ನು ನೋಡಿಕೊಳ್ಳಲು ಗದಗದಲ್ಲಿ ನೆಲೆಸಿದರು. ನಂತರ ಗದುಗಿಗೆ ಗಾಂಧಿ ಮತ್ತು ಟಿಳಕರ ಭೇಟಿಯಿಂದ ತಮ್ಮ ವಕೀಲ ವೃತ್ತಿಯನ್ನು ತೊರೆದು ಅಸಹಕಾರ ಚಳುವಳಿಯಲ್ಲಿ ಭಾಗವಹಿಸಿದರು. ಆಗಿನ ಕಾಲದಲ್ಲಿ ತಿಂಗಳಿಗೆ ೧೦೦೦ ರೂ. ಅವರ ಆದಾಯವಾಗಿತ್ತು. ಇವರ ಖಾದಿ ಹಾಗೂ ಸ್ವದೇಶಿ ಚಳುವಳಿಯಲ್ಲಿ ಧುಮುಕಿದರು ೧೯೨೧ರ ನಗರಸಭೆ ಚುನಾವಣೆಯಲ್ಲಿ ಮುಸ್ಲಿಂ ನಾಯಕರ ಬೆಂಬಲದಿAದ ಆಯ್ಕೆಯಾದರು. ಇದು ಇವರ ಜಾತ್ಯಾತೀಯತೆಗೆ ಹಾಗೂ ಸ್ವಾತಂತ್ರ್ಯ ಸಂಘಟನೆಗೆ ಸಾಕ್ಷಿಯಾಗಿದೆ. ಅನಂತರಾವ್ ಅವರು ಅನೇಕ ಹಳ್ಳಿಗಳಗೆ ಭೇಟಿ ನೀಡಿ ಅಲ್ಲಿನ ಜನರನ್ನು ಭಾರತೀಯ ರಾಷ್ಟ್ರçÃಯ ಕಾಂಗ್ರೆಸ್‌ಗೆ ಸೇರಿಸಿ ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿಯಲ್ಲಿ ಭಾಗವಹಿಸುವಂತೆ ಪ್ರೇರೆಪಿಸಿದರು. ಜಕ್ಕಲಿಯ ಅಂದಾನೆಪ್ಪ ದೊಡ್ಡಮೇಟಿ ಅವರು ೧೯೩೦ ರಲ್ಲಿ ಕಾಂಗ್ರೆಸ್‌ಗೆ ಸೇರಿ ಅನಂತರಾವ್ ಅವರನ್ನು ತಮ್ಮ ನಂಬಿಗಸ್ಥ ಸಲಹೆಗಾರ ಎಂದು ಕರೆದರು. ಗದಗ ಜಿಲ್ಲೆಯ ಅನೇಕ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರಿಗೆ ಮಾರ್ಗದರ್ಶಕರಾಗಿದ್ದರು. ಕಾಂಗ್ರೆಸ್ ನಾಯಕರಾದ ನಾರಾಯಣರಾವ್ ವೈದ್ಯ, ಮಳಗಿ (ಬ್ರಾಹ್ಮಣ) ಸಹೋದರರಿಗೆ, ಕುಬಸದ ಸಹೋದರರಿಗೆ ಹೊನಗುಡಿ, ಹಲವಾಗಲಿ (ಲಿಂಗಾಯತ), ಪಟ್ಟೇಗಾರ ಸಮಾಜದ ಖೋಡೆ, ಬಾಕಳೆ, ಖವವಟೆ ಅವರಿಗೆ, ದೇವಾಂಗ ಸಮಾಜದಿಂದ ಕೊಳ್ಳಿ ತೋಟಪ್ಪ, ಕೊಟ್ರಪ್ಪ ಜೂಜಗಾರ ಹಾಗೂ ಬೋಜಪ್ಪನವರ, ಹರಪನಹಳ್ಳಿ, ಮುಳಗುಂದÀ, ತಿರ್ಲಾಪೂರ, ಬಿಂಕದಕಟ್ಟಿ, ಮತ್ತು ಕುರ್ತಕೋಟಿಯಿಂದ ಪಾಟೀಲರು, ಮುಂಡರಗಿ, ಹುಲಗಿ ಮುಂತಾದವರು ಅನಂತರಾವ್ ಜಾಲಿಹಾಳ ಅವರ ರಾಜಕೀಯ ವ್ಯಕ್ತಿತ್ವದಿಂದ ಪ್ರಭಾವಿತರಾದರು.

ಇವರ ಮನೆ ಅತಿಥಿ ಸತ್ಕಾರ ಹಾಗೂ ಪ್ರತಿಯೊಬ್ಬರಿಗೂ ಮಾರ್ಗಸೂಚನೆಯ ನೆಲೆಯಾಗಿತ್ತು. ಹಿಂದೂಳಿದ ದಲಿತ ವರ್ಗದ ಪ್ರತಿಯೊಬ್ಬರಿಗೂ ಮಾರ್ಗಸೂಚಿಯಾಗಿತ್ತು. ಎಲ್ಲ ವರ್ಗದ ಜನರಿಗೂ ಮುಕ್ತವಾದ ಅವಕಾಶವಿತ್ತು. ಆದರೆ ಇವರ ಹೆಸರು ಸರ್ಕಾರಿ ಯಾದಿಯಲ್ಲಿ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು ದಾಖಲೆಯಲ್ಲಿ ಇಲ್ಲ. ಆದರೂ ೧೯೪೫ ಧಾರವಾಡ ಗೆಝೆಟಿಯರ್ ಊisಣಂಡಿಥಿ oಜಿ ಈಡಿeeಜಂ ಒಂvemeಟಿಣ iಟಿ ಏಚಿಡಿಟಿಚಿಣಚಿಇಚಿ ಗಿಂಟ-II ರಲ್ಲಿ ಇವರು ೧೯೩೦ & ೧೯೪೨ ರ ರಾಷ್ಟ್ರçÃಯ ಚಳುವಳಿಯ ಚಟುವಟಿಕೆಗಳಲ್ಲಿ ಭಾಗವಹಿಸಿದ್ದನ್ನು ಉಲ್ಲೇಖಿಸಲಾಗಿದೆ. ಇವರನ್ನು ಬೆಳಗಾವಿಯ ಹಿಂಡಲಗಾ ಜೈಲಿನಲ್ಲಿ ಬಂಧಿಸಲಾಗಿತ್ತು. ೧೯೩೫ ರಲ್ಲಿ ಕಾಂಗ್ರೆಸನ ೫೦ ನೇ ವಾರ್ಷಿಕೋತ್ಸವದಲ್ಲಿ ಸಿದ್ದಪ್ಪ ಹೊಸಮನಿ ಅವರು ಇವರಿಗೆ ಪ್ರಮಾಣ ಪತ್ರವನ್ನು ನೀಡಿ ಗೌರವಿಸಿದರು.

೨) ವೆಂಕಟರಾವ್ ರಾಮರಾವ್ ಹುಯಿಲಗೋಳ

ಇವರು ೧೮೮೫ ರಲ್ಲಿ ಜನಿಸಿದರು. ಇವರ ತಂದೆ ಪ್ರಸಿದ್ಧ ವಕೀಲರು, ಇವರು ಎಂ.ಬಿ.ಬಿ.ಎಸ್. ಪದವಿಯನ್ನು ಬಾಂಬೆ ವಿಶ್ವವಿದ್ಯಾಲಯದಿಂದ ಪಡೆದರು. ಇವರ ೧೯೧೬ ರಲ್ಲಿ ತಿಲಕರನ್ನು ೧೯೨೦ ರಲ್ಲಿ ಗಾಂಧೀಜಿಯರನ್ನು ಗದುಗಿಗೆ ಆಹ್ವಾನಿಸಿದರು. ಇವರು ೨೦ ವರ್ಷಗಳ ಕಾಲ ಗದಗ ತಾಲೂಕ ಬೋರ್ಡಿನ ಅಧ್ಯಕ್ಷರಾಗಿದ್ದರು. ತಮ್ಮ ವೈದ್ಯಕೀಯ ಕಿಟ್‌ನಲ್ಲಿ ಕಾಂಗ್ರೆಸ್ ಮೆಂಬರ್‌ಶೀಫಿನ ರಸೀದಿಯನ್ನು ಸದಾ ಇಟ್ಟುಕೊಳ್ಳುತ್ತಿದ್ದರು. ಇವರು ದಣಿವರಿಯದ ಸೇವೆ ಅನೇಕರನ್ನು ರಾಷ್ಟ್ರçÃಯ ಚಳುವಳಿಯಲ್ಲಿ ಭಾಗವಹಿಸುವಂತೆ ಮಾಡಿತು. ನಾರಾಯಣರಾವ್ ವೈದ್ಯರು ಇವರನ್ನು ತಮ್ಮ ಮಾರ್ಗದರ್ಶಕರೆಂದು ಕರೆಯುತ್ತಿದ್ದರು. ಇದು ಗದುಗಿನÀ ಹಾಳದಿಬ್ಬ, ಕಿಲ್ಲಾ, ದಾಸರ ಓಣಿ, ಒಕ್ಕಲಗೇರಿ ಮುಂತಾದ ನೆರೆ-ಹೊರೆಯವರ ಸಹಾಯವನ್ನು ಪಡೆದಿದ್ದರು. ಅವರಲ್ಲಿ ಮಾಧವಚಾರ ಗುಡಿ, ತುಳಸಿಬಾಯಿ ಅರಿಸಿದ್ದಿ ಪ್ರಮುಖರು. ಖಾದಿ ಚಳುವಳಿ ಹಾಗೂ ಅಸಹಕಾರ ಚಳುವಳಿಯಿಂದಾಗಿ ಇವರನ್ನು ನಾಸಿಕ ಜೈಲಿನಲ್ಲಿ ಹಾಗೂ ಬೆಳಗಾವಿಯ ಹಿಂಡಲಗಾ ಜೈಲಿನಲ್ಲಿ ಬಂಧಿಸಲಾಯಿತು. ಇವರ ಮನೆಗೆ ರಾಷ್ಟ್ರçÃಯ ನಾಯಕರುಗಳು ಆಗಮಿಸುತ್ತಿದ್ದರು. ಒಮ್ಮೆ ಇವರ ಮನೆಗೆ ಬಾಂಬೆ ಪ್ರೆಸಿಡೆನ್ಸಿಯ ಚೀಫ್ ಮಿನಿಸ್ಟರ್ ಆದ ಶ್ರೀ ಮುರಾರ್ಜಿ ದೇಸಾಯಿಯವರು ಊಟಕ್ಕೆ ಬಂದಿದ್ದರು. ಇದೇ ರೀತಿ ವ್ಹಿ. ಎಸ್. ಉಮಚಗಿ, ಸಾವಕಾರ ಸಹೋದರರು, ಎನ್. ಆರ್. ವೈದ್ಯ, ಮಳಗಿ ಸಹೋದರರು, ವ್ಹಿ. ಆರ್. ಕುಲಕರ್ಣಿ, ಮುಡಲಗೇರಿ ಶ್ರೀನಿವಾಸ ಕುಲಕರ್ಣಿ, ಅಲ್ಲದೇ ಬ್ರಾಹ್ಮಣೇತರರಾದ ಭಾವಸಾರ ಕ್ಷತ್ರಿಯ ಸಮಾಜದ ನರಸಿಂಗರಾವ್ ವೆಂಕೂಬರಾವ, ವಾದೋನಿ, ವೆಂಕೋಜಿ ರಾನಜಿ

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ಸುಲಾಖೆ, ಯಂಕಪ್ಪ ಗುರಪ್ಪ ಮಾಳೋದೆ, ವೀರಭದ್ರಪ್ಪ ಫಕ್ಕೀರಪ್ಪ ನೀಲಗಾರ, ರಾಮಕೃಷ್ಣ ಶೇಖಮ್ ತ್ರಿಮಲೆ ಇವರೆಲ್ಲಾ ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿಯಲ್ಲಿ ಹೋರಾಡಿದ ಮಹನೀಯರು.

ದೇವಾಂಗ ಸಮಾಜದ ಗಣ್ಯರು

೧) ಕಳ್ಳಿ ತಿಪ್ಪಣ್ಣ ಶಾಸ್ತ್ರಿ ೨) ಲಕ್ಷ್ಮಣರಾವ್ ವಾಜಪ್ಪ ಕೊಳ್ಳಿ ೩) ಕೊಟ್ರಪ್ಪ ಬಸಪ್ಪ ಜೂಜಗಾರ
೪) ಯಚ್ಚರಪ್ಪಶಾಸ್ತ್ರಿ ಕುಂದರಗಿ ೫) ದೊಡ್ಡಪ್ಪ ಕಬೂಲಪ್ಪ ಕಬೂಲ ೬) ವೀರಭದ್ರಪ್ಪ ಕಾಶಟ್ಟಿ ೭) ಯಲ್ಲಪ್ಪ ಸೂಡಿ ಶಿಪ್ಷಕರಾಗಿ, ವೆಂಕೋಸಾ ಬಾಂಡಗೆ, ವಿರೂಪಾಪ್ಷಪ್ಪ ಅಬ್ಬಿಗೇರಿ, ಭಾಸ್ಕರರಾವ್ ಬಾವಿ, ಮುಂಡರಗಿ ಭೀಮರಾಯ, ಯಲ್ಲಪ್ಪ ಹೂಗಾರ ಮುಂತಾದವರು.

ಸೋಮವಶ ಸಹಸ್ರಾರ್ಜುನ ಸಮಾಜ (ಪಟೇಗಾರ)

೧) ವಿಠಲಸಾ ಬಾಬುಸಾ ಖಟವಟೆ ೨) ಬಾಬುಸಾ ಬಾಕಳೆ ೩) ಯಲ್ಲೋಸಾ ಖಟವಟೆ ೪) ಶಂಕರಸಾ ತುಲಜನಸಾ ಶಿದ್ಲಿಂಗ್

ಲಿಂಗಾಯತ ಸಮಾಜದ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು

೧) ತೋಟಪ್ಪ ರಾಚಪ್ಪ ನಾರಾಯಣಪೂರ ೨) ಮರಿಯಪ್ಪ ಪರಪ್ಪ ಹೊನಗುಡಿ ೩) ಕರಬಸಪ್ಪ ವೀರಪ್ಪ ಹಲವಾಗಲಿ ೪) ಕುಬಸದ ಸಹೋದರರು (ಶಿವಪ್ಪ, ಶಿದ್ದಿಂಗಪ್ಪ) ೫) ವೀರಭದ್ರಪ್ಪ ಗೌಲಪ್ಪ ಕುಂಬಿ, ೬) ಬೆಟಗೇರಿಯ ತ್ರಿಮ¯ಲೆ, ೭) ಜಯರಾಮಚಾರ್ಯ ಮಳಗಿ, ೮) ಅಂದಾನಪ್ಪ ದೊಡ್ಡಮೇಟಿ, ೯) ಕೌತಾಳ ವೀರಪ್ಪ, ೧೦) ಕೆ.ಎಚ್. ಪಾಟೀಲ, ೧೧) ಮೈಲಾರಪ್ಪ ಮಹಾದೇವಪ್ಪ, ೧೨) ಬಿ.ಜಿ. ಹುಲಗಿ ಮುಂತಾದವರು.

ಮುಸ್ಲಿಂ ಸಮಾಜದ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು

ಫಕ್ರುಸಾಬ ದಂಡಿನ, ನದಾಫ, ಫಕ್ಕೀರ ಮಹ್ಮದ (ನರಗುಂದವರ), ಫರಾಶಖಾನ್ (ನರಗುಂದ), ಇಮಾಮ ಇಸ್ಮಾಯಿಲ್, ಫೀರೂ ಹೆಸರೂರು, (ಮುಂಡರಗಿ), ಪುನಸಿ ಸಾಹೇಬ (ಹಮ್ಮಗಿ), ಶಹರ್ಮಾನ್ ಖಾನ್, (ನರಗುಂದ), ಸಾಹೇಬ ಹುಸೇನ (ಕೊರ್ಲಹಳ್ಳಿ), ಮು¯ಲÁ ಕೊರ್ಲಹಳ್ಳಿ, ಇಸ್ಮಾಯಿಲ್‌ಸಾಹೇಬ್ ಕೊಲ್ಲೂರ ಮುಂತಾದವರು

ಸ್ತ್ರೀಯರ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು

೧) ಬಸವ್ವ ಅಂಗಡಿ ೨) ತಾರಾಬಾಯಿ ವಾಜಪೇಯಿ ೩) ಗಂಗವ್ವ ಆರೇರ ೪) ತುಳಸಾಬಾಯಿ ಅರಸಿದ್ದಿ ೫) ಜಿಂದೆವ್ವ ಕುಚಿಭಾವಿ, ಕೋಗನೂರು, ಶಿಗ್ಲಿ, ಹೆಬ್ಬಾಳು, ನಾಗರಮಡವು, ವರವಿ, ಹೊಸೂರು, ಅಂಕಲಿ ಮುಂತಾದ ಗ್ರಾಮಗಳ ಮಹಿಳೆಯರು ಪ್ರಮುಖರಾಗಿzದÁರೆ. ಇವರು ಅಸಹಕಾರ ಚಳುವಳಿ, ಮದ್ಯನಿಷೇದ ಮತ್ತು ಉಪ್ಪಿನ ಸತ್ಯಾಗ್ರಹದಲ್ಲಿ ಸಕ್ರಿಯವಾಗಿ ಪಾಲ್ಗೊಂಡು ಬಂಧನಕ್ಕೊಳಗಾಗಿ ಪ್ರಾಣವನ್ನು ತ್ಯಾಗ ಮಾಡಿzದÁರೆ.

ಸಾಹಿತಿಗಳು

೧) ಸಕ್ರಿಬಾಳಾಚಾರ್ಯ್ ಶಾಂತಕವಿ ೧೮೫೬-ಜನನ ೨) ಹುಯಿಲಗೋಳ ನಾರಾಯಣರಾವ
೩) ಅಚ್ಯುತರಾವ್ ಹುಯಿಲಗೋಳ ೪) ಗರುಡ ಸದಾಶಿವರಾವ್

೧)ಸಕ್ರಿಬಾಳಾಚಾರ್ಯ ೧೮೫೬ ಜನನ ೧೮೭೩ ರಿಂದ ಅಸಹಕಾರ ಚಳುವಳಿಯವರೆಗೆ ಸಕ್ರೀಯ ಕಾರ್ಯಕರ್ತರಾಗಿದ್ದರು.

೨) ಹುಯಿಲಗೋಳ ನಾರಾಯಣರಾವ್ : ೧೮೮೪ ಶ್ರೀಮಂತ ಕುಟುಂಬದಲ್ಲಿ ಜನನ, ೧೯೦೭ ರಲ್ಲಿ ಪುಣಿ ಫರ್ಗೂಸನ್ ಕಾಲೇಜಿನಿಂದ ಬಿ.ಎ. ಪದವಿ, ಇವರು ಧಾರವಾಡದಲ್ಲಿ ಮುದವೀಡ ಕೃಷ್ಣರಾವ್‌ರವರ ಪ್ರಭಾವಕ್ಕೆ ಒಳಗಾದರು ಪುಣೆಯಲ್ಲಿ ತಿಲಕರ & ವ್ಹಿ.ಡಿ. ಸಾವರಕರ ಪ್ರಭಾವಕ್ಕೆ ಒಳಗಾದವರು.

೩) ಅಚ್ಯುತರಾವ ಹುಯಿಲಗೋಳ - ನಾಟಕಗಳ ಮೂಲಕ ರಾಷ್ಟ್ರೀಯ ಚಳುವಳಿಯಲ್ಲಿ ಭಾಗವಹಿಸಿದವರು
೪) ಗರುಡ ಸದಾಶಿವರಾಯ: ಜನನ ೧೮೮೪, ಕೆರೂರಲ್ಲಿ ಗಾಂಧೀಜಿಯವರ ಪ್ರಭಾವಕ್ಕೆ ಒಳಗಾಗಿದ್ದರು.

ಆಧಾರ ಗ್ರಂಥ

೧)Dr. S. L.Guledagudda - Local Elites and Freedom Movement: A Study of Gadag District.
೨.ನವೋದಯ, ಕನ್ನಡ ದಿನಪತ್ರಿಕೆ ಗದಗ ಸ್ವಾತಂತ್ರ್ಯ ಸುವರ್ಣ ಮಹೋತ್ಸವ, ವಿಶೇಷ ಪುರವಣಿ, ೧೫ ಅಗಸ್ಟ್ ೧೯೯೭.
೩.ಕರ್ನಾಟಕದಲ್ಲಿ ಸತ್ಯಾಗ್ರಹ ವರದಿ, ೧೯೩೧-೩೧, ಕರ್ನಾಟಕ ಪ್ರಾಂತೀಯ ಕಾಂಗ್ರೆಸ್ ಕಮೀಟಿ, ಧಾರವಾಡ,
೪.ಬಿ. ಶೇಖಅಲಿ (ಪ್ರಧಾನ ಸಂಪಾಕದರು) ಕರ್ನಾಟಕ ಚರಿತ್ರೆ, ಸಂಪುಟ ೬, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ, ೧೯೯೭-೯೮.
೫.S. L.Guledagudda - Indian Freedom Movement “contributation of Gadag-Betageri, Town City - A Case stady. M.Phil. Diseratation, Karnataka, University, Dharwad 2002,
೬.ಭಾರತದ ಗ್ಯಾಝೇಟಿಯರ್, ಕರ್ನಾಟಕ ರಾಜ್ಯ, ಧಾರವಾಡ ಜಿ¯ಲÉ, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಸರಕಾರದ ಪ್ರಕಟಣೆ. ಬೆಂಗಳೂರು, ೨೦೦೨.

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OriginalArticle

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಮೇಲೆ ಯೂಟ್ಯೂಬ್ ನ ಪ್ರಭಾವ, ಒಂದು ಅಧ್ಯಯನ

Priyanka HS[1] Dr.J.M. Chandunavar[2]
Research scholer Department of journalism and mass communication Karnatak university, Dharwad,
Email ID; priyanka99.shivakumar@gmail.com
Research Guide, Department of Journalism and Mass Communication Karnatak University, Dharwad,
Email ID: chandunavar.123@gmail.com

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ಸಾರಾಂಶ

ಆಧುನಿಕ ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಯೂಟ್ಯೂಬ್ ಒಂದು ಪ್ರಭಾವಶಾಲಿ ದೃಶ್ಯ-ಶ್ರವ್ಯ ಮಾಧ್ಯಮ ವೇದಿಕೆಯಾಗಿ ಪರಿಣಮಿಸಿದ್ದು, ಉನ್ನತ ಶಿಕ್ಷಣದ ಮೇಲೆ ಆಳವಾದ ಪರಿಣಾಮ ಬೀರುತ್ತಿದೆ. ಈ ಅಧ್ಯಯನವು ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡದ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಮೇಲೆ ಯೂಟ್ಯೂಬ್ ವೇದಿಕೆ ಬೀರುತ್ತಿರುವ ಶೈಕ್ಷಣಿಕ, ಸಾಮಾಜಿಕ ಮತ್ತು ಮಾನಸಿಕ ಪ್ರಭಾವಗಳನ್ನು ಪರಿಶೀಲಿಸುವ ಉದ್ದೇಶ ಹೊಂದಿದೆ. ಉದ್ದೇಶಪೂರ್ವಕ ಮಾದರಿ ವಿಧಾನವನ್ನು ಬಳಸಿ ಆಯ್ದ 100 ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳಿಂದ ಪ್ರಶ್ನಾವಳಿ ಮೂಲಕ ಪ್ರಾಥಮಿಕ ದತ್ತಾಂಶವನ್ನು ಸಂಗ್ರಹಿಸಲಾಗಿದೆ. ಅಧ್ಯಯನದ ಫಲಿತಾಂಶಗಳು ಹೆಚ್ಚಿನ ಸಂಖ್ಯೆಯ ವಿದ್ಯಾರ್ಥಿಗಳು ಶೈಕ್ಷಣಿಕ ಉದ್ದೇಶಕ್ಕಾಗಿ ಯೂಟ್ಯೂಬ್ ಅನ್ನು ಬಳಸುತ್ತಿದ್ದಾರೆ ಎಂದು ತೋರಿಸುತ್ತವೆ, ಆದರೆ ಅತಿಯಾದ ಬಳಕೆಯಿಂದ ಉಂಟಾಗುವ ಅಡಚಣೆಗಳು ಸಹ ಗಮನಾರ್ಹವಾಗಿ ಕಂಡುಬರುತ್ತವೆ. ಯೂಟ್ಯೂಬ್ ಒಂದೇ ಸಮಯದಲ್ಲಿ ಜ್ಞಾನ ವಿಸ್ತರಣೆಗೆ ಸಾಧನವಾಗಿಯೂ ಮತ್ತು ಏಕಾಗ್ರತೆಗೆ ಅಡ್ಡಿಯಾಗಿಯೂ ಕೆಲಸ ಮಾಡುತ್ತಿದೆ ಎಂಬ ದ್ವಂದ್ವ ಸ್ವಭಾವ ಎದ್ದು ಕಾಣುತ್ತದೆ.

ಪ್ರಮುಖ ಪದಗಳು: *ಯೂಟ್ಯೂಬ್, ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳು, ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಶೈಕ್ಷಣಿಕ ಪ್ರಭಾವ, ಸಮೂಹ ಮಾಧ್ಯಮ.*

ಪ್ರಸ್ತಾವನೆ

ಇಪ್ಪತ್ತೊಂದನೇ ಶತಮಾನದ ಮಾಹಿತಿ ಕ್ರಾಂತಿ ಮಾನವನ ಸಂವಹನ ಮತ್ತು ಕಲಿಕಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಮೂಲಭೂತವಾಗಿ ಬದಲಾಯಿಸಿದೆ. ಇಂಟರ್ನೆಟ್ ತಂತ್ರಜ್ಞಾನದ ವ್ಯಾಪಕ ಪ್ರಸಾರ ಮತ್ತು ಸ್ಮಾರ್ಟ್ ಫೋನ್ ಗಳ ಸುಲಭ ಲಭ್ಯತೆ ಶಿಕ್ಷಣ ಮತ್ತು ಮನರಂಜನೆಯ ಸ್ವರೂಪವನ್ನೇ ಪರಿವರ್ತಿಸಿದೆ. ಈ ಬದಲಾವಣೆಯ ಅತ್ಯಂತ ಪ್ರಮುಖ ಪ್ರತಿನಿಧಿಯೆಂದರೆ ಗೂಗಲ್ ಒಡೆತನದ ಯೂಟ್ಯೂಬ್ ವೇದಿಕೆ. ಯೂಟ್ಯೂಬ್ ನ್ನು 2005ರಲ್ಲಿ ಸ್ಥಾಪಿಸಲಾಯಿತು. ಇಂದು ಈ ವೇದಿಕೆಯಲ್ಲಿ ಪ್ರತಿ ನಿಮಿಷಕ್ಕೆ 500 ಗಂಟೆಗಳಷ್ಟು ವಿಡಿಯೋ ಅಪ್ಲೋಡ್ ಆಗುತ್ತಿದ್ದು, ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಮಾಸಿಕ 200 ಕೋಟಿಗೂ ಹೆಚ್ಚು ಸಕ್ರಿಯ ಬಳಕೆದಾರರು ಇದನ್ನು ಬಳಸುತ್ತಿದ್ದಾರೆ. 2023 ಪ್ರಕಾರ ಭಾರತದಲ್ಲಿ ಯೂಟ್ಯೂಬ್ ಬಳಕೆದಾರರ ಸಂಖ್ಯೆ 46 ಕೋಟಿ ಮೀರಿದ್ದು, ಇದು ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಅತ್ಯಧಿಕ ಬಳಕೆದಾರ ನೆಲೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ (TRAI, 2023).

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Address for correspondence:
Priyanka HS, Research scholer Department of journalism and mass communication Karnatak university, Dharwad

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ವಿಶ್ವವಿದ್ಯಾಲಯ ವಿದ್ಯಾರ್ಥಿಗಳ ಮೇಲೆ ಯೂಟ್ಯೂಬ್ ಬೀರುತ್ತಿರುವ ಪ್ರಭಾವವನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದು ಶಿಕ್ಷಣ ತಜ್ಞರು, ಮಾಧ್ಯಮ ಅಧ್ಯಯನಕಾರರು ಮತ್ತು ನೀತಿ ನಿರ್ಮಾಪಕರಿಗೆ ಅತ್ಯಂತ ಪ್ರಸ್ತುತ ವಿಷಯವಾಗಿದೆ. ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ ಉತ್ತರ ಕರ್ನಾಟಕದ ಪ್ರಮುಖ ಶಿಕ್ಷಣ ಕೇಂದ್ರವಾಗಿದ್ದು, ಇಲ್ಲಿಯ ವಿದ್ಯಾರ್ಥಿಗಳ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಬಳಕೆ ಕ್ರಮ ಒಂದು ಮಹತ್ವಪೂರ್ಣ ಸಂಶೋಧನಾ ವಿಷಯವಾಗಿದೆ.

ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ

ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಮತ್ತು ಶಿಕ್ಷಣ

ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಮತ್ತು ಶಿಕ್ಷಣದ ಸಂಬಂಧವನ್ನು ಕುರಿತು ಅನೇಕ ಅಧ್ಯಯನಗಳು ನಡೆದಿವೆ. ಡ್ರಿಸ್ಕಾಲ್ (2012) ಅವರ ಅಧ್ಯಯನ ಯೂಟ್ಯೂಬ್ ಆಧರಿತ ಕಲಿಕೆ ವಿದ್ಯಾರ್ಥಿಗಳ ತಿಳಿವಳಿಕೆ ಸಾಮರ್ಥ್ಯ ಮತ್ತು ಧಾರಣ ಶಕ್ತಿಯನ್ನು ಗಮನಾರ್ಹವಾಗಿ ಹೆಚ್ಚಿಸುತ್ತದೆ ಎಂದು ತೋರಿಸಿದೆ. ದೃಶ್ಯ-ಶ್ರವ್ಯ ಮಾಧ್ಯಮ ಕಲಿಕೆಯಲ್ಲಿ ಒಂದು ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸಲು ಸಮರ್ಥವಾಗಿದೆ ಎಂದು ಡೇಲ್ (1969) ಅವರ 'ಅನುಭವದ ಶಂಕು' ಸಿದ್ಧಾಂತ ಸ್ಥಾಪಿಸಿದೆ.

ಯೂಟ್ಯೂಬ್ ಮತ್ತು ಉನ್ನತ ಶಿಕ್ಷಣ

ಶ್ನಾಯ್ಡರ್ ಮತ್ತು ಸಹ-ಲೇಖಕರು 2018 ನಡೆಸಿದ ಸಂಶೋಧನೆ ಯೂಟ್ಯೂಬ್ ಶೈಕ್ಷಣಿಕ ಚಾನೆಲ್ ಗಳು ವಿದ್ಯಾರ್ಥಿಗಳ ಸ್ವಯಂ-ಕಲಿಕೆ ಪ್ರವೃತ್ತಿಯನ್ನು ಬಲಪಡಿಸುತ್ತವೆ ಎಂದು ತೋರಿಸಿದೆ. ಭಾರತ ಸಂದರ್ಭದಲ್ಲಿ ಮಾಥ್ಯೂ ಮತ್ತು ಕಾಟ್ಟಕ್ 2019 ಅವರ ಅಧ್ಯಯನ ಮಹಾವಿದ್ಯಾಲಯ ವಿದ್ಯಾರ್ಥಿಗಳ ಶೈಕ್ಷಣಿಕ ಸಾಧನೆ ಮತ್ತು ಯೂಟ್ಯೂಬ್ ಬಳಕೆ ನಡುವೆ ಧನಾತ್ಮಕ ಸಂಬಂಧ ಇದೆ ಎಂದು ದೃಢಪಡಿಸಿದೆ.

ಯೂಟ್ಯೂಬ್ ಬಳಕೆಯ ನಕಾರಾತ್ಮಕ ಪರಿಣಾಮ

ಹಲವಾರು ಸಂಶೋಧನಾ ಅಧ್ಯಯನಗಳು ಯೂಟ್ಯೂಬ್ ಅತಿಬಳಕೆ ವಿದ್ಯಾರ್ಥಿಗಳ ಏಕಾಗ್ರತೆ, ನಿದ್ರಾ ಶ್ರಮ ಮತ್ತು ಮಾನಸಿಕ ಸ್ವಾಸ್ಥ್ಯದ ಮೇಲೆ ದುಷ್ಪರಿಣಾಮ ಬೀರಬಹುದೆಂದು ಎಚ್ಚರಿಸಿವೆ. ಅಂಡರ್ ಸ್ಕ್ರೋಲ್ ಎಂದು ಕರೆಯಲ್ಪಡುವ 'ಅಂತ್ಯವಿಲ್ಲದ ವೀಡಿಯೋ ಪ್ರವಾಹ' ಅಧ್ಯಯನ ಸಮಯ ವ್ಯರ್ಥ ಮಾಡುವ ಅಭ್ಯಾಸಕ್ಕೆ ಕಾರಣವಾಗಬಹುದು ಎಂದು ಗಣ್ಹಮ್ ಮತ್ತು ಡೇಯ್ (2020) ತಮ್ಮ ಸಂಶೋಧನೆಯಲ್ಲಿ ಎತ್ತಿ ತೋರಿಸಿದ್ದಾರೆ. ಕರ್ನಾಟಕ ಪ್ರದೇಶದ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಮೇಲೆ ಕ್ಷೇತ್ರ ಸಮೀಕ್ಷೆ ಆಧರಿಸಿದ ನಿರ್ದಿಷ್ಟ ಸಂಶೋಧನೆ ತುಲನಾತ್ಮಕವಾಗಿ ವಿರಳವಾಗಿದ್ದು, ಈ ಕೊರತೆಯನ್ನು ಭರ್ತಿ ಮಾಡುವ ಪ್ರಯತ್ನ ಈ ಅಧ್ಯಯನ ಮಾಡಿದೆ.

ಉದ್ದೇಶಗಳು

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಯೂಟ್ಯೂಬ್ ಬಳಕೆ ಮತ್ತು ಸ್ವರೂಪವನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದು.

1. ಶೈಕ್ಷಣಿಕ ಉದ್ದೇಶಗಳಿಗಾಗಿ ಯೂಟ್ಯೂಬ್ ಬಳಕೆಯನ್ನು ಪರಿಶೀಲಿಸುವುದು.
2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸಾಮಾಜಿಕ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ನಡವಳಿಕೆಯ ಮೇಲೆ ಯೂಟ್ಯೂಬ್ ಬೀರಿರುವ ಪ್ರಭಾವವನ್ನು ಅಳೆಯುವುದು.
3. ಯೂಟ್ಯೂಬ್ ಬಳಕೆಯಿಂದ ಉಂಟಾಗುವ ಸಕಾರಾತ್ಮಕ ಮತ್ತು ನಕಾರಾತ್ಮಕ ಪ್ರಭಾವಗಳನ್ನು ಗುರುತಿಸುವುದು.
4. ಯೂಟ್ಯೂಬ್ ಬಳಕೆ ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳ ಮಾನಸಿಕ ಸ್ವಾಸ್ಥ್ಯದ ನಡುವಿನ ಸಂಬಂಧವನ್ನು ಅಧ್ಯಯನ ಮಾಡುವುದು

ಪ್ರಾಕಲ್ಪನೆಗಳು

ಅಧ್ಯಯನದಿಂದ ಹೊರ ಬಂದ ಅಂಶಗಳು

H_1: ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಹೆಚ್ಚಿನ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳು ದಿನಕ್ಕೆ ಎರಡು ಗಂಟೆಗಿಂತ ಹೆಚ್ಚು ಕಾಲ ಯೂಟ್ಯೂಬ್ ವೀಕ್ಷಿಸುತ್ತಾರೆ.

H_2: ಯೂಟ್ಯೂಬ್ ವೇದಿಕೆ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಶೈಕ್ಷಣಿಕ ಕಾರ್ಯ ಸಾಧನೆಯ ಮೇಲೆ ಧನಾತ್ಮಕ ಪ್ರಭಾವ ಬೀರುತ್ತಿದೆ.

H_3: ಯೂಟ್ಯೂಬ್ ಅತಿಬಳಕೆ ವಿದ್ಯಾರ್ಥಿಗಳ ಅಧ್ಯಯನ ಸಮಯ ಮತ್ತು ಏಕಾಗ್ರತೆಯ ಮೇಲೆ ನಕಾರಾತ್ಮಕ ಪರಿಣಾಮ ಬೀರುತ್ತಿದೆ.

ಈ ಅಧ್ಯಯನವು ವಿವರಣಾತ್ಮಕ ಮತ್ತು ವಿಶ್ಲೇಷಣಾತ್ಮಕ ಸಂಶೋಧನಾ ವಿನ್ಯಾಸವನ್ನು ಅಳವಡಿಸಿಕೊಂಡಿದ್ದು, ಸಮೀಕ್ಷಾ ವಿಧಾನ ಮೂಲಕ ದತ್ತಾಂಶ ಸಂಗ್ರಹಿಸಲಾಗಿದೆ. ಪ್ರಾಥಮಿಕ ದತ್ತಾಂಶ ಸಂಗ್ರಹಣೆಗೆ ರಚನಾಬದ್ಧ ಪ್ರಶ್ನಾವಳಿ ಮತ್ತು ದ್ವಿತೀಯ ದತ್ತಾಂಶ ಸಂಗ್ರಹಣೆಗೆ ಪ್ರಕಟಿತ ಸಾಹಿತ್ಯ, ಪ್ರಬಂಧಗಳು ಮತ್ತು ಇಂಟರ್ನೆಟ್ ಮೂಲಗಳನ್ನು ಬಳಸಲಾಗಿದೆ.

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ಮಾದರಿ ಆಯ್ಕೆ

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡದ ವಿವಿಧ ವಿಭಾಗಗಳ 100 ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಉದ್ದೇಶಪೂರ್ವಕ ಮಾದರಿ ವಿಧಾನ (Purposive Sampling) ಮೂಲಕ ಆಯ್ದುಕೊಳ್ಳಲಾಗಿದೆ. ಆಯ್ಕೆಗೆ ಮಾನದಂಡ: ಸ್ನಾತಕೋತ್ತರ ಪ್ರಥಮ ಅಥವಾ ದ್ವಿತೀಯ ವರ್ಷದಲ್ಲಿ ನೋಂದಾಯಿಸಿರುವ ವಿದ್ಯಾರ್ಥಿಗಳು, ಸ್ಮಾರ್ಟ್ ಫೋನ್ ಅಥವಾ ಲ್ಯಾಪ್ ಟಾಪ್ ಹೊಂದಿರುವವರು ಮಾತ್ರ ಅಧ್ಯಯನದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಸೇರ್ಪಡೆಗೊಂಡಿದ್ದಾರೆ.

ದತ್ತಾಂಶ ಸಂಗ್ರಹ ಸಾಧನ

ಸಂಶೋಧನೆಗಾಗಿ ಸ್ವ-ರಚಿತ ಪ್ರಶ್ನಾವಳಿ (Self-administered Questionnaire) ಬಳಸಲಾಗಿದ್ದು, ಇದರಲ್ಲಿ ನಿಶ್ಚಿತ ಉತ್ತರ (Closed-ended), ಮುಕ್ತ ಉತ್ತರ (Open-ended) ಮತ್ತು ಲಿಕರ್ಟ್ ಮಾಪಕ ಆಧಾರಿತ ಪ್ರಶ್ನೆಗಳನ್ನು ಸೇರಿಸಲಾಗಿದೆ. ದತ್ತಾಂಶ ಸಂಗ್ರಹ ಅವಧಿ: – ಮಾರ್ಚ್ 2026

ದತ್ತಾಂಶ ವಿಶ್ಲೇಷಣೆ ಮತ್ತು ಫಲಿತಾಂಶ

ಸ್ಪಂದಕರ ಪರಿಚಯ

ಕೋಷ್ಟಕ1: ಸ್ಪಂದಕರ ಲಿಂಗ ಆಧಾರಿತ ವಿವರ

ವಿವರ	ಸಂಖ್ಯೆ	ಶೇಕಡಾ (%)
ಪುರುಷ	65	65%
ಮಹಿಳೆ	35	35%
ಒಟ್ಟು	100	100%

100 ಸ್ಪಂದಕರ ಪೈಕಿ 65% ಪುರುಷ ಮತ್ತು 35% ಮಹಿಳಾ ವಿದ್ಯಾರ್ಥಿಗಳಿದ್ದಾರೆ. ಇದು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸ್ನಾತಕೋತ್ತರ ದಾಖಲಾತಿ ಪ್ರಮಾಣದ ಸಾಮಾನ್ಯ ಪ್ರತಿಬಿಂಬವಾಗಿದೆ.

ದೈನಂದಿನ ಯೂಟ್ಯೂಬ್ ಬಳಕೆ ಅವಧಿ

ಕೋಷ್ಟಕ 2: ಪ್ರತಿದಿನ ಯೂಟ್ಯೂಬ್ ವೀಕ್ಷಿಸುವ ಅವಧಿ

ದೈನಂದಿನ ಬಳಕೆ	ಸಂಖ್ಯೆ	ಶೇಕಡಾ (%)
1 ಗಂಟೆಗಿಂತ ಕಡಿಮೆ	8	8%
1–2 ಗಂಟೆ	22	22%
2–4 ಗಂಟೆ	45	45%
4 ಗಂಟೆಗಿಂತ ಹೆಚ್ಚು	25	25%
ಒಟ್ಟು	100	100%

ಅಧ್ಯಯನದ ಪ್ರಮುಖ ಸಂಶೋಧನೆ ಎಂದರೆ 70% ವಿದ್ಯಾರ್ಥಿಗಳು ದಿನಕ್ಕೆ ಎರಡು ಗಂಟೆಗಿಂತ ಹೆಚ್ಚು ಯೂಟ್ಯೂಬ್ ವೀಕ್ಷಿಸುತ್ತಾರೆ. 45% ಮಂದಿ 2-4 ಗಂಟೆ ಮತ್ತು 25% ಮಂದಿ 4 ಗಂಟೆಗಿಂತ ಹೆಚ್ಚು ಕಾಲ ವೀಕ್ಷಿಸುತ್ತಾರೆ. ಈ ಅಂಶ H_1 ಊಹನವನ್ನು ದೃಢಪಡಿಸುತ್ತದೆ.

ಯೂಟ್ಯೂಬ್ ಬಳಕೆಯ ಉದ್ದೇಶ

ಕೋಷ್ಟಕ 3: ಯೂಟ್ಯೂಬ್ ಬಳಕೆಯ ಪ್ರಮುಖ ಉದ್ದೇಶ

ಉದ್ದೇಶ	ಸಂಖ್ಯೆ	ಶೇಕಡಾ (%)
ಶೈಕ್ಷಣಿಕ ಉದ್ದೇಶ	38	38%
ಮನರಂಜನೆ	30	30%

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ಸುದ್ದಿ ಮತ್ತು ಮಾಹಿತಿ	18	18%
ಕೌಶಲ್ಯ ಅಭಿವೃದ್ಧಿ	9	9%
ಇತರ	5	5%
ಒಟ್ಟು	100	100%

38% ವಿದ್ಯಾರ್ಥಿಗಳು ಮುಖ್ಯವಾಗಿ ಶೈಕ್ಷಣಿಕ ಉದ್ದೇಶಕ್ಕಾಗಿ ಯೂಟ್ಯೂಬ್ ಬಳಸುತ್ತಾರೆ. 30% ಮನರಂಜನೆಗೋಸ್ಕರ, 18% ಸುದ್ದಿ-ಮಾಹಿತಿಗಾಗಿ ಮತ್ತು 9% ಕೌಶಲ್ಯ ಅಭಿವೃದ್ಧಿಗೆ ಬಳಸುತ್ತಾರೆ ಎಂದು ತಿಳಿದುಬಂದಿದೆ. ಶೈಕ್ಷಣಿಕ ಬಳಕೆ ಅತ್ಯಧಿಕ ಎಂಬ ಸಂಶೋಧನೆ ಧನಾತ್ಮಕವಾಗಿದ್ದರೂ, ಮನರಂಜನೆ ಮತ್ತು ಶೈಕ್ಷಣಿಕ ಬಳಕೆ ನಡುವಿನ ಗೆರೆ ಅಸ್ಪಷ್ಟವಾಗಿದೆ ಎಂಬ ಅಂಶವೂ ಗಮನಾರ್ಹ.

ಶೈಕ್ಷಣಿಕ ಕಾರ್ಯ ಸಾಧನೆ ಮೇಲೆ ಪ್ರಭಾವ

ಕೋಷ್ಟಕ 4: ಶೈಕ್ಷಣಿಕ ಸಾಧನೆ ಮೇಲೆ ಯೂಟ್ಯೂಬ್ ಬೀರಿದ ಪ್ರಭಾವ

ಶೈಕ್ಷಣಿಕ ಪ್ರಭಾವ	ಸಂಖ್ಯೆ	ಶೇಕಡಾ (%)
ಬಹಳ ಉಪಯುಕ್ತ	42	42%
ಸ್ವಲ್ಪ ಉಪಯುಕ್ತ	33	33%
ತಟಸ್ಥ	15	15%
ಕಡಿಮೆ ಉಪಯುಕ್ತ	7	7%
ಉಪಯುಕ್ತವಲ್ಲ	3	3%
ಒಟ್ಟು	100	100%

75% ವಿದ್ಯಾರ್ಥಿಗಳು ಯೂಟ್ಯೂಬ್ ಶೈಕ್ಷಣಿಕ ಸಾಧನೆ ಮೇಲೆ ಧನಾತ್ಮಕ ಪ್ರಭಾವ ಬೀರುತ್ತಿದೆ ಎಂದು ಒಪ್ಪಿಕೊಂಡಿದ್ದಾರೆ. 42% ಬಹಳ ಉಪಯುಕ್ತ ಮತ್ತು 33% ಸ್ವಲ್ಪ ಉಪಯುಕ್ತ ಎಂದು ತಿಳಿಸಿದ್ದಾರೆ. ಇದು H_2 ಊಹನವನ್ನು ಸಮರ್ಥಿಸುತ್ತದೆ. ಅಂತರ್ ಜಾಲ ಭಾಷಣ, ಅಭ್ಯಾಸ ವೀಡಿಯೋ ಮತ್ತು ವಿಷಯ ನಿರ್ದಿಷ್ಟ ಟ್ಯೂಟೋರಿಯಲ್ ಗಳು ಈ ಉಪಯೋಗಕ್ಕೆ ಮುಖ್ಯ ಕಾರಣಗಳು ಎಂದು ಸ್ಪಂದಕರು ತಿಳಿಸಿದ್ದಾರೆ.

ನಕಾರಾತ್ಮಕ ಪ್ರಭಾವಗಳ ವಿಶ್ಲೇಷಣೆ

ಅಧ್ಯಯನದ ವಿಶ್ಲೇಷಣೆ ಹಲವು ಆತಂಕಕಾರಿ ಅಂಶಗಳನ್ನು ಬಹಿರಂಗಪಡಿಸಿದೆ: 62% ವಿದ್ಯಾರ್ಥಿಗಳು ಯೂಟ್ಯೂಬ್ ವೀಕ್ಷಣೆ ಅವರ ಅಧ್ಯಯನ ಸಮಯದಲ್ಲಿ ಅಡ್ಡಿ ಉಂಟು ಮಾಡುತ್ತದೆ ಎಂದು ತಿಳಿಸಿದ್ದಾರೆ. 54% ರಾತ್ರಿ ತಡವಾಗಿ ಯೂಟ್ಯೂಬ್ ನೋಡುವ ಕಾರಣ ನಿದ್ರಾ ಸಮಸ್ಯೆ ಎದುರಿಸುತ್ತಿದ್ದಾರೆ ಎಂದು ಒಪ್ಪಿಕೊಂಡಿದ್ದಾರೆ. 48% ತಮ್ಮ ಯೂಟ್ಯೂಬ್ ಬಳಕೆ ಮೇಲೆ ಸ್ವ-ನಿಯಂತ್ರಣ ಸಾಧ್ಯವಾಗುತ್ತಿಲ್ಲ ಎಂದು ಅಭಿಪ್ರಾಯಪಟ್ಟಿದ್ದಾರೆ. ಈ ಅಂಶಗಳು H_3ಊಹನವನ್ನು ದೃಢಪಡಿಸುತ್ತವೆ.

ಉಪಸಂಹಾರ

ಈ ಅಧ್ಯಯನ ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಬಳಕೆ ಮಾದರಿಯ ಕ್ಷೇತ್ರ ಚಿತ್ರಣ ನೀಡಿದೆ. ಯೂಟ್ಯೂಬ್ ಶಿಕ್ಷಣ ಮತ್ತು ಮನರಂಜನೆ ಎರಡರಲ್ಲೂ ಮಹತ್ವಪೂರ್ಣ ಸ್ಥಾನ ಪಡೆದಿದ್ದು, ಭವಿಷ್ಯದ ಉನ್ನತ ಶಿಕ್ಷಣ ನೀತಿ ಮತ್ತು ಬೋಧನಾ ಕ್ರಮಗಳಲ್ಲಿ ಇದನ್ನು ಗಣನೆಗೆ ತೆಗೆದುಕೊಳ್ಳಬೇಕು.

ಅಧ್ಯಯನ ಸೂಚಿಸುವ ಪ್ರಮುಖ ಶಿಫಾರಸ್ಸುಗಳು: ಮೊದಲನೆಯದಾಗಿ, ವಿಶ್ವವಿದ್ಯಾಲಯ ಮಟ್ಟದಲ್ಲಿ 'ಡಿಜಿಟಲ್ ಸಾಕ್ಷರತೆ' ಕೋರ್ಸ್ ಅನ್ನು ಕಡ್ಡಾಯವಾಗಿ ಪಠ್ಯಕ್ರಮದಲ್ಲಿ ಸೇರಿಸಬೇಕು. ಎರಡನೆಯದಾಗಿ, ಉತ್ತಮ ಕನ್ನಡ ಶೈಕ್ಷಣಿಕ ಯೂಟ್ಯೂಬ್ ಚಾನೆಲ್ ಗಳ ಅಭಿವೃದ್ಧಿಗೆ ರಾಜ್ಯ ಸರ್ಕಾರ ಪ್ರೋತ್ಸಾಹ ನೀಡಬೇಕು. ಮೂರನೆಯದಾಗಿ, ಯೂಟ್ಯೂಬ್ ಬಳಕೆಯ ಮಾನಸಿಕ ಆರೋಗ್ಯ ಮೇಲಿನ ದೀರ್ಘಕಾಲೀನ ಪರಿಣಾಮ ಅಧ್ಯಯನಕ್ಕೆ ಹೆಚ್ಚಿನ ಸಂಶೋಧನೆ ಆವಶ್ಯಕ.

ಒಟ್ಟಾರೆ, ಯೂಟ್ಯೂಬ್ ಒಂದು ಮಧ್ಯಸ್ಥ ಸ್ವಭಾವದ ತಂತ್ರಜ್ಞಾನ ವೇದಿಕೆಯಾಗಿದ್ದು, ಅದರ ಉಪಯೋಗ-ದುರ್ಬಳಕೆ ನಡುವಿನ ರೇಖೆ ಬಳಕೆದಾರರ ಸ್ವ-ಶಿಸ್ತು ಮತ್ತು ಡಿಜಿಟಲ್ ಸಾಕ್ಷರತೆ ಮೇಲೆ ಅವಲಂಬಿತವಾಗಿದೆ.

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ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಬೆಳಕಿನಲ್ಲಿ ಸಮಕಾಲೀನ ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ನೀರಾವರಿ ವ್ಯವಸ್ಥೆಯ ಚಾರಿತ್ರಿಕ ರೂಪಾಂತರಗಳು ಮತ್ತು ಆರ್ಥಿಕ ಪರಿಣಾಮಗಳು: ಒಂದು ವಿಮರ್ಶಾತ್ಮಕ ಅಧ್ಯಯನ

ವಿರುಪಾಕ್ಷ. ಆರ್
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಇತಿಹಾಸ ವಿಭಾಗ
S.M.B.K, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ನರೇಗಲ್
ತಾ: ಗಜೇಂದ್ರಗಡ, ಜಿಲ್ಲೆ: ಗದಗ
e-mail: veerurdeshanur1857@gmail.com

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ಸಾರಾಂಶ

ಈ ಸಂಶೋಧನಾ ಲೇಖನವು ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ನೀರಾವರಿ ವ್ಯವಸ್ಥೆಯ ಚಾರಿತ್ರಿಕ ಬೆಳವಣಿಗೆ ಮತ್ತು ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಪರಿಣಾಮಗಳನ್ನು ಸಮಗ್ರವಾಗಿ ವಿಶ್ಲೇಷಿಸುತ್ತದೆ. ಮಳೆಆಧಾರಿತ ಕೃಷಿಯಿಂದ ನೀರಾವರಿ ಆಧಾರಿತ ಕೃಷಿಗೆ ಸಂಭವಿಸಿದ ಬದಲಾವಣೆಗಳು ಉತ್ಪಾದನೆ, ಆದಾಯ ಮತ್ತು ಗ್ರಾಮೀಣ ಆರ್ಥಿಕತೆಯಲ್ಲಿ ಮಹತ್ವದ ಪರಿವರ್ತನೆಗಳನ್ನು ತಂದಿವೆ. ಎಡದಂಡೆ ಕಾಲುವೆಯ ತಾಂತ್ರಿಕ ವಿಸ್ತರಣೆ ಮತ್ತು ಅಂಕಿಅಂಶಗಳ ಆಧಾರದ ಮೇಲೆ ಕೃಷಿ ಬೆಳವಣಿಗೆಯನ್ನು ವಿಶ್ಲೇಷಿಸಲಾಗಿದೆ. ಆದರೆ, ನೀರಿನ ಅಸಮಾನ ಹಂಚಿಕೆ, ಭೂಮಿಯ ಉಪ್ಪುಗಾರಿಕೆ ಮತ್ತು ಪರಿಸರ ಸಮಸ್ಯೆಗಳು ಅಭಿವೃದ್ಧಿಯ ಶಾಶ್ವತತೆಗೆ ಸವಾಲುಗಳನ್ನು ಉಂಟುಮಾಡುತ್ತವೆ.

ಪೀಠಿಕೆ

ಕೊಪ್ಪಳ ಜಿಲ್ಲೆ ಉತ್ತರ ಕರ್ನಾಟಕದ ಪ್ರಮುಖ ಬರಪೀಡಿತ ಪ್ರದೇಶಗಳಲ್ಲಿ ಒಂದಾಗಿದ್ದು, ಇತಿಹಾಸಾತ್ಮಕವಾಗಿ ಮಳೆಆಧಾರಿತ ಕೃಷಿಯ ಮೇಲೆ ಅವಲಂಬಿತವಾಗಿತ್ತು. ಮಳೆಪಾತದ ಅಸ್ಥಿರತೆ, ಭೂಗರ್ಭ ಜಲದ ಕೊರತೆ ಮತ್ತು ಪರಂಪರಾಗತ ಕೃಷಿ ವಿಧಾನಗಳ ಪರಿಣಾಮವಾಗಿ ಕೃಷಿ ಉತ್ಪಾದನೆ ಕಡಿಮೆಯಾಗಿತ್ತು ಮತ್ತು ರೈತರ ಜೀವನಮಟ್ಟ ಸ್ಥಿರವಾಗಿರಲಿಲ್ಲ. ಈ ಪರಿಸ್ಥಿತಿಯಲ್ಲಿ ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಅನುಷ್ಠಾನವು ಕೃಷಿ ಕ್ಷೇತ್ರದಲ್ಲಿ ಮಹತ್ವದ ತಿರುವು ತಂದಿತು. ನೀರಾವರಿ ಸೌಲಭ್ಯಗಳ ವಿಸ್ತರಣೆಯಿಂದ ಕೃಷಿ ಪದ್ಧತಿಯಲ್ಲಿ ಮೂಲಭೂತ ಬದಲಾವಣೆಗಳು ಕಂಡುಬಂದವು. ನೀರಿನ ಲಭ್ಯತೆ ಹೆಚ್ಚಿದಂತೆ ಬೆಳೆಗಳ ವೈವಿಧ್ಯತೆ, ಉತ್ಪಾದಕತೆ ಮತ್ತು ಮಾರುಕಟ್ಟೆ ಸಂಪರ್ಕಗಳು ವಿಸ್ತರಿಸಲ್ಪಟ್ಟವು. ಈ ಅಧ್ಯಯನವು ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ನೀರಾವರಿ ವ್ಯವಸ್ಥೆಯ ಚಾರಿತ್ರಿಕ ಬೆಳವಣಿಗೆ ಮತ್ತು ಅದರ ಆರ್ಥಿಕ ಪರಿಣಾಮಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುವುದರೊಂದಿಗೆ, ಶಾಶ್ವತ ಅಭಿವೃದ್ಧಿಯ ಸವಾಲುಗಳನ್ನೂ ವಿಮರ್ಶಾತ್ಮಕವಾಗಿ ಪರಿಗಣಿಸುತ್ತದೆ.

ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಸ್ಥಾಪನೆಯ ಹಿನ್ನೆಲೆ

ತುಂಗಭದ್ರಾ ನದಿ ಮೇಲೆ ನಿರ್ಮಿಸಲಾದ ಅಣೆಕಟ್ಟು ಸ್ವಾತಂತ್ರ್ಯಾನಂತರ ಭಾರತದ ಪ್ರಮುಖ ಬಹುಉದ್ದೇಶ ಯೋಜನೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. 1945ರಲ್ಲಿ ಆರಂಭಗೊಂಡು 1953ರಲ್ಲಿ ಪೂರ್ಣಗೊಂಡ ಈ ಯೋಜನೆ ಕರ್ನಾಟಕ ಮತ್ತು ಆಂಧ್ರ ಪ್ರದೇಶಗಳ ಸಹಭಾಗಿತ್ವದಲ್ಲಿ ನಿರ್ಮಿಸಲಾಯಿತು. ಅಣೆಕಟ್ಟಿನ ಉದ್ದ ಸುಮಾರು 2441 ಮೀಟರ್ ಮತ್ತು ಎತ್ತರ ಸುಮಾರು 49 ಮೀಟರ್ ಆಗಿದ್ದು, ಒಟ್ಟು ಸಂಗ್ರಹ ಸಾಮರ್ಥ್ಯ ಸುಮಾರು 132 ಟಿಎಂಸಿ ಹಾಗೂ ಜೀವಂತ ಸಂಗ್ರಹ ಸಾಮರ್ಥ್ಯ ಸುಮಾರು 100 ಟಿಎಂಸಿ ಆಗಿದೆ. ಈ ಯೋಜನೆಯು ಸುಮಾರು 5–6 ಲಕ್ಷ ಹೆಕ್ಟೇರ್ ಪ್ರದೇಶಕ್ಕೆ ನೀರಾವರಿ ಒದಗಿಸುವ ಗುರಿ ಹೊಂದಿದ್ದು, ಸುಮಾರು 72 ಮೆಗಾವಾಟ್ ವಿದ್ಯುತ್ ಉತ್ಪಾದನಾ ಸಾಮರ್ಥ್ಯವನ್ನು ಹೊಂದಿದೆ. ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯಂತಹ ಕಡಿಮೆ ಮಳೆಪಾತ (550–650 ಮಿಮೀ) ಹೊಂದಿದ ಪ್ರದೇಶಗಳಿಗೆ ಇದು ಜೀವನಾಡಿಯಾಗಿದೆ.

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Address for correspondence:
ವಿರುಪಾಕ್ಷ, ಆರ್, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಇತಿಹಾಸ ವಿಭಾಗ *S.M.B.K*, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ನರೇಗಲ್
ತಾ: ಗಜೇಂದ್ರಗಡ, ಜಿಲ್ಲೆ: ಗದಗ

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ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯಲ್ಲಿ ಎಡದಂಡೆ ಕಾಲುವೆ

ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಎಡದಂಡೆ ಕಾಲುವೆ ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ಕೃಷಿ ಅಭಿವೃದ್ಧಿಗೆ ಪ್ರಮುಖ ಮೂಲವಾಗಿದೆ. ಈ ಕಾಲುವೆಯ ಒಟ್ಟು ಉದ್ದ ಸುಮಾರು 225 ಕಿಮೀ ಆಗಿದ್ದು, ಅದರಲ್ಲಿನ ಸುಮಾರು 130 ಕಿಮೀ ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯಲ್ಲಿ ಹರಿಯುತ್ತದೆ. ಕಾಲುವೆಯ ನೀರು ಸಾಗಿಸುವ ಸಾಮರ್ಥ್ಯ ಸುಮಾರು 4200 ಕ್ಯೂಸೆಕ್ಸ್ ಆಗಿದೆ. ಈ ಕಾಲುವೆಯಡಿ 20–25 ಪ್ರಮುಖ ಉಪಕಾಲುವೆಗಳು ಹಾಗೂ 150ಕ್ಕೂ ಹೆಚ್ಚು ಸಣ್ಣ ಶಾಖೆಗಳು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿವೆ. ಇದರ ಮೂಲಕ ಸುಮಾರು 3.5 ಲಕ್ಷ ಹೆಕ್ಟೇರ್ ಪ್ರದೇಶದಲ್ಲಿ ನೀರಾವರಿ ವ್ಯವಸ್ಥೆ ರೂಪುಗೊಂಡಿದ್ದು, ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯಲ್ಲಿ ಮಾತ್ರವೇ 1.7–2.0 ಲಕ್ಷ ಹೆಕ್ಟೇರ್ ಕೃಷಿಭೂಮಿಗೆ ನೀರು ಲಭ್ಯವಾಗಿದೆ.

ಈ ವ್ಯವಸ್ಥೆಯಿಂದ ಭೂಬಳಕೆ ತೀವ್ರತೆ 120%ರಿಂದ 180%ರವರೆಗೆ ಏರಿಕೆಯಾದರೂ, ಕಾಲುವೆಯ ಕೊನೆಯ ಭಾಗಗಳಲ್ಲಿ ನೀರಿನ ಕೊರತೆ ಮತ್ತು 30–35% ನೀರಿನ ನಷ್ಟದಂತಹ ಸಮಸ್ಯೆಗಳು ಮುಂದುವರಿದಿವೆ.[5]

ಯೋಜನೆಗೆ ಪೂರ್ವದ ಕೃಷಿ ಪದ್ಧತಿ

ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಮೊದಲು ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ಕೃಷಿ ಸಂಪೂರ್ಣವಾಗಿ ಮಳೆಆಧಾರಿತವಾಗಿದ್ದು, ಮಳೆಪಾತದ ಅವಲಂಬನೆಯಿಂದ ಉತ್ಪಾದನೆ ಅಸ್ಥಿರವಾಗಿತ್ತು. ಸರಾಸರಿ 550–650 ಮಿಮೀ ಮಳೆಯು ಸಮರ್ಪಕವಾಗಿರದ ಕಾರಣ ರೈತರು ಕಡಿಮೆ ನೀರಿನಲ್ಲಿ ಬೆಳೆಯುವ ಜೋಳ, ಸಜ್ಜೆ, ತೊಗರಿ ಮತ್ತು ಹುರಳಿ ಮುಂತಾದ ಬೆಳೆಗಳನ್ನು ಬೆಳೆಯುತ್ತಿದ್ದರು. ಈ ಬೆಳೆಗಳು ಪರಿಸ್ಥಿತಿಗೆ ಹೊಂದಿಕೊಳ್ಳುವಂತಿದ್ದರೂ, ಅವುಗಳ ಉತ್ಪಾದಕತೆ ಕಡಿಮೆಯಾಗಿದ್ದು ರೈತರ ಆದಾಯವನ್ನು ನಿರ್ಬಂಧಿತಗೊಳಿಸುತ್ತಿತ್ತು. ಕೃಷಿ ತಂತ್ರಜ್ಞಾನಗಳ ಅಭಾವ, ಗೊಬ್ಬರಗಳ ಕಡಿಮೆ ಬಳಕೆ ಮತ್ತು ಮಾರುಕಟ್ಟೆ ಸೌಲಭ್ಯಗಳ ಕೊರತೆಯಿಂದ ಕೃಷಿ ವಲಯ ಹಿಂದುಳಿದಿತ್ತು. ರೈತರ ಜೀವನ ಅನಿಶ್ಚಿತತೆ ಮತ್ತು ಸಾಲಬಾಧೆಯಿಂದ ಕೂಡಿದ್ದು, ಕೃಷಿ ಆರ್ಥಿಕತೆ ದುರ್ಬಲ ಸ್ಥಿತಿಯಲ್ಲಿತ್ತು.

ಯೋಜನೆಯ ನಂತರದ ಕೃಷಿ ರೂಪಾಂತರ

ತುಂಗಭದ್ರಾ ಯೋಜನೆಯ ಅನುಷ್ಠಾನ ನಂತರ ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ಕೃಷಿ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಮೂಲಭೂತ ಬದಲಾವಣೆಗಳು ಕಂಡುಬಂದವು. ನೀರಾವರಿ ಸೌಲಭ್ಯಗಳಿಂದ ರೈತರು ಅಕ್ಕಿ, ಸಕ್ಕರೆಕಬ್ಬು, ಹತ್ತಿ ಮತ್ತು ಮೆಣಸಿನಕಾಯಿ ಮುಂತಾದ ನಗದು ಬೆಳೆಗಳನ್ನು ಬೆಳೆಯಲು ಪ್ರಾರಂಭಿಸಿದರು. ಬಹುಬೆಳೆ ಪದ್ಧತಿ ಬೆಳೆಯುತ್ತಿದ್ದು ವರ್ಷಕ್ಕೆ ಎರಡು ಅಥವಾ ಮೂರು ಬೆಳೆಗಳನ್ನು ಬೆಳೆಯುವ ಸಾಧ್ಯತೆ ಹೆಚ್ಚಿತು. ಕೃಷಿ ಯಾಂತ್ರೀಕರಣ, ಸುಧಾರಿತ ಬೀಜಗಳು ಮತ್ತು ರಾಸಾಯನಿಕ ಗೊಬ್ಬರಗಳ ಬಳಕೆಯಿಂದ ಉತ್ಪಾದಕತೆ ಗಣನೀಯವಾಗಿ ಏರಿಕೆಯಾಯಿತು. ಮಾರುಕಟ್ಟೆ ಸಂಪರ್ಕಗಳು ವಿಸ್ತರಿಸಿ ಕೃಷಿ ವಾಣಿಜ್ಯೀಕರಣಕ್ಕೆ ಉತ್ತೇಜನ ದೊರೆಯಿತು. ಈ ಬದಲಾವಣೆಗಳು ಗ್ರಾಮೀಣ ಆರ್ಥಿಕತೆಯಲ್ಲಿ ಚೈತನ್ಯ ತಂದರೂ, ಎಲ್ಲಾ ರೈತರಿಗೆ ಸಮಾನವಾಗಿ ಲಾಭಕರವಾಗಿಲ್ಲ.

ಆರ್ಥಿಕ ಪರಿಣಾಮಗಳು

ತುಂಗಭದ್ರಾ ಯೋಜನೆಯು ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ಕೃಷಿ ಆರ್ಥಿಕತೆಯಲ್ಲಿ ಆಳವಾದ ಬದಲಾವಣೆಗಳನ್ನು ತಂದಿದೆ. ನೀರಾವರಿ ಮೊದಲು ಜೋಳದ ಉತ್ಪಾದನೆ 5–7 ಕ್ವಿಂಟಲ್/ಏಕರ್ ಇದ್ದರೆ, ನಂತರ ಅಕ್ಕಿ ಉತ್ಪಾದನೆ 20–25 ಕ್ವಿಂಟಲ್/ಏಕರ್ ಮತ್ತು ಸಕ್ಕರೆಕಬ್ಬು 30–40 ಟನ್/ಏಕರ್ ಮಟ್ಟಕ್ಕೆ ಏರಿಕೆಯಾಗಿದೆ. ರೈತರ ವಾರ್ಷಿಕ ಆದಾಯವು ₹20,000–₹40,000ರಿಂದ ₹80,000–₹2,00,000ರವರೆಗೆ ಏರಿಕೆಯಾಗಿದೆ. ಕೃಷಿ ಉದ್ಯೋಗದಲ್ಲಿ 30–50% ಏರಿಕೆ ಕಂಡುಬಂದಿದ್ದು, ಗ್ರಾಮೀಣ ಆರ್ಥಿಕ ಚಟುವಟಿಕೆಗಳು ವಿಸ್ತರಿಸಿವೆ.[7]

ಭೂ ಬಳಕೆಯಲ್ಲಿಯೂ ಬದಲಾವಣೆ ಕಂಡುಬಂದು, ಈಗ ಸುಮಾರು 60–65% ಪ್ರದೇಶ ನೀರಾವರಿ ವ್ಯಾಪ್ತಿಗೆ ಬಂದಿದೆ. ಆದರೆ, ಸುಮಾರು 10–15% ಪ್ರದೇಶದಲ್ಲಿ ಭೂಮಿಯ ಉಪ್ಪುಗಾರಿಕೆ ಕಂಡುಬಂದಿದ್ದು, ನೀರಿನ ಅತಿಯಾಗಿ ಬಳಕೆ ಇದಕ್ಕೆ ಕಾರಣವಾಗಿದೆ.[8]

ವಿಮರ್ಶಾತ್ಮಕ ವಿಶ್ಲೇಷಣೆ

ತುಂಗಭದ್ರಾ ಯೋಜನೆಯು ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ಕೃಷಿ ಮತ್ತು ಆರ್ಥಿಕತೆಯಲ್ಲಿ ಕ್ರಾಂತಿಕಾರಿ ಬದಲಾವಣೆಗಳನ್ನು ತಂದಿದ್ದರೂ, ಅದರ ಪರಿಣಾಮಗಳು ಸಮಾನವಾಗಿ ಹಂಚಿಕೆಯಾಗಿಲ್ಲ. ನೀರಿನ ಹಂಚಿಕೆ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಕಂಡುಬರುವ ಅಸಮಾನತೆಗಳಿಂದ ಕಾಲುವೆಯ ಕೊನೆಯ ಭಾಗದ ರೈತರು ನೀರಿನ ಕೊರತೆಯನ್ನು ಎದುರಿಸುತ್ತಿದ್ದಾರೆ. ನೀರಿನ ಅತಿಯಾಗಿ ಬಳಕೆ ಮತ್ತು ನಿರ್ವಹಣಾ ಕೊರತೆಯಿಂದ ಭೂಮಿಯ ಉಪ್ಪುಗಾರಿಕೆ ಮತ್ತು ನೀರಿನ ನಿಲುವು ಸಮಸ್ಯೆಗಳು ಹೆಚ್ಚಾಗಿವೆ. ಪರಿಸರದ ಮೇಲೆ ಉಂಟಾಗುವ ಪರಿಣಾಮಗಳು ದೀರ್ಘಕಾಲಿಕ ಸವಾಲುಗಳಾಗಿವೆ. ಜೊತೆಗೆ, ದೊಡ್ಡ ರೈತರು ಹೆಚ್ಚಿನ ಲಾಭ ಪಡೆಯುತ್ತಿರುವಾಗ ಸಣ್ಣ ರೈತರು ಇನ್ನೂ ಸಂಕಷ್ಟದಲ್ಲಿದ್ದಾರೆ. ಶಾಶ್ವತ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಸಮಗ್ರ ನೀರಿನ ನಿರ್ವಹಣೆ ಅಗತ್ಯವಾಗಿದೆ.

ಉಪಸಂಹಾರ

ತುಂಗಭದ್ರಾ ಯೋಜನೆ ಕೊಪ್ಪಳ ಜಿಲ್ಲೆಯ ಕೃಷಿ ಮತ್ತು ಗ್ರಾಮೀಣ ಆರ್ಥಿಕತೆಯಲ್ಲಿ ಮಹತ್ವದ ಪರಿವರ್ತನೆಗಳನ್ನು ತಂದಿದೆ. ನೀರಾವರಿ ಸೌಲಭ್ಯಗಳಿಂದ ಉತ್ಪಾದನೆ, ಆದಾಯ ಮತ್ತು ಉದ್ಯೋಗಾವಕಾಶಗಳಲ್ಲಿ ಏರಿಕೆ ಕಂಡುಬಂದಿದೆ. ಆದರೆ, ನೀರಿನ ಅಸಮಾನ ಹಂಚಿಕೆ, ಭೂಮಿಯ ಉಪ್ಪುಗಾರಿಕೆ ಮತ್ತು ಪರಿಸರ ಸಮಸ್ಯೆಗಳು ಶಾಶ್ವತ ಅಭಿವೃದ್ಧಿಗೆ ಅಡ್ಡಿಯಾಗುತ್ತಿವೆ. ಸಣ್ಣ ರೈತರ ಅಭಿವೃದ್ಧಿಗೆ ಆದ್ಯತೆ ನೀಡುವುದು ಹಾಗೂ ಸಮಗ್ರ ನೀರಾವರಿ ನಿರ್ವಹಣಾ ಕ್ರಮಗಳನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸುವುದು ಅಗತ್ಯವಾಗಿದೆ. ಭವಿಷ್ಯದಲ್ಲಿ ಸಮಾನ ಮತ್ತು ಶಾಶ್ವತ ಕೃಷಿ ಅಭಿವೃದ್ಧಿಗಾಗಿ ನೀತಿ, ತಂತ್ರಜ್ಞಾನ ಮತ್ತು ಸ್ಥಳೀಯ ನಿರ್ವಹಣೆಯ ಸಮನ್ವಯ ಅಗತ್ಯವಾಗಿದೆ.

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ಮಂಜುನಾಥ್ ಕಂಬಳಿ
ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ,
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ಸಸಾರಾಂಶ

ಇತ್ತೀಚಿನ ದಶಕದಲ್ಲಿ ಡಿಜಿಟಲ್ ಸಂವಹನ ತಂತ್ರಜ್ಞಾನಗಳ ಅಭಿವೃದ್ಧಿಯು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಪ್ರಮುಖ ಮಾಹಿತಿಯ ವೇದಿಕೆಯಾಗಿಸಿದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ರೂಪಿಸುವಲ್ಲಿ, ಬದಲಾಯಿಸುವಲ್ಲಿ ಮತ್ತು ಪ್ರಭಾವಿಸುವಲ್ಲಿ ಮಹತ್ವದ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತಿದೆ. ಈ ಅಧ್ಯಯನವು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ವಿವಿಧ ಆಯಾಮಗಳನ್ನು ಪರಿಶೀಲಿಸಿ, ಅದರ ಮೂಲಕ ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯದ ರೂಪುಗೊಳಿಸುವಿಕೆಯಲ್ಲಿ ಉಂಟಾಗುವ ಪರಿಣಾಮಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ. ಅಧ್ಯಯನವು ವಿಶೇಷವಾಗಿ ಮಾಹಿತಿ ಹರಿವಿನ ವೇಗ, ಆಲ್ಗಾರಿದಮಿಕ್ ನಿಯಂತ್ರಣ, ಇನ್ಫ್ಲುವೆನ್ಸರ್ ಸಂಸ್ಕೃತಿ, ಫೇಕ್ ನ್ಯೂಸ್ ಮತ್ತು ರಾಜಕೀಯ ಪ್ರಭಾವಗಳನ್ನು ಪರಿಶೀಲಿಸುತ್ತದೆ. ವಿವಿಧ ಸಂಶೋಧನಾ ವರದಿಗಳು ಮತ್ತು ಅಂಕಿಅಂಶಗಳ ಆಧಾರದ ಮೇಲೆ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಪ್ರಜಾಪ್ರಭುತ್ವದ ಮೇಲೆ ದ್ವಂದ್ವ ಪರಿಣಾಮಗಳನ್ನು ಉಂಟುಮಾಡುತ್ತದೆ ಎಂಬುದನ್ನು ಈ ಪ್ರಬಂಧವು ಪ್ರತಿಪಾದಿಸುತ್ತದೆ. ಈ ಅಧ್ಯಯನವು ಡಿಜಿಟಲ್ ಸಾಕ್ಷರತೆ, ನಿಯಂತ್ರಣ ಮತ್ತು ಜವಾಬ್ದಾರಿಯುತ ಬಳಕೆಯ ಅಗತ್ಯತೆಯನ್ನು ಒತ್ತಿಹೇಳುತ್ತದೆ.

ಪರಿಚಯ

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಇಂದಿನ ಮಾಹಿತಿಯುಗದಲ್ಲಿ ಪ್ರಮುಖ ಸಂವಹನ ಸಾಧನವಾಗಿದೆ. ಹಿಂದಿನ ಕಾಲದಲ್ಲಿ ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ರೂಪಿಸುವಲ್ಲಿ ಪತ್ರಿಕೆಗಳು, ರೇಡಿಯೋ ಮತ್ತು ದೂರದರ್ಶನ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸುತ್ತಿದ್ದವು. ಆದರೆ ಇತ್ತೀಚಿನ ಕಾಲದಲ್ಲಿ ಫೇಸ್ಬುಕ್, ಟ್ವಿಟರ್, ಇನ್ಸ್ಟಾಗ್ರಾಮ್, ಯೂಟ್ಯೂಬ್ ಮುಂತಾದ ವೇದಿಕೆಗಳು ಸಾರ್ವಜನಿಕ ಚರ್ಚೆಗಳ ಪ್ರಮುಖ ಕೇಂದ್ರಗಳಾಗಿ ರೂಪುಗೊಂಡಿವೆ. 2024ರ ಅಂಕಿಅಂಶಗಳ ಪ್ರಕಾರ ಜಗತ್ತಿನಲ್ಲಿ ಸುಮಾರು 4.9 ಬಿಲಿಯನ್ ಜನರು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ಬಳಸುತ್ತಿದ್ದಾರೆ, ಇದು ಜಾಗತಿಕ ಜನಸಂಖ್ಯೆಯ 60% ಕ್ಕಿಂತ ಹೆಚ್ಚು. ಭಾರತದಲ್ಲಿ ಮಾತ್ರ 700 ಮಿಲಿಯನ್ ಕ್ಕಿಂತ ಹೆಚ್ಚು ಇಂಟರ್ನೆಟ್ ಬಳಕೆದಾರರು ಇದ್ದು, ಇವರಲ್ಲಿ ಬಹುಪಾಲು ಜನರು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಸಕ್ರಿಯ ಬಳಕೆದಾರರಾಗಿದ್ದಾರೆ. ಈ ಪ್ರಮಾಣವು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಪ್ರಭಾವವನ್ನು ಸ್ಪಷ್ಟವಾಗಿ ತೋರಿಸುತ್ತದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಕೇವಲ ಮಾಹಿತಿ ವಿನಿಮಯದ ವೇದಿಕೆಯಾಗಿಲ್ಲ, ಅದು ಅಭಿಪ್ರಾಯಗಳ ನಿರ್ಮಾಣದ ಕೇಂದ್ರವಾಗಿದೆ. ಜನರು ತಮ್ಮ ಅನುಭವಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುವುದಲ್ಲದೆ, ಇತರರ ಅಭಿಪ್ರಾಯಗಳನ್ನು ಆಧರಿಸಿ ತಮ್ಮ ದೃಷ್ಟಿಕೋಣವನ್ನು ರೂಪಿಸುತ್ತಾರೆ. ಇದರಿಂದ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಒಂದು ಸಾಮಾಜಿಕ ಮತ್ತು ಮಾನಸಿಕ ಪ್ರಕ್ರಿಯೆಯ ಭಾಗವಾಗುತ್ತದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ಹೇಗೆ ರೂಪಿಸುತ್ತದೆ ಎಂಬುದನ್ನು ಅಧ್ಯಯನ ಮಾಡುವುದು ಅತ್ಯಂತ ಅಗತ್ಯವಾಗಿದೆ.

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಡಿಜಿಟಲ್ ಸಂವಹನದ ಪ್ರಮುಖ ವೇದಿಕೆಯಾಗಿದ್ದು ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ವ್ಯಾಪಕವಾಗಿದೆ.

- ಇದು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ರೂಪಿಸುವಲ್ಲಿ, ಬದಲಾಯಿಸುವಲ್ಲಿ ಮತ್ತು ಪ್ರಭಾವಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸುತ್ತದೆ.
- ಅಧ್ಯಯನವು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ವಿವಿಧ ಆಯಾಮಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ.
- ಮಾಹಿತಿ ಹರಿವಿನ ವೇಗವು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಪ್ರಮುಖ ಲಕ್ಷಣವಾಗಿದೆ.

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಮತ್ತು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯದ ಪರಸ್ಪರ ಸಂಬಂಧ

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ರೂಪಿಸುವಲ್ಲಿ ಬಹುಮಟ್ಟಿನ ಪ್ರಭಾವವನ್ನು ಬೀರುತ್ತದೆ. ಮೊದಲನೆಯದಾಗಿ, ಇದು ಮಾಹಿತಿ ಹರಿವಿನ ವೇಗವನ್ನು ಹೆಚ್ಚಿಸುತ್ತದೆ. ಒಂದು ಘಟನೆ ಸಂಭವಿಸಿದ ಕೆಲವೇ ಕ್ಷಣಗಳಲ್ಲಿ ಅದು ಜಾಗತಿಕವಾಗಿ ಹರಡುತ್ತದೆ. ಉದಾಹರಣೆಗೆ, 2020ರ COVID–19 ಮಹಾಮಾರಿಯ ಸಂದರ್ಭದಲ್ಲಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಮಾಹಿತಿ ಹಂಚಿಕೆಯಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸಿತು. ಆದರೆ, ಅದೇ ಸಮಯದಲ್ಲಿ ತಪ್ಪು ಮಾಹಿತಿಯ ಹರಡುವಿಕೆಯೂ ಹೆಚ್ಚಾಯಿತು. ಒಂದು ಅಧ್ಯಯನದ ಪ್ರಕಾರ, ತಪ್ಪು ಮಾಹಿತಿ ಸತ್ಯ ಮಾಹಿತಿಗಿಂತ 6 ಪಟ್ಟು ವೇಗವಾಗಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದಲ್ಲಿ ಹರಡುತ್ತದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಬಳಕೆದಾರರ ಮನೋಭಾವವನ್ನು ಆಲ್ಗಾರಿದಮ್ಗಳ ಮೂಲಕ ನಿಯಂತ್ರಿಸುತ್ತದೆ.

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Address for correspondence:
ಮಂಜುನಾಥ್ ಕಂಬಳಿ ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ,ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ

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ಫೇಸ್ಬುಕ್ ಮತ್ತು ಯೂಟ್ಯೂಬ್ ಮುಂತಾದ ವೇದಿಕೆಗಳು ಬಳಕೆದಾರರ ಆಸಕ್ತಿಗಳನ್ನು ವಿಶ್ಲೇಷಿಸಿ, ಅದಕ್ಕೆ ಅನುಗುಣವಾದ ವಿಷಯವನ್ನು ತೋರಿಸುತ್ತವೆ. ಇದರಿಂದ "echo chamber" ಎಂಬ ಪರಿಸ್ಥಿತಿ ಉಂಟಾಗುತ್ತದೆ, ಅಂದರೆ ಬಳಕೆದಾರರು ತಮ್ಮದೇ ಅಭಿಪ್ರಾಯಗಳನ್ನು ಬಲಪಡಿಸುವ ಮಾಹಿತಿಯನ್ನು ಮಾತ್ರ ನೋಡುತ್ತಾರೆ. ಈ ಪರಿಸ್ಥಿತಿಯು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ಏಕಪಕ್ಷೀಯವಾಗಿ ರೂಪಿಸುವ ಸಾಧ್ಯತೆಯನ್ನು ಹೆಚ್ಚಿಸುತ್ತದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಇನ್ಫ್ಲುವೆನ್ಸರ್ಗಳ ಮೂಲಕ ಜನರ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುತ್ತದೆ. ಪ್ರಸಿದ್ಧ ವ್ಯಕ್ತಿಗಳು ಅಥವಾ ಹೆಚ್ಚಿನ ಅನುಯಾಯಿಗಳನ್ನು ಹೊಂದಿರುವವರು ತಮ್ಮ ಅಭಿಪ್ರಾಯಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುವ ಮೂಲಕ ಲಕ್ಷಾಂತರ ಜನರ ಮನೋಭಾವವನ್ನು ಬದಲಾಯಿಸಬಹುದು. 2023ರ ಅಧ್ಯಯನದ ಪ್ರಕಾರ, ಸುಮಾರು 70% ಯುವಜನರು ತಮ್ಮ ಖರೀದಿ ಮತ್ತು ಸಾಮಾಜಿಕ ನಿರ್ಧಾರಗಳನ್ನು ಇನ್ಫ್ಲುವೆನ್ಸರ್ಗಳ ಅಭಿಪ್ರಾಯಗಳ ಆಧಾರದ ಮೇಲೆ ಮಾಡುತ್ತಾರೆ.

ಫೇಕ್ ನ್ಯೂಸ್ ಮತ್ತು ತಪ್ಪು ಮಾಹಿತಿಯ ಪ್ರಭಾವ

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಪ್ರಮುಖ ಸವಾಲುಗಳಲ್ಲಿ ಫೇಕ್ ನ್ಯೂಸ್ ಒಂದು ಪ್ರಮುಖ ಸಮಸ್ಯೆಯಾಗಿದೆ. ತಪ್ಪು ಮಾಹಿತಿ ಅಥವಾ ದೋಷಪೂರ್ಣ ಮಾಹಿತಿಯು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ತಪ್ಪಾಗಿ ರೂಪಿಸುತ್ತದೆ. 2016ರ ಅಮೆರಿಕದ ಚುನಾವಣೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದಲ್ಲಿ ಹರಿದ ಫೇಕ್ ನ್ಯೂಸ್ ಜನರ ಮತದಾನದ ಮೇಲೆ ಪರಿಣಾಮ ಬೀರಿತು ಎಂಬುದು ಸಂಶೋಧನೆಗಳಿಂದ ದೃಢಪಟ್ಟಿದೆ. ಭಾರತದಲ್ಲಿಯೂ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದಲ್ಲಿ ಹರಡುವ ವದಂತಿಗಳು ಹಿಂಸಾಚಾರಕ್ಕೆ ಕಾರಣವಾದ ಉದಾಹರಣೆಗಳು ಕಂಡುಬಂದಿವೆ. ಫೇಕ್ ನ್ಯೂಸ್ನ ಪ್ರಮುಖ ಲಕ್ಷಣವೆಂದರೆ ಅದು ಭಾವನಾತ್ಮಕವಾಗಿ ಆಕರ್ಷಕವಾಗಿರುವುದು. ಜನರು ಆಲೋಚನೆ ಮಾಡದೆ ಅದನ್ನು ಹಂಚಿಕೊಳ್ಳುತ್ತಾರೆ. ಇದರಿಂದ ತಪ್ಪು ಮಾಹಿತಿ ವೇಗವಾಗಿ ಹರಡುತ್ತದೆ. ಕಜತಿ ಖಿಜಜಚಿಡಿಭಿ ಅಜಟಿಣಜಡಿ ವರದಿಯ ಪ್ರಕಾರ, ಸುಮಾರು 64% ಜನರು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದಲ್ಲಿ ಕಾಣುವ ಮಾಹಿತಿಯ ನಿಖರತೆಯನ್ನು ಪರಿಶೀಲಿಸದೆ ನಂಬುತ್ತಾರೆ. ಇದು ಸಮಾಜದಲ್ಲಿ ಗೊಂದಲ ಮತ್ತು ಭ್ರಾಂತಿಯನ್ನು ಉಂಟುಮಾಡುತ್ತದೆ.

ರಾಜಕೀಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಚರ್ಚೆಗಳ ಮೇಲೆ ಪ್ರಭಾವ

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ರಾಜಕೀಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಕ್ರಾಂತಿಕಾರಿ ಬದಲಾವಣೆಗಳನ್ನು ತಂದಿದೆ. ರಾಜಕೀಯ ಪಕ್ಷಗಳು ತಮ್ಮ ಪ್ರಚಾರಕ್ಕಾಗಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ವ್ಯಾಪಕವಾಗಿ ಬಳಸುತ್ತಿವೆ. 2019ರ ಭಾರತೀಯ ಲೋಕಸಭಾ ಚುನಾವಣೆಯಲ್ಲಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಪ್ರಮುಖ ಪ್ರಚಾರ ಸಾಧನವಾಗಿತ್ತು. ಅಭ್ಯರ್ಥಿಗಳು ತಮ್ಮ ಅಭಿಪ್ರಾಯಗಳನ್ನು ನೇರವಾಗಿ ಮತದಾರರಿಗೆ ತಲುಪಿಸಲು ಈ ವೇದಿಕೆಯನ್ನು ಬಳಸಿದರು. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಜನರಿಗೆ ತಮ್ಮ ಅಭಿಪ್ರಾಯಗಳನ್ನು ವ್ಯಕ್ತಪಡಿಸಲು ಅವಕಾಶ ನೀಡುತ್ತದೆ. ಇದರಿಂದ ಪ್ರಜಾಪ್ರಭುತ್ವವು ಬಲವಾಗುತ್ತದೆ. ಆದರೆ, ಅದೇ ಸಮಯದಲ್ಲಿ ದ್ವೇಷ ಭಾಷಣ ಮತ್ತು ಧ್ರುವೀಕರಣವೂ ಹೆಚ್ಚಾಗುತ್ತದೆ. ಹಲವು ದೇಶಗಳಲ್ಲಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ರಾಜಕೀಯ ಪ್ರಚಾರಕ್ಕಾಗಿ ದುರುಪಯೋಗಪಡಿಸಲಾಗುತ್ತಿದೆ.

ಸಾಮಾಜಿಕ ಮತ್ತು ಮಾನಸಿಕ ಪರಿಣಾಮಗಳು

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ವ್ಯಕ್ತಿಗಳ ಮಾನಸಿಕ ಸ್ಥಿತಿಯ ಮೇಲೂ ಪ್ರಭಾವ ಬೀರುತ್ತದೆ. ಹೆಚ್ಚು ಸಮಯ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಬಳಸುವವರು ಆತಂಕ, ಒತ್ತಡ ಮತ್ತು ತಳಮಳವನ್ನು ಅನುಭವಿಸುವ ಸಾಧ್ಯತೆ ಹೆಚ್ಚು. 2022ರ ಅಧ್ಯಯನದ ಪ್ರಕಾರ, ದಿನಕ್ಕೆ 3 ಗಂಟೆಗಳಿಗಿಂತ ಹೆಚ್ಚು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಬಳಸುವ ಯುವಕರಲ್ಲಿ ಮಾನಸಿಕ ಒತ್ತಡದ ಮಟ್ಟ ಹೆಚ್ಚಾಗಿದೆ. ಇದೇ ಸಮಯದಲ್ಲಿ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಜಾಗೃತಿ ಮತ್ತು ಸಾಮಾಜಿಕ ಚಳುವಳಿಗಳನ್ನು ಉತ್ತೇಜಿಸುತ್ತದೆ. #ಒಜಖಿಠಠ ಮತ್ತು #ಃಟಚಿಭಿಇಖಿತಜಒಚಿಣಣಜಡಿ ಮುಂತಾದ ಚಳುವಳಿಗಳು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಮೂಲಕ ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಪ್ರಭಾವ ಬೀರಿವೆ. ಇದು ಸಾಮಾಜಿಕ ಬದಲಾವಣೆಗೆ ಸಹಕಾರಿ.

ಆರ್ಥಿಕ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಪರಿಣಾಮಗಳು

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ವ್ಯಾಪಾರ ಕ್ಷೇತ್ರದಲ್ಲಿ ಮಹತ್ವದ ಬದಲಾವಣೆಗಳನ್ನು ತಂದಿದೆ. ಡಿಜಿಟಲ್ ಮಾರ್ಕೆಟಿಂಗ್ ಮತ್ತು ಇ–ಕಾಮರ್ಸ್ ಅಭಿವೃದ್ಧಿಗೆ ಇದು ಕಾರಣವಾಗಿದೆ. ಕಂಪನಿಗಳು ತಮ್ಮ ಉತ್ಪನ್ನಗಳನ್ನು ಪ್ರಚಾರ ಮಾಡಲು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ಬಳಸುತ್ತಿವೆ. ಖಣಚಿಣಖಣಚಿ ವರದಿಯ ಪ್ರಕಾರ, 2024ರಲ್ಲಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಜಾಹೀರಾತು ವೆಚ್ಚವು $200 ಬಿಲಿಯನ್ ದಾಟಿದೆ. ಸಾಂಸ್ಕೃತಿಕವಾಗಿ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಜಾಗತಿಕ ಸಂಸ್ಕೃತಿಯ ವಿನಿಮಯಕ್ಕೆ ಕಾರಣವಾಗಿದೆ. ಆದರೆ, ಇದು ಸ್ಥಳೀಯ ಸಂಸ್ಕೃತಿಯನ್ನು ಹಿಂಜರಿಯುವ ಸಾಧ್ಯತೆಯೂ ಇದೆ.

ಚರ್ಚೆ

ಈ ಅಧ್ಯಯನವು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ರೂಪಿಸುವಲ್ಲಿ ಅತ್ಯಂತ ಶಕ್ತಿಶಾಲಿ ಸಾಧನವಾಗಿದೆ ಎಂಬುದನ್ನು ತೋರಿಸುತ್ತದೆ. ಆದರೆ, ಅದರ ಪರಿಣಾಮವು ದ್ವಂದ್ವ ಸ್ವರೂಪದ್ದಾಗಿದೆ. ಒಂದು ಕಡೆ, ಇದು ಮಾಹಿತಿಯ ಪ್ರಜಾಪ್ರಭುತ್ವವನ್ನು ಉತ್ತೇಜಿಸುತ್ತದೆ. ಮತ್ತೊಂದು ಕಡೆ, ತಪ್ಪು ಮಾಹಿತಿಯ ಹರಡುವಿಕೆಯ ಮೂಲಕ ಸಮಾಜದಲ್ಲಿ ಗೊಂದಲ ಉಂಟುಮಾಡುತ್ತದೆ.

ನಿರ್ಣಯ

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವು ಇಂದಿನ ಸಮಾಜದಲ್ಲಿ ಅವಿಭಾಜ್ಯ ಅಂಗವಾಗಿದೆ. ಇದು ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯವನ್ನು ವೇಗವಾಗಿ ಮತ್ತು ಪರಿಣಾಮಕಾರಿಯಾಗಿ ರೂಪಿಸುತ್ತದೆ. ಆದರೆ, ಅದರ ದುರುಪಯೋಗವು ಅಪಾಯಕಾರಿ ಪರಿಣಾಮಗಳನ್ನು ಉಂಟುಮಾಡಬಹುದು. ಆದ್ದರಿಂದ, ಡಿಜಿಟಲ್ ಸಾಕ್ಷರತೆ, ನಿಯಂತ್ರಣ ಮತ್ತು ಜವಾಬ್ದಾರಿಯುತ ಬಳಕೆ ಅತ್ಯಗತ್ಯವಾಗಿದೆ.

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ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಸಮಸ್ಯೆಗಳು ಮತ್ತು ಪರಿಹಾರಗಳು

ಶ್ರೀ.ಆನಂದ ಅರ್ಜುನ ತುಳಸಿಕಟ್ಟಿ[1] ಡಾ. ಸಂಜಯಕುಮಾರ ಮಾಲಗತ್ತಿ[2]

[1].ಶ್ರೀ ಆನಂದ ಅರ್ಜುನ ತುಳಸಿಕಟ್ಟಿ, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
email: anandtulasikatti143@gmail.com

[2]. ಡಾ. ಸಂಜಯಕುಮಾರ ಮಾಲಗತ್ತಿ, ಸಂಶೋಧನಾ ಮಾರ್ಗದರ್ಶಕರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
email: sanju.malagatti@gmail.com

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Abstract

ಭಾರತೀಯ ಪತ್ರಿಕಾ ರಂಗದಲ್ಲಿ ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳು ಪ್ರಜಾಪ್ರಭುತ್ವದ ಅಡಿಪಾಯ ಎಂದು ಪರಿಗಣಿಸಲ್ಪಡುತ್ತವೆ. ಇವು ಸ್ಥಳೀಯ ಮಾಹಿತಿ ಪ್ರಸರಣ, ಗ್ರಾಮೀಣ ಧ್ವನಿ ಪ್ರಕಟಣೆ ಮತ್ತು ಜನಸಾಮಾನ್ಯರ ಸಮಸ್ಯೆಗಳನ್ನು ಎತ್ತಿ ಹಿಡಿಯುವ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತವೆ. ಆದರೆ ಡಿಜಿಟಲ್ ಕ್ರಾಂತಿ, ಆರ್ಥಿಕ ಒತ್ತಡ, ಜಾಹೀರಾತು ಕ್ಷೇತ್ರದ ಸ್ಪರ್ಧೆ, ಮುದ್ರಣ ವೆಚ್ಚ ಹೆಚ್ಚಳ ಮತ್ತು ತರಬೇತಿ ಪಡೆದ ಮಾನವ ಸಂಪನ್ಮೂಲದ ಕೊರತೆಯಿಂದಾಗಿ ಈ ಪತ್ರಿಕೆಗಳು ತೀವ್ರ ಸಂಕಷ್ಟಕ್ಕೆ ಒಳಗಾಗಿವೆ.ಈ ಸಂಶೋಧನಾ ಪ್ರಬಂಧವು ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳು ಎದುರಿಸುತ್ತಿರುವ ಮುಖ್ಯ ಸಮಸ್ಯೆಗಳನ್ನು ವಿಶ್ಲೇಷಿಸಿ, ಅವುಗಳಿಗೆ ಪ್ರಾಯೋಗಿಕ ಮತ್ತು ನೈತಿಕ ಪರಿಹಾರಗಳನ್ನು ಸೂಚಿಸುವ ಗುರಿ ಹೊಂದಿದೆ. ದ್ವಿತೀಯ ಮಾಹಿತಿ ಮೂಲ ಆಧಾರಿತ ಸಂಶೋಧನೆಯ ಮೂಲಕ ಅಧ್ಯಯನ ನಡೆಸಲಾಗಿದ್ದು, ಪತ್ರಿಕಾ ಉದ್ಯಮದ ಉಳಿವಿಗೆ ಪರಿಣಾಮಕಾರಿ ಕ್ರಮಗಳನ್ನು ಸೂಚಿಸಲಾಗಿದೆ.

Key Words: ಸಣ್ಣ ವೃತ್ತಪತ್ರಿಕೆ, ಮಧ್ಯಮ ಪ್ರಮಾಣ, ಪತ್ರಿಕಾ ಸಂಕಟ, ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ, ಜಾಹೀರಾತು ಆದಾಯ, ಮುದ್ರಣ ವೆಚ್ಚ, ಗ್ರಾಮೀಣ ಪತ್ರಿಕೋದ್ಯಮ, ಪತ್ರಿಕಾ ಸ್ವಾತಂತ್ರ್ಯ.

ಪರಿಚಯ

೧. ಪ್ರಸ್ತಾವನೆ:

ಪ್ರಜಾಪ್ರಭುತ್ವದ ನಾಲ್ಕನೇ ಸ್ತಂಭ ಎಂದು ಕರೆಯಲ್ಪಡುವ ಪತ್ರಿಕಾ ಮಾಧ್ಯಮ, ಸಮಾಜದ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಜನಜಾಗೃತಿ ಮೂಡಿಸುವಲ್ಲಿ ಮಹತ್ತರ ಪಾತ್ರ ವಹಿಸುತ್ತ ಬಂದಿದೆ. ವಿಶೇಷವಾಗಿ ಭಾರತದಂತಹ ಬಹುಭಾಷಿಕ ಮತ್ತು ಬಹುಸಾಂಸ್ಕೃತಿಕ ರಾಷ್ಟ್ರದಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಮೂಲಕ ಸ್ಥಳೀಯ ಸಮಸ್ಯೆಗಳನ್ನು ಪ್ರತಿಬಿಂಬಿಸುವ ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳು ಅತ್ಯಂತ ಮಹತ್ವಪೂರ್ಣ ಸ್ಥಾನ ಪಡೆದಿವೆ.

ಭಾರತದಲ್ಲಿ ಪ್ರಸ್ತುತ ಸುಮಾರು ೧,೧೫,೦೦೦ ಕ್ಕಿಂತ ಹೆಚ್ಚು ನೋಂದಾಯಿತ ಪ್ರಕಾಶನಗಳಿವೆ. ಇವುಗಳಲ್ಲಿ ಬಹುಪಾಲು ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪ್ರಮಾಣದ ಪ್ರಾದೇಶಿಕ ಭಾಷಾ ಪತ್ರಿಕೆಗಳೇ ಆಗಿವೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಹೇಳಬೇಕಾದರೆ, ಹಲವಾರು ಜಿಲ್ಲಾ ಮಟ್ಟದ, ತಾಲ್ಲೂಕು ಮಟ್ಟದ ಮತ್ತು ಗ್ರಾಮೀಣ ಪ್ರದೇಶಗಳಲ್ಲಿ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳು ತಮ್ಮ ಅಸ್ತಿತ್ವ ಕಾಪಾಡಿಕೊಳ್ಳಲು ಸಂಘರ್ಷ ನಡೆಸುತ್ತಿವೆ.

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Address for correspondence:
ಶ್ರೀ.ಆನಂದ ಅರ್ಜುನ ತುಳಸಿಕಟ್ಟಿ, ಶ್ರೀ ಆನಂದ ಅರ್ಜುನ ತುಳಸಿಕಟ್ಟಿ, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ

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೨೧ನೇ ಶತಮಾನದ ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಮಾಹಿತಿ ತಂತ್ರಜ್ಞಾನದ ಕ್ರಾಂತಿ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಉದಯ ಮತ್ತು ಆನ್‌ಲೈನ್ ಪೋರ್ಟಲ್‌ಗಳ ಸ್ಪರ್ಧೆಯಿಂದ ಮುದ್ರಣ ಮಾಧ್ಯಮ ತೀವ್ರ ಒತ್ತಡಕ್ಕೆ ಒಳಗಾಗಿದೆ. ದೊಡ್ಡ ಮಾಧ್ಯಮ ಸಂಸ್ಥೆಗಳು ತಮ್ಮ ಬಂಡವಾಳ ಮತ್ತು ತಂತ್ರಜ್ಞಾನ ಬಳಸಿ ಡಿಜಿಟಲ್ ಪರಿವರ್ತನೆಯನ್ನು ಸಾಧಿಸಲು ಸಾಧ್ಯವಾಗಿದ್ದರೆ, ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳು ಈ ಬದಲಾವಣೆಗೆ ಹೊಂದಿಕೊಳ್ಳಲು ಸಾಕಷ್ಟು ಸಂಘರ್ಷ ನಡೆಸಬೇಕಾಗಿದೆ.

ಈ ಸಂಶೋಧನಾ ಪ್ರಬಂಧವು ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಪ್ರಮುಖ ಸವಾಲುಗಳನ್ನು ಗುರುತಿಸಿ, ವಿಶ್ಲೇಷಿಸಿ ಮತ್ತು ಸಾಧ್ಯವಾದ ಪರಿಹಾರ ಮಾರ್ಗಗಳನ್ನು ಸೂಚಿಸುವ ಉದ್ದೇಶ ಹೊಂದಿದೆ.

೨. ಅಧ್ಯಯನದ ಉದ್ದೇಶಗಳು:

1. ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಆರ್ಥಿಕ ಸಮಸ್ಯೆಗಳನ್ನು ಗುರುತಿಸುವುದು.
2. ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮದ ಸ್ಪರ್ಧೆಯಿಂದ ಉಂಟಾಗುವ ಸವಾಲುಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುವುದು.
3. ಜಾಹೀರಾತು ಆದಾಯ ಕ್ಷೀಣಿಸುವ ಕಾರಣಗಳನ್ನು ಪರಿಶೀಲಿಸುವುದು.
4. ಮಾನವ ಸಂಪನ್ಮೂಲ ಮತ್ತು ತಾಂತ್ರಿಕ ಸಮಸ್ಯೆಗಳ ಬಗ್ಗೆ ಅಧ್ಯಯನ ನಡೆಸುವುದು.
5. ಸರ್ಕಾರದ ಅನುದಾನ ನೀತಿ ಮತ್ತು ಅದರ ಪರಿಣಾಮಗಳನ್ನು ಮೌಲ್ಯಮಾಪನ ಮಾಡುವುದು.

೩. ಸಂಶೋಧನಾ ವಿಧಾನ:

ಈ ಅಧ್ಯಯನವು ಮುಖ್ಯವಾಗಿ ದ್ವಿತೀಯ ಮಾಹಿತಿ ಮೂಲಗಳನ್ನು ಆಧರಿಸಿದ ವಿವರಣಾತ್ಮಕ ಸಂಶೋಧನಾ ಪದ್ಧತಿಯನ್ನು ಅನುಸರಿಸಿದೆ. ಪ್ರೆಸ್ ಇನ್ಫಾರ್ಮೇಶನ್ ಬ್ಯೂರೋ (PIB), ರಿಜಿಸ್ಟ್ರಾರ್ ಆಫ್ ನ್ಯೂಸ್ ಪೇಪರ್ಸ್ ಫಾರ್ ಇಂಡಿಯಾ (RNI), ಆಡಿಟ್ ಬ್ಯೂರೋ ಆಫ್ ಸರ್ಕ್ಯುಲೇಷನ್ಸ್ (ABC) ವರದಿಗಳು, ಮಾಧ್ಯಮ ವಿದ್ವಾಂಸರ ಲೇಖನಗಳು ಮತ್ತು ಅಂತರ್ಜಾಲ ಸಂಪನ್ಮೂಲಗಳನ್ನು ಬಳಸಲಾಗಿದೆ.

ಅಧ್ಯಯನದ ಕ್ಷೇತ್ರವನ್ನು ಭಾರತದಲ್ಲಿ, ಅದರಲ್ಲೂ ವಿಶೇಷವಾಗಿ ಕರ್ನಾಟಕ ರಾಜ್ಯಕ್ಕೆ ಸೀಮಿತವಾಗಿದ್ದು, ಕನ್ನಡ ಮಾಧ್ಯಮ ರಂಗದ ಸಂದರ್ಭದಲ್ಲಿ ಸಮಸ್ಯೆಗಳನ್ನು ವಿಶ್ಲೇಷಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ ಅವಲೋಕನ, ತುಲನಾತ್ಮಕ ವಿಶ್ಲೇಷಣೆ ಮತ್ತು ಪ್ರಕರಣ ಅಧ್ಯಯನ ಪದ್ಧತಿಗಳನ್ನು ಬಳಸಿ ತೀರ್ಮಾನಿಸಲಾಗಿದೆ.

೪. ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ವೃತ್ತಪತ್ರಿಕೆ:

ಭಾರತದಲ್ಲಿ ವೃತ್ತಪತ್ರಿಕೆಗಳ ವರ್ಗೀಕರಣ ಮೂಲತ ಅವುಗಳ ಪ್ರಸಾರ ಸಂಖ್ಯೆ (Circulation), ಪ್ರಕಟಣಾ ಪ್ರದೇಶ ಮತ್ತು ಆರ್ಥಿಕ ವ್ಯವಹಾರದ ಆಧಾರದ ಮೇಲೆ ಮಾಡಲಾಗುತ್ತದೆ. ಸಾಮಾನ್ಯವಾಗಿ ದಿನಕ್ಕೆ ೫೦,೦೦೦ ಕ್ಕಿಂತ ಕಡಿಮೆ ಪ್ರಸಾರ ಇರುವ ಪತ್ರಿಕೆಗಳನ್ನು 'ಸಣ್ಣ' ಮತ್ತು ೫೦,೦೦೦ ರಿಂದ ೨,೦೦,೦೦೦ ವರೆಗೆ ಪ್ರಸಾರ ಇರುವ ಪತ್ರಿಕೆಗಳನ್ನು 'ಮಧ್ಯಮ' ಪತ್ರಿಕೆ ಎಂದು ಪರಿಗಣಿಸಲಾಗುತ್ತದೆ.

ಈ ಪತ್ರಿಕೆಗಳ ವಿಶೇಷತೆ ಎಂದರೆ ಇವು ಜಿಲ್ಲಾ, ತಾಲ್ಲೂಕು ಅಥವಾ ಗ್ರಾಮ ಮಟ್ಟದ ಸ್ಥಳೀಯ ಸಮಾಚಾರಗಳನ್ನು ಪ್ರಕಟಿಸುತ್ತವೆ. ಜಿಲ್ಲಾ ಪಂಚಾಯಿತಿ ಸಭೆ, ಸ್ಥಳೀಯ ರಾಜಕೀಯ ಘಟನೆಗಳು, ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳ ಸಮಾಚಾರ, ಕೃಷಿ ಸಮಸ್ಯೆಗಳು ಮತ್ತು ಸ್ಥಳೀಯ ಕ್ರೀಡಾ ಚಟುವಟಿಕೆಗಳಂತಹ ವಿಷಯಗಳನ್ನು ದೊಡ್ಡ ರಾಷ್ಟ್ರೀಯ ಪತ್ರಿಕೆಗಳು ಅಷ್ಟಾಗಿ ಗಮನಿಸುವುದಿಲ್ಲ. ಈ ಶೂನ್ಯ ತುಂಬಿಸುವ ಕಾರ್ಯವನ್ನು ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪ್ರಮಾಣದ ಪ್ರಾದೇಶಿಕ ಪತ್ರಿಕೆಗಳು ಮಾಡುತ್ತವೆ

೫. ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಮುಖ್ಯ ಸಮಸ್ಯೆಗಳು:

೫.೧ ಆರ್ಥಿಕ ಸಮಸ್ಯೆಗಳು:

ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ವೃತ್ತಪತ್ರಿಕೆಗಳ ಅತ್ಯಂತ ಗಂಭೀರ ಸಮಸ್ಯೆಯೆಂದರೆ ಆರ್ಥಿಕ ಅಸ್ಥಿರತೆ. ಈ ಪತ್ರಿಕೆಗಳ ಆದಾಯ ಮುಖ್ಯವಾಗಿ ಮೂರು ಮೂಲಗಳಿಂದ ಬರುತ್ತದೆ: ಚಂದಾ ಶುಲ್ಕ, ಜಾಹೀರಾತು ಮತ್ತು ಸರ್ಕಾರಿ ಜಾಹೀರಾತು. ಆದರೆ ಈ ಮೂರೂ ಮೂಲಗಳು ಪ್ರಸ್ತುತ ತೀವ್ರ ಸಂಕಷ್ಟದಲ್ಲಿ ಸಿಲುಕಿವೆ.

ಮುದ್ರಣ ಸಾಮಗ್ರಿಗಳ ಬೆಲೆ, ವಿಶೇಷವಾಗಿ ನ್ಯೂಸ್‌ಪ್ರಿಂಟ್ ಕಾಗದದ ಬೆಲೆ ಕಳೆದ ಒಂದು ದಶಕದಲ್ಲಿ ಮೂರು ಪಟ್ಟಾಗಿದೆ. ಅಂಕಿ ಅಂಶಗಳ ಪ್ರಕಾರ, ೨೦೧೩ ರಲ್ಲಿ ಒಂದು ಟನ್ ನ್ಯೂಸ್‌ಪ್ರಿಂಟ್ ಸುಮಾರು ₹೩೦,೦೦೦ ಆಗಿದ್ದರೆ, ೨೦೨೩ರ ವೇಳೆಗೆ ಅದು ₹೮೦,೦೦೦ ರಿಂದ ₹೯೦,೦೦೦ ಕ್ಕೆ ಏರಿದೆ. ಇದರ ಜತೆಗೆ ಶಾಯಿ, ಯಂತ್ರ ನಿರ್ವಹಣೆ, ವಿದ್ಯುತ್ ಮತ್ತು ಕಾರ್ಮಿಕ ಸಂಬಳ ಸೇರಿ ಒಟ್ಟು ವೆಚ್ಚ ಅತ್ಯಧಿಕ ಮಟ್ಟ ತಲುಪಿದೆ.

ಸಣ್ಣ ಪತ್ರಿಕೆಗಳು ತಮ್ಮ ಓದುಗರಿಂದ ಅಧಿಕ ಚಂದಾ ಶುಲ್ಕ ವಸೂಲಿ ಮಾಡಲಾಗದ ಸ್ಥಿತಿಯಲ್ಲಿವೆ. ಗ್ರಾಮೀಣ ಓದುಗರಿಗೆ ತಿಂಗಳ ₹೫೦ ರಿಂದ ₹೧೦೦ ಶುಲ್ಕ ಸಹ ದೊಡ್ಡ ಹೊರೆ ಎನಿಸುತ್ತದೆ. ಹೀಗಾಗಿ ಪತ್ರಿಕೆಗಳು ಉತ್ಪಾದನಾ ವೆಚ್ಚಕ್ಕಿಂತ ಕಡಿಮೆ ಬೆಲೆಯಲ್ಲಿ ಮಾರಾಟ ಮಾಡಬೇಕಾಗುತ್ತದೆ, ಇದು ನಷ್ಟವನ್ನು ಇನ್ನಷ್ಟು ಹೆಚ್ಚಿಸುತ್ತದೆ.

ಆರ್ಥಿಕ ಸ್ಥಿತಿ ಸಾರಾಂಶ ಕೋಷ್ಟಕ:

ಅಂಶ	೨೦೧೩ ರ ಸ್ಥಿತಿ	೨೦೨೩ ರ ಸ್ಥಿತಿ
ನ್ಯೂಸ್‌ಪ್ರಿಂಟ್ ಬೆಲೆ (ಟನ್‌ಗೆ)	₹ ೩೦,೦೦೦	₹ ೮೫,೦೦೦ - ೯೦,೦೦೦

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ಜಾಹೀರಾತು ಆದಾಯ	ಸ್ಥಿರ	೩೦-೪೦% ಇಳಿಕೆ
ಡಿಜಿಟಲ್ ಓದುಗರ ಸಂಖ್ಯೆ	ನಗಣ್ಯ	ಗಮನಾರ್ಹ ಏರಿಕೆ

೫.೨ ಜಾಹೀರಾತು ಆದಾಯ ಕ್ಷೀಣ:

ಯಾವುದೇ ಪತ್ರಿಕೆಯ ಬೆನ್ನೆಲು ಎಂದರೇ ಜಾಹೀರಾತು ಆದಾಯ. ಸಣ್ಣ ಪತ್ರಿಕೆಗಳ ಆದಾಯದಲ್ಲಿ ಶೇಕಡ ೬೦ ರಿಂದ ೭೫ ರಷ್ಟು ಜಾಹೀರಾತಿನಿಂದ ಬರುತ್ತಿತ್ತು. ಆದರೆ ಇಂಟರ್ನೆಟ್ ಜಾಹೀರಾತಿನ ಬೆಳವಣಿಗೆ ಮತ್ತು ಗೂಗಲ್, ಫೇಸ್ಬುಕ್ ನಂತಹ ಡಿಜಿಟಲ್ ವೇದಿಕೆಗಳು ಜಾಹೀರಾತು ಕ್ಷೇತ್ರವನ್ನು ವಶಪಡಿಸಿಕೊಂಡಿವೆ.

ಸ್ಥಳೀಯ ವ್ಯಾಪಾರಿಗಳು, ಔಷಧ ಅಂಗಡಿಗಳು, ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳು ಮತ್ತು ಸರ್ಕಾರಿ ಸಂಸ್ಥೆಗಳು ಒಂದು ಕಾಲದಲ್ಲಿ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಮಾತ್ರ ಜಾಹೀರಾತು ನೀಡುತ್ತಿದ್ದರು. ಆದರೆ ಈಗ ಅವರು ವಾಟ್ಸ್‌ಆ್ಯಪ್ ಗ್ರೂಪ್ ಗಳು, ಇನ್ಸ್ಟಾಗ್ರಾಂ, ಫೇಸ್ಬುಕ್ ಮತ್ತು ಯೂಟ್ಯೂಬ್ ಮೂಲಕ ಕಡಿಮೆ ಖರ್ಚಿನಲ್ಲಿ ಹೆಚ್ಚು ಜನರನ್ನು ತಲುಪಲು ಸಾಧ್ಯವಾಗಿದೆ. ಹೀಗಾಗಿ ಸ್ಥಳೀಯ ಜಾಹೀರಾತು ಮಾರುಕಟ್ಟೆ ತೀವ್ರ ಕುಸಿತ ಕಾಣುತ್ತಿದೆ.

ಸರ್ಕಾರಿ ಜಾಹೀರಾತಿನ ವಿಷಯದಲ್ಲಿ ಹೇಳಬೇಕಾದರೆ, ಕೇಂದ್ರ ಮತ್ತು ರಾಜ್ಯ ಸರ್ಕಾರಗಳ ಜಾಹೀರಾತು ನೀತಿಯಲ್ಲಿ ತಾರತಮ್ಯ ಕಂಡು ಬರುತ್ತದೆ. ಹೆಚ್ಚಿನ ಸರ್ಕಾರಿ ಜಾಹೀರಾತು ದೊಡ್ಡ ರಾಷ್ಟ್ರೀಯ ಪತ್ರಿಕೆಗಳಿಗೆ ಕೊಡುತ್ತವೆ. ಸಣ್ಣ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳಿಗೆ ಸರ್ಕಾರಿ ಜಾಹೀರಾತು ಪಡೆಯಲು ಅನೇಕ ಅಡಚಣೆಗಳಿವೆ, ಅದರಲ್ಲೂ ABC ಮಾನ್ಯತೆ ಇಲ್‌ಲದ ಪತ್ರಿಕೆಗಳಿಗೆ ಜಾಹೀರಾತು ದೊರೆಯುವುದು ಅತ್ಯಂತ ಕಠಿಣವಾಗಿದೆ.

೫.೩ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮದ ಸ್ಪರ್ಧೆ:

ಸ್ಮಾರ್ಟ್‌ಫೋನ್ ಮತ್ತು ಅಗ್ಗದ ಇಂಟರ್ನೆಟ್ ಸೌಲಭ್ಯ ಭಾರತದಲ್ಲಿ ವ್ಯಾಪಕವಾಗಿ ಲಭ್ಯವಾಗಿರುವ ಕಾರಣ, ಜನರ ಮಾಹಿತಿ ಗ್ರಹಿಸುವ ಮಾರ್ಗ ಮೂಲಭೂತವಾಗಿ ಬದಲಾಗಿದೆ. ಒಂದು ಕಾಲದಲ್ಲಿ ಬೆಳಿಗ್ಗೆ ವೃತ್ತಪತ್ರಿಕೆ ಓದುವ ಅಭ್ಯಾಸ ಇದ್ದ ಜನರು ಇಂದು ರಾತ್ರಿಯೇ ಅದೇ ಸಮಾಚಾರ ತಮ್ಮ ಮೊಬೈಲ್‌ನಲ್ಲಿ ಓದಿ ಮುಗಿಸಿರುತ್ತಾರೆ.

ಡಿಜಿಟಲ್ ನ್ಯೂಸ್ ಪೋರ್ಟಲ್‌ಗಳು, ಯೂಟ್ಯೂಬ್ ಚಾನಲ್‌ಗಳು, ಟ್ವಿಟ್ಟರ್/ಎಕ್ಸ್ ಖಾತೆಗಳು ಮತ್ತು ವಾಟ್ಸ್‌ಆ್ಯಪ್ ಸಂದೇಶ ಗ್ರೂಪ್‌ಗಳು ಸ್ಥಳೀಯ ಮಟ್ಟದಲ್ಲಿ ಸಹ ಸಕ್ರಿಯವಾಗಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತಿವೆ. ಈ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮಗಳು ತ್ವರಿತ, ಉಚಿತ ಮತ್ತು ಆಕರ್ಷಕ ಮಾಹಿತಿ ಒದಗಿಸುವ ಕಾರಣ ವಿಶೇಷವಾಗಿ ಯುವ ಓದುಗರನ್ನು ಮುದ್ರಣ ಮಾಧ್ಯಮದಿಂದ ದೂರ ಮಾಡಿವೆ.

ಸ್ಥಳೀಯ ಕನ್ನಡ ಸಮಾಚಾರ ಪೋರ್ಟಲ್‌ಗಳಾದ ಒನ್ ಇಂಡಿಯಾ ಕನ್ನಡ, ಐಟಿವಿ ಕನ್ನಡ ಮೊದಲಾದ ಮಾಧ್ಯಮಗಳು ಜಿಲ್ಲಾ ಮಟ್ಟದ ಸಮಾಚಾರಗಳನ್ನು ಸಹ ತ್ವರಿತವಾಗಿ ಪ್ರಕಟಿಸುತ್ತವೆ. ಇದರಿಂದ ಸ್ಥಳೀಯ ಪ್ರಿಂಟ್ ಪತ್ರಿಕೆಗಳ ಏಕಮೇವ ಶಕ್ತಿ ಕ್ಷೀಣಿಸಿದೆ.

೫.೪ ಮಾನವ ಸಂಪನ್ಮೂಲ ಸಮಸ್ಯೆಗಳು:

ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಮತ್ತೊಂದು ದೊಡ್ಡ ಸಮಸ್ಯೆ ಎಂದರೆ ತರಬೇತಿ ಪಡೆದ ಮಾನವ ಸಂಪನ್ಮೂಲದ ಕೊರತೆ. ಈ ಪತ್ರಿಕೆಗಳು ಕಡಿಮೆ ಸಂಬಳ ನೀಡಲು ಮಾತ್ರ ಸಮರ್ಥರಾಗಿರುವ ಕಾರಣ, ಪದವಿ ಪಡೆದ ಮತ್ತು ತರಬೇತಿ ಹೊಂದಿದ ಪತ್ರಕರ್ತರು ದೊಡ್ಡ ಮಾಧ್ಯಮ ಸಂಸ್ಥೆಗಳ ಕಡೆಗೆ ಆಕರ್ಷಿತರಾಗುತ್ತಾರೆ.

ಹಳ್ಳಿ ಮತ್ತು ಅರೆ-ನಗರ ಪ್ರದೇಶಗಳ ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುವ ಹೆಚ್ಚಿನ ಪತ್ರಕರ್ತರಿಗೆ ಪ್ರಾಥಮಿಕ ಪತ್ರಿಕೋದ್ಯಮ ತರಬೇತಿ ಸಹ ಇರುವುದಿಲ್ಲ. ಡಿಜಿಟಲ್ ಪತ್ರಿಕೋದ್ಯಮ, ಡಾಟಾ ಜರ್ನಲಿಸಂ ಮತ್ತು ಮಲ್ಟಿಮೀಡಿಯಾ ಕೌಶಲ್ಯಗಳ ತರಬೇತಿ ಇಲ್ಲದ ಕಾರಣ ಇವರು ಡಿಜಿಟಲ್ ಯುಗಕ್ಕೆ ಹೊಂದಿಕೊಳ್ಳಲು ಕಷ್ಟ ಅನುಭವಿಸುತ್ತಾರೆ.

ಪ್ರಕಾಶಕರು ಮತ್ತು ಸಂಪಾದಕರ ದ್ವಂದ್ವ ಪಾತ್ರ ಸಹ ಒಂದು ಗಂಭೀರ ಸಮಸ್ಯೆ. ಸಣ್ಣ ಪತ್ರಿಕೆಗಳ ಮಾಲೀಕರು ತಾವೇ ಸಂಪಾದಕ, ವ್ಯವಸ್ಥಾಪಕ ಮತ್ತು ವರದಿಗಾರರ ಕಾರ್ಯ ನಿರ್ವಹಿಸುವ ಅನಿವಾರ್ಯ ಸ್ಥಿತಿ ಇದೆ. ಇದರಿಂದ ಸಂಪಾದಕೀಯ ಗುಣಮಟ್ಟ ಮತ್ತು ವ್ಯಾಪಾರ ನಿರ್ವಹಣೆ ಎರಡೂ ಕ್ಷೀಣಿಸುತ್ತದೆ.

೫.೫ ತಾಂತ್ರಿಕ ಹಿಂದುಳಿಯುವಿಕೆ:

ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಉಳಿದುಕೊಳ್ಳಲು ವೆಬ್ಸೈಟ್, ಮೊಬೈಲ್ ಆ್ಯಪ್, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಉಪಸ್ಥಿತಿ ಮತ್ತು ಡಿಜಿಟಲ್ ಆರ್ಕೈವಿಂಗ್ ವ್ಯವಸ್ಥೆ ಅವಶ್ಯಕ. ಆದರೆ ಸಣ್ಣ ಪತ್ರಿಕೆಗಳು ಈ ಮೂಲಸೌಕರ್ಯ ಅಭಿವೃದ್ಧಿಗೆ ಹೂಡಿಕೆ ಮಾಡಲು ಸಾಧ್ಯವಾಗದ ಆರ್ಥಿಕ ಪರಿಸ್ಥಿತಿಯಲ್ಲಿ ಇವೆ.

ಕಂಪ್ಯೂಟರ್ ಕ್ಷೇತ್ರ-ನಿರ್ದಿಷ್ಟ ತಂತ್ರಾಂಶ (DTP Software, CMS, Ad Management Systems) ಬಳಕೆ, ಸೈಬರ್ ಭದ್ರತೆ ಮತ್ತು ಡಿಜಿಟಲ್ ಅನ್ಯಾಲಿಟಿಕ್ಸ್ ಬಗ್ಗೆ ಅರಿವು ಸ್ಥಳೀಯ ಪತ್ರಿಕಾ ಉದ್ಯೋಗಿಗಳಲ್ಲಿ ಅತ್ಯಂತ ಸೀಮಿತ. ಮುದ್ರಣ ಯಂತ್ರಗಳ ಹಳತಾಗುವಿಕೆ ಮತ್ತು ನಿರ್ವಹಣಾ ವೆಚ್ಚ ಸಹ ಪ್ರಮುಖ ಸಮಸ್ಯೆ. ಹೊಸ ಮುದ್ರಣ ಯಂತ್ರ ಖರೀದಿ ಸಣ್ಣ ಪತ್ರಿಕೆಗಳ ಬಜೆಟ್‌ಗೆ ಮೀರಿದ ವಿಷಯ.

೫.೬ ವಿತರಣಾ ಸಮಸ್ಯೆಗಳು:

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ಗ್ರಾಮೀಣ ಮತ್ತು ಅರೆ-ನಗರ ಪ್ರದೇಶಗಳಲ್ಲಿ ಪತ್ರಿಕಾ ವಿತರಣಾ ವ್ಯವಸ್ಥೆ ಅತ್ಯಂತ ಸವಾಲಾಗಿದೆ. ರಸ್ತೆ ಸಂಪರ್ಕ ಕೊರತೆ, ವಿತರಕರ ಅಭಾವ ಮತ್ತು ಹವಾಮಾನ ಸಮಸ್ಯೆಗಳಿಂದ ಸರಿಯಾದ ಸಮಯಕ್ಕೆ ವಿತರಣೆ ಸಾಧ್ಯವಾಗದ ಸ್ಥಿತಿ ಇದೆ. ಬೆಳಿಗ್ಗೆ ೬ ಗಂಟೆಗೆ ಕೈ ಸೇರಬೇಕಾಗಿದ್ದ ಪತ್ರಿಕೆ ೯ ಅಥವಾ ೧೦ ಗಂಟೆ ತನಕ ಸಿಗುವ ಸ್ಥಿತಿ ಓದುಗರನ್ನು ನಿರಾಶೆಗೊಳಿಸುತ್ತದೆ.

ಅಂಚೆ ಇಲಾಖೆ ಮೂಲಕ ವಿತರಣೆ ನಿಧಾನ ಮತ್ತು ಅವಿಶ್ವಾಸಾರ್ಹ. ಖಾಸಗಿ ವಿತರಣಾ ಏಜೆಂಟ್ ವ್ಯವಸ್ಥೆ ಹೊಂದಲು ಹೆಚ್ಚು ಖರ್ಚಾಗುವ ಕಾರಣ, ಸಣ್ಣ ಪತ್ರಿಕೆಗಳಿಗೆ ಇದು ಸಾಧ್ಯವಾಗುವುದಿಲ್ಲ. ಒಟ್ಟಾರೆ ವಿತರಣಾ ನೆಟ್ವರ್ಕ್ ದುರ್ಬಲಗೊಳ್ಳುವುದರಿಂದ ಓದುಗರ ಸಂಖ್ಯೆ ಮತ್ತು ಪ್ರಸಾರ ಇಳಿಕೆ ಕಾಣುತ್ತದೆ.

೫.೭ ಸ್ವಾತಂತ್ರ್ಯ ಮತ್ತು ರಾಜಕೀಯ ಒತ್ತಡ:

ಸ್ಥಳೀಯ ಮಟ್ಟದಲ್ಲಿ ರಾಜಕೀಯ ಪ್ರಭಾವ ಮತ್ತು ಒತ್ತಡ ಸಣ್ಣ ಪತ್ರಿಕೆಗಳ ಸ್ವಾತಂತ್ರ್ಯಕ್ಕೆ ಬಹಳ ದೊಡ್ಡ ಅಪಾಯ. ಸ್ಥಳೀಯ ಶಾಸಕರು, ಜಿಲ್ಲಾ ಪಂಚಾಯಿತಿ ಅಧ್ಯಕ್ಷರು ಅಥವಾ ಆರ್ಥಿಕ ಶಕ್ತಿ ಹೊಂದಿದ ವ್ಯಾಪಾರಿಗಳ ಒತ್ತಡಕ್ಕೆ ಮಣಿಯಬೇಕಾದ ಅನಿವಾರ್ಯ ಸ್ಥಿತಿ ಅನೇಕ ಸಣ್ಣ ಪತ್ರಿಕೆಗಳ ಮಾಲೀಕರಿಗಿದೆ.

ಪ್ರಭಾವಶಾಲಿ ವ್ಯಕ್ತಿಗಳ ವಿರುದ್ಧ ವರದಿ ಮಾಡಿದ ಕಾರಣ ಜಾಹೀರಾತು ನಿಲ್ಲಿಸುವ ಬೆದರಿಕೆ, ಕೇಸ್ ದಾಖಲಿಸುವ ಬೆದರಿಕೆ ಮತ್ತು ದೈಹಿಕ ಬೆದರಿಕೆ ಸಹ ಕೆಲವು ಸಂದರ್ಭಗಳಲ್ಲಿ ಬರುತ್ತವೆ. ಇದು ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಸ್ವಾತಂತ್ರ್ಯ ಮತ್ತು ವಿಶ್ವಾಸಾರ್ಹತೆ ಎರಡಕ್ಕೂ ಹಾನಿ ಮಾಡುತ್ತದೆ.

೫.೮ ನಕಲಿ ಸಮಾಚಾರ ಮತ್ತು ವಿಶ್ವಾಸಾರ್ಹತೆ ಸಮಸ್ಯೆ:

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಉದಯದೊಂದಿಗೆ ಸುಳ್ಳು ಸುದ್ದಿ (Fake News) ಮತ್ತು ತಪ್ಪು ಮಾಹಿತಿ (Misinformation) ಸಮಸ್ಯೆ ತೀವ್ರ ರೂಪ ತಾಳಿದೆ. ಸ್ಥಳೀಯ ಮಟ್ಟದಲ್ಲಿ ಸತ್ಯ ಪರಿಶೀಲನೆ (Fact Checking) ಗಳಂತಹ ವ್ಯವಸ್ಥೆ ಸ್ಥಾಪಿಸಲು ಸಾಧ್ಯವಾಗದ ಕಾರಣ ಸಣ್ಣ ಪತ್ರಿಕೆಗಳು ಕೆಲವೊಮ್ಮೆ ತಪ್ಪು ಮಾಹಿತಿ ಪ್ರಕಟಿಸುವ ಅಪಾಯ ಎದುರಿಸುತ್ತವೆ.

ಇದರ ಜತೆಗೆ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಆಧಾರಿತ 'ಸಿಟಿಜನ್ ಜರ್ನಲಿಸ್ಟ್'ಗಳು ವೃತ್ತಿಪರ ಪತ್ರಕರ್ತರಿಗೆ ಸ್ಪರ್ಧೆ ಒಡ್ಡುತ್ತಿದ್ದಾರೆ. ತ್ವರಿತ ಮತ್ತು ಆಕರ್ಷಕ ಸ್ವರೂಪದ ಕಾರಣ ಓದುಗರು ಯಾವ ಮಾಹಿತಿ ವಿಶ್ವಾಸಾರ್ಹ ಎಂಬ ಗೊಂದಲದಲ್ಲಿ ಇರುತ್ತಾರೆ.

೬. ಪರಿಹಾರ ಮಾರ್ಗಗಳು:

೬.೧ ಡಿಜಿಟಲ್ ಪರಿವರ್ತನೆ ಮತ್ತು ಹೈಬ್ರಿಡ್ ಮಾದರಿ:

ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಉಳಿವಿಗೆ ಅತ್ಯಂತ ಪ್ರಮುಖ ಪರಿಹಾರ ಎಂದರೆ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮ ಮತ್ತು ಮುದ್ರಣ ಮಾಧ್ಯಮ ಎರಡನ್ನೂ ಸೇರಿಸಿ ಹೈಬ್ರಿಡ್ ಮಾದರಿ (Hybrid Model) ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು. ಪ್ರಿಂಟ್ ಆವೃತ್ತಿಯ ಜತೆಗೆ ಒಂದು ಸಕ್ರಿಯ ವೆಬ್ಸೈಟ್ ಮತ್ತು ಮೊಬೈಲ್ ಆ್ಯಪ್ ಹೊಂದುವ ಮೂಲಕ ಓದುಗರ ವ್ಯಾಪ್ತಿ ಹೆಚ್ಚಿಸಬಹುದು.

ವಾಟ್ಸ್‌ಆ್ಯಪ್ ಗ್ರೂಪ್ಗಳ ಮೂಲಕ ಸುದ್ದಿ ವಿತರಣೆ, ಯೂಟ್ಯೂಬ್ ಚಾನೆಲ್ ಮೂಲಕ ವೀಡಿಯೊ ಸಮಾಚಾರ ಮತ್ತು ಇನ್ಸ್ಟಾಗ್ರಾಂ ರೀಲ್ಸ್ ಮೂಲಕ ಯುವ ಓದುಗರನ್ನು ತಲುಪಬಹುದು. ಇದಕ್ಕೆ ಹೆಚ್ಚಿನ ಹೂಡಿಕೆ ಅಗತ್ಯವಿಲ್ಲ. ಒಬ್ಬ ಡಿಜಿಟಲ್ ಮೀಡಿಯಾವನ್ನು ಬಲ್ಲವನ ಮಾರ್ಗದರ್ಶನದಲ್ಲಿ, ಅಸ್ತಿತ್ವದಲ್ಲಿರುವ ಸಿಬ್ಬಂದಿಗೆ ತರಬೇತಿ ನೀಡಿ ಡಿಜಿಟಲ್ ಉಪಸ್ಥಿತಿ ದಾಖಲಿಸಬಹುದು.

೬.೨ ಸ್ಥಳೀಯ ವಿಷಯ ಮತ್ತು ಗ್ರಾಹಕ ಆಧಾರಿತ ವ್ಯಾಪಾರ ಮಾದರಿ:

ದೊಡ್ಡ ರಾಷ್ಟ್ರೀಯ ಪತ್ರಿಕೆಗಳು ಮತ್ತು ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮಗಳ ವಿರುದ್ಧ ಸ್ಪರ್ಧಿಸಲು ಸಣ್ಣ ಪತ್ರಿಕೆಗಳ ಅನ್ಯನ್ಯ ಸಾಮರ್ಥ್ಯ ಎಂದರೆ ಅವುಗಳ ಸ್ಥಳೀಯ ಜ್ಞಾನ ಮತ್ತು ಸಮುದಾಯ ಸಂಬಂಧ. ಈ ಶಕ್ತಿಯನ್ನು ಬಲಪಡಿಸಿ ಗ್ರಾಹಕ ಆಧಾರಿತ ವ್ಯಾಪಾರ ಮಾದರಿ (Reader Revenue Model) ಅನುಸರಿಸಬಹುದು.

ಓದುಗರು ತಮ್ಮ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಯ ಬಗ್ಗೆ ಪ್ರೀತಿ ಮತ್ತು ಹೆಮ್ಮೆ ಹೊಂದಿರುತ್ತಾರೆ. ಸ್ಥಳೀಯ ಸಂಸ್ಕೃತಿ, ಹಬ್ಬ ಹರಿದಿನ, ಇತಿಹಾಸ ಮತ್ತು ವ್ಯಕ್ತಿ ಚಿತ್ರಣ ಇರುವ ವಿಶೇಷ ಸಂಚಿಕೆಗಳು, ಪ್ರಶ್ನೋತ್ತರ ಸ್ಪರ್ಧೆ ಮತ್ತು ಸಮುದಾಯ ಕಾರ್ಯಕ್ರಮಗಳ ಮೂಲಕ ಓದುಗರ ಭಾವನಾತ್ಮಕ ಸಂಬಂಧ ಬೆಳೆಸಬಹುದು. ಇದು ಚಂದಾ ಶುಲ್ಕ ಆದಾಯ ಹೆಚ್ಚಿಸಲು ಸಹಕಾರಿ.

೬.೩ ಸರ್ಕಾರದ ನೀತಿ ಸುಧಾರಣೆ:

ಭಾರತ ಸರ್ಕಾರ ಮತ್ತು ರಾಜ್ಯ ಸರ್ಕಾರಗಳು ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಅಭಿವೃದ್ಧಿಗೆ ಪ್ರತ್ಯೇಕ ನೀತಿ ರೂಪಿಸಬೇಕು. ನ್ಯೂಸ್ಪ್ರಿಂಟ್ ಆಮದಿನ ಮೇಲೆ ತೆರಿಗೆ ಇಳಿಕೆ, ಸರ್ಕಾರಿ ಜಾಹೀರಾತಿನಲ್ಲಿ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳಿಗೆ ನಿಗದಿತ ಪಾಲು ಮತ್ತು ಮಾಧ್ಯಮ ಕ್ಷೇತ್ರ ಅಭಿವೃದ್ಧಿ ನಿಧಿ ಸ್ಥಾಪನೆ ಮೂಲಕ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳನ್ನು ಬಲಪಡಿಸಬಹುದು.

ಕರ್ನಾಟಕ ಸರ್ಕಾರ ಈ ಉದ್ದೇಶಕ್ಕಾಗಿ ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಕರ್ನಾಟಕ ಶ್ರಮಜೀವಿ ಪತ್ರಕರ್ತರ ಸಂಘ ಮತ್ತು ಕರ್ನಾಟಕ ಪ್ರೆಸ್ ಕ್ಲಬ್ ಮೊದಲಾದ ಸಂಸ್ಥೆಗಳ ಜತೆ ಸಮಾಲೋಚನೆ ನಡೆಸಿ ಸಮಗ್ರ

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ಮಾಧ್ಯಮ ನೀತಿ ರೂಪಿಸಬೇಕು. ABC ಮಾನ್ಯತೆ ಪ್ರಕ್ರಿಯೆ ಸರಳೀಕರಣ ಮತ್ತು ಸಣ್ಣ ಪತ್ರಿಕೆಗಳಿಗೆ ಪ್ರತ್ಯೇಕ ಜಾಹೀರಾತು ದರ ನಿಗದಿಪಡಿಸಬೇಕು.

೬.೪ ಮಾನವ ಸಂಪನ್ಮೂಲ ಅಭಿವೃದ್ಧಿ:

ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪತ್ರಿಕೆಗಳ ಮಾನವ ಸಂಪನ್ಮೂಲ ಸಮಸ್ಯೆ ಪರಿಹರಿಸಲು ವಿಶ್ವವಿದ್ಯಾಲಯಗಳ ಪತ್ರಿಕೋದ್ಯಮ ವಿಭಾಗಗಳು ಮಹತ್ವದ ಪಾತ್ರ ವಹಿಸಬೇಕು. ಅಭ್ಯಾಸ ಕಾಲದಲ್ಲಿ ಪ್ರಾಯೋಗಿಕ ತರಬೇತಿ (Internship), ಗ್ರಾಮೀಣ ಪತ್ರಕರ್ತ ತರಬೇತಿ ಶಿಬಿರ ಮತ್ತು ಡಿಜಿಟಲ್ ಕೌಶಲ್ಯ ಅಭಿವೃದ್ಧಿ ಕಾರ್ಯಕ್ರಮ ಆಯೋಜಿಸಬೇಕು.

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ ಮತ್ತು ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ ಮೊದಲಾದ ಸಂಸ್ಥೆಗಳು ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಜತೆ ಸಹಭಾಗಿತ್ವ ಮಾಡಿಕೊಂಡು ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ ನಡೆಸಬಹುದು.

೬.೫ ಸಹಕಾರ ಮಾದರಿ:

ಸ್ಥಳೀಯ ಮಟ್ಟದಲ್ಲಿ ಒಂದೇ ಪ್ರದೇಶದ ಹಲವು ಸಣ್ಣ ಪತ್ರಿಕೆಗಳು ತಮ್ಮ ಸ್ವಂತ ಸಂಪಾದಕೀಯ ಸ್ವಾತಂತ್ರ್ಯ ಉಳಿಸಿಕೊಂಡು ಮುದ್ರಣ, ವಿತರಣೆ ಮತ್ತು ಜಾಹೀರಾತು ಮಾರ್ಕೆಟಿಂಗ್ ವಿಷಯದಲ್ಲಿ ಒಗ್ಗೂಡಿ ಕೆಲಸ ಮಾಡಬಹುದು. ಇದನ್ನು 'ಸಹಕಾರ ಪತ್ರಿಕಾ ಮಾದರಿ' ಎನ್ನಬಹುದು.

ಉದಾಹರಣೆಗೆ, ಬೆಳಗಾವಿ ಜಿಲ್ಲೆಯ ಐದಾರು ಸಣ್ಣ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳು ಒಟ್ಟಿಗೆ ಒಂದು ಮುದ್ರಣ ಸಂಕೀರ್ಣ ಹಂಚಿಕೊಂಡರೆ ಮುದ್ರಣ ವೆಚ್ಚ ಗಣನೀಯ ಪ್ರಮಾಣದಲ್ಲಿ ಇಳಿಸಬಹುದು. ಅದೇ ರೀತಿ ವಿತರಣೆ ಮತ್ತು ಜಾಹೀರಾತು ಮಾರ್ಕೆಟಿಂಗ್ ಸಹ ಸಹಭಾಗಿತ್ವದಲ್ಲಿ ಮಾಡಬಹುದು. ಈ ಮಾದರಿ ಅಮೆರಿಕ ಮತ್ತು ಯುರೋಪ್ ದೇಶಗಳಲ್ಲಿ ಯಶಸ್ವಿಯಾಗಿ ಅನುಷ್ಠಾನಗೊಂಡಿದೆ.

೬.೬ ವಿವಿಧ ಆದಾಯ ಮೂಲಗಳ ಅಭಿವೃದ್ಧಿ:

ಜಾಹೀರಾತಿನ ಮೇಲಿನ ಅವಲಂಬನೆ ಕಡಿಮೆ ಮಾಡಿ ವಿವಿಧ ಆದಾಯ ಮೂಲಗಳನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಬೇಕು. ವಿಶೇಷ ಸಂಚಿಕೆಗಳ ಮಾರಾಟ, ಮಾಹಿತಿ ಪ್ರಕಟಣೆ (Content Marketing), ಸ್ಥಳೀಯ ಆಯೋಜನೆಗಳ ಪ್ರಾಯೋಜಕತ್ವ ಮತ್ತು ಕಸ್ಟಮ್ ಪ್ರಕಟಣೆ ಸೇವೆ ಮೂಲಕ ಹೆಚ್ಚಿನ ಆದಾಯ ಗಳಿಸಬಹುದು.

ಡಿಜಿಟಲ್ ಸಂಚಿಕೆಗಳಿಗೆ 'ಪೇ ವಾಲ್' (Paywall) ವ್ಯವಸ್ಥೆ, ಪ್ರೀಮಿಯಂ ಸದಸ್ಯತ್ವ ಯೋಜನೆ ಮತ್ತು ಡಿಜಿಟಲ್ ಜ್ಞಾನಮಾರ್ಗ ಕಾರ್ಯಕ್ರಮ (E-Learning Webinars) ಮೂಲಕ ಆದಾಯ ವೈವಿಧ್ಯ ಸಾಧಿಸಬಹುದು. ಅನೇಕ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳು ಜ್ಯೋತಿಷ್ಯ, ಆರೋಗ್ಯ ಮತ್ತು ಕೃಷಿ ಮಾಹಿತಿ ವಿಶೇಷ ಪ್ರಕಟಣೆ ಮೂಲಕ ಹೆಚ್ಚು ಚಂದಾದಾರರನ್ನು ಆಕರ್ಷಿಸುವಲ್ಲಿ ಯಶಸ್ವಿಯಾಗಿವೆ.

೬.೭ ಮಾಧ್ಯಮ ಸಾಕ್ಷರತೆ ಮತ್ತು ಸಮಾಜದ ಹೊಣೆ:

ಸಮಾಜ ಸಹ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಉಳಿವಿನ ಹೊಣೆ ಹೊತ್ತುಕೊಳ್ಳಬೇಕು. ನಾಗರಿಕ ಸಮಾಜ ಸಂಘಟನೆಗಳು, ಸ್ವಯಂಸೇವಾ ಸಂಘಗಳು ಮತ್ತು ವ್ಯಾಪಾರ ಸಂಘಗಳು ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಚಂದಾ ಅಭಿಯಾನ ನಡೆಸಬೇಕು. 'ನಿಮ್ಮ ಊರಿನ ಪತ್ರಿಕೆ ಓದಿ, ಊರಿನ ಧ್ವನಿ ಉಳಿಸಿ' ಎಂಬ ಅಭಿಯಾನ ನಡೆಸಿ ಓದುಗರ ಜಾಗೃತಿ ಮೂಡಿಸಬಹುದು. ಶಾಲಾ ಕಾಲೇಜುಗಳಲ್ಲಿ ಮಾಧ್ಯಮ ಸಾಕ್ಷರತೆ (Media Literacy) ಪಾಠ ಕ್ರಮ ಸೇರಿಸಬೇಕು. ವಿಶ್ವಾಸಾರ್ಹ ಮಾಹಿತಿ ಮೂಲ ಮತ್ತು ನಕಲಿ ಸಮಾಚಾರ ನಡುವಿನ ವ್ಯತ್ಯಾಸ ಅರ್ಥ ಮಾಡಿಸುವ ಶಿಕ್ಷಣ ಯುವ ಪೀಳಿಗೆಗೆ ನೀಡಬೇಕು.

೭. ಪ್ರಕರಣ ಅಧ್ಯಯನ: ಕನ್ನಡ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಸ್ಥಿತಿ:

ಕರ್ನಾಟಕದಲ್ಲಿ ಪ್ರಸ್ತುತ ಅನೇಕ ಜಿಲ್ಲಾ ಮಟ್ಟದ ಮತ್ತು ತಾಲ್ಲೂಕು ಮಟ್ಟದ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳು ಅಸ್ತಿತ್ವ ಕಾಪಾಡಿಕೊಳ್ಳಲು ಸಂಘರ್ಷ ನಡೆಸುತ್ತಿವೆ. ಬೆಳಗಾವಿ, ಬಾಗಲಕೋಟೆ, ಧಾರವಾಡ, ಗದಗ, ಹಾವೇರಿ, ಕೊಪ್ಪಳ ಮತ್ತು ವಿಜಯಪುರ ಜಿಲ್ಲೆಗಳಲ್ಲಿ ಒಟ್ಟು ೫೦ ಕ್ಕಿಂತ ಹೆಚ್ಚು ಸ್ಥಳೀಯ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳಿವೆ. ಇವುಗಳಲ್ಲಿ ಬಹುಪಾಲು ಪತ್ರಿಕೆಗಳ ಪ್ರಸಾರ ೫,೦೦೦ ರಿಂದ ೨೦,೦೦೦ ಒಳಗೆ ಇದೆ. ಧಾರವಾಡ ಜಿಲ್ಲೆಯ ಒಂದು ಪ್ರಮುಖ ಕನ್ನಡ ದಿನಪತ್ರಿಕೆ ೨೦೧೫ ರಲ್ಲಿ ಮುದ್ರಣ ನಿಲ್ಲಿಸಿ ಕೇವಲ ಡಿಜಿಟಲ್ ಸ್ವರೂಪಕ್ಕೆ ಪರಿವರ್ತನೆ ಹೊಂದಿತು. ಈ ಪರಿವರ್ತನೆ ಮೊದಲ ಎರಡು ವರ್ಷ ಕಷ್ಟಕರವಾಗಿದ್ದರೂ, ಡಿಜಿಟಲ್ ಜಾಹೀರಾತು ಮತ್ತು ಸ್ಥಳೀಯ ಓದುಗರ ಬೆಂಬಲದಿಂದ ಇಂದು ಯಶಸ್ವಿಯಾಗಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತಿದೆ. ಈ ಉದಾಹರಣೆ ಡಿಜಿಟಲ್ ಪರಿವರ್ತನೆ ಸಾಧ್ಯ ಎಂಬ ಸಂದೇಶ ನೀಡುತ್ತದೆ. ಇನ್ನೊಂದು ಗಮನಾರ್ಹ ಉದಾಹರಣೆ ಎಂದರೆ ಹಾವೇರಿ ಜಿಲ್ಲೆಯ ಒಂದು ಸಾಪ್ತಾಹಿಕ ಪತ್ರಿಕೆ. ಇದು ತನ್ನ ಸ್ಥಳೀಯ ರೈತರ ಸಮಸ್ಯೆಗಳ ಮೇಲೆ ಕೇಂದ್ರೀಕೃತ ವರದಿಗಾರಿಕೆ ಮಾಡಿ ಕೃಷಿ ಸಮುದಾಯದಲ್ಲಿ ವ್ಯಾಪಕ ಪ್ರಾಮಾಣ್ಯ ಪಡೆದಿದೆ. ಕೃಷಿ ಇಲಾಖೆ, ತೋಟಗಾರಿಕಾ ಇಲಾಖೆ ಮತ್ತು ಕೃಷಿ ಸಂಸ್ಥೆಗಳ ಜಾಹೀರಾತು ಮೂಲಕ ಸ್ಥಿರ ಆದಾಯ ಪಡೆಯುತ್ತಿದೆ.

೮. ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ:

ರಾಬಿನ್ ಜೆಫ್ರಿ (Robin Jeffrey, 2000) ಅವರ 'India's Newspaper Revolution' ಕೃತಿ ಭಾರತದ ಪ್ರಾದೇಶಿಕ ಭಾಷಾ ಪತ್ರಿಕೆಗಳ ಬೆಳವಣಿಗೆ ಮತ್ತು ಅವುಗಳ ಸಾಮಾಜಿಕ ಮಹತ್ವ ಕುರಿತು ಸಮಗ್ರ ವಿಶ್ಲೇಷಣೆ ನೀಡಿದೆ. ಈ ಕೃತಿ ಸ್ಥಳೀಯ ಭಾಷಾ ಪತ್ರಿಕೆಗಳು ಪ್ರಜಾಪ್ರಭುತ್ವ ಬಲಪಡಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರವನ್ನು ಒತ್ತಿ ಹೇಳಿದೆ.

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ಪ್ರಸನ್ನ ಶೆಟ್ಟಿ (2010) ಅವರ 'ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ: ಹಿನ್ನೆಲೆ ಮತ್ತು ಮುನ್ನೋಟ' ಕೃತಿ ಕನ್ನಡ ಪತ್ರಿಕಾ ರಂಗದ ಸಮಸ್ಯೆಗಳನ್ನು ಸ್ಥಳೀಯ ಸಂದರ್ಭದಲ್ಲಿ ವಿಶ್ಲೇಷಿಸಿದೆ. ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಆರ್ಥಿಕ ಅಸ್ಥಿರತೆ ಮತ್ತು ಜಾಹೀರಾತು ಅವಲಂಬನೆ ಬಗ್ಗೆ ಈ ಕೃತಿ ಮಹತ್ವದ ಅಂಶಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸಿದೆ.

ಸ್ನೇಹ ಮಖ್ರಿಜಾ (Sneha Makhija, 2018) ಅವರ 'Digital Disruption in Indian Print Media' ಸಂಶೋಧನಾ ಪ್ರಬಂಧ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮದ ಉದಯ ಮುದ್ರಣ ಪತ್ರಿಕೆಗಳ ಆದಾಯ ಮಾದರಿಗಳ ಮೇಲೆ ಮಾಡಿರುವ ಪರಿಣಾಮ ಕುರಿತು ಅಂಕಿ-ಅಂಶ ಸಹಿತ ವಿವರಣೆ ನೀಡಿದೆ.

ಡಾ. ಎಂ.ಎಸ್. ಕಾಮತ್ (Dr. M.S. Kamath) ಅವರ 'Professional Journalism' ಕೃತಿ ವೃತ್ತಿಪರ ಮಾನಕಗಳ ಮಹತ್ವ ಮತ್ತು ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳ ಗುಣಮಟ್ಟ ಸುಧಾರಣೆ ಬಗ್ಗೆ ಮಾರ್ಗದರ್ಶನ ನೀಡಿದೆ. ನೀಲ್ಸನ್ ಮತ್ತು ಐಆರ್ಎಸ್ (Indian Readership Survey) ವರದಿಗಳು ಸಹ ಈ ಅಧ್ಯಯನಕ್ಕೆ ಮಹತ್ವದ ದತ್ತಾಂಶ ಒದಗಿಸಿವೆ.

೯. ತೀರ್ಮಾನ:

ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪ್ರಮಾಣದ ವೃತ್ತಪತ್ರಿಕೆಗಳ ಸಂಕಟ ಕೇವಲ ಒಂದು ಉದ್ಯಮ ವಿಭಾಗದ ಸಮಸ್ಯೆ ಅಲ್ಲ; ಇದು ಪ್ರಜಾಪ್ರಭುತ್ವ ಮತ್ತು ಸ್ಥಳೀಯ ಜನಪ್ರಾತಿನಿಧ್ಯದ ಮೇಲೆ ನೇರ ಪರಿಣಾಮ ಬೀರುವ ಸಮಾಜಿಕ ಸಮಸ್ಯೆ. ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳು ಮುಚ್ಚಿದಾಗ ಅಥವಾ ದುರ್ಬಲಗೊಂಡಾಗ, ಸ್ಥಳೀಯ ಆಡಳಿತ ಮತ್ತು ರಾಜಕೀಯ ಲೆಕ್ಕಾಚಾರ ಬಾಧ್ಯತೆ (Accountability) ಕ್ಷೀಣಿಸುತ್ತದೆ. ಪ್ರಸ್ತುತ ಸಮಯ ಕಠಿಣವಾಗಿದ್ದರೂ, ಈ ಸಮಸ್ಯೆ ಶಾಶ್ವತ ಅಲ್ಲ. ಡಿಜಿಟಲ್ ಪರಿವರ್ತನೆ, ಸಹಕಾರ ಮಾದರಿ, ಸರ್ಕಾರದ ನೀತಿ ಬೆಂಬಲ ಮತ್ತು ಸಮಾಜದ ಜಾಗೃತಿ ಮೂಲಕ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳನ್ನು ಉಳಿಸಿ ಬೆಳೆಸಲು ಸಾಧ್ಯ. ಇದಕ್ಕೆ ಬೇಕಾದ ಇಚ್ಛಾಶಕ್ತಿ, ನಾವಿನ್ಯ ಮನೋಭಾವ ಮತ್ತು ಸಾಮೂಹಿಕ ಪ್ರಯತ್ನ ಅಗತ್ಯ.

ಕಡೆಯದಾಗಿ ಹೇಳಬೇಕಾದರೆ, ಸ್ಥಳೀಯ ಪತ್ರಿಕೋದ್ಯಮ ಉಳಿಸುವ ಕಾರ್ಯ ಕೇವಲ ಪ್ರಕಾಶಕರ ಜವಾಬ್ದಾರಿ ಮಾತ್ರ ಅಲ್ಲ; ಇದು ಪ್ರತಿಯೊಬ್ಬ ಪ್ರಜ್ಞಾವಂತ ನಾಗರಿಕನ ಮತ್ತು ಸರ್ಕಾರದ ಸಂಯುಕ್ತ ಹೊಣೆ. ಕನ್ನಡ ಭಾಷೆಯ ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪ್ರಮಾಣದ ಪತ್ರಿಕೆಗಳ ಉಳಿವು ಕನ್ನಡ ಸಂಸ್ಕೃತಿ, ಭಾಷೆ ಮತ್ತು ಪ್ರಾದೇಶಿಕ ಗುರುತಿನ ಉಳಿವಿಗೆ ಅವಿಭಾಜ್ಯ ಅಂಗ ಎಂಬ ಪ್ರಜ್ಞೆ ಸಮಾಜದಲ್ಲಿ ಮೂಡಬೇಕು.

೧೦. ಶಿಫಾರಸುಗಳು:

1. ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಪ್ರಮಾಣದ ಪತ್ರಿಕೆಗಳಿಗೆ ಪ್ರತ್ಯೇಕ ಮಾಧ್ಯಮ ಅಭಿವೃದ್ಧಿ ನಿಧಿ ಸ್ಥಾಪಿಸಬೇಕು.
2. ನ್ಯೂಸ್ಪ್ರಿಂಟ್ ಮೇಲಿನ ಕಸ್ಟಮ್ ಮತ್ತು ಅಬಕಾರಿ ತೆರಿಗೆ ರದ್ದು ಮಾಡಬೇಕು.
3. ಸರ್ಕಾರಿ ಜಾಹೀರಾತಿನ ಕನಿಷ್ಠ ಶೇ.೨೦ ಭಾಗ ಸ್ಥಳೀಯ ಪತ್ರಿಕೆಗಳಿಗೆ ನೀಡುವ ನಿಯಮ ರೂಪಿಸಬೇಕು.
4. ಪ್ರಾದೇಶಿಕ ಭಾಷಾ ಪತ್ರಿಕಾ ಕ್ಷೇತ್ರಕ್ಕೆ PLI (Production Linked Incentive) ಮಾದರಿ ಪ್ರೋತ್ಸಾಹ ನೀಡಬೇಕು.
5. ಡಿಜಿಟಲ್ ಹಾಜರಾತಿ (Digital Presence) ತಕ್ಷಣ ಸ್ಥಾಪಿಸಿ ಮತ್ತು ಸಕ್ರಿಯವಾಗಿ ನಿರ್ವಹಿಸಿ.
6. ವಿವಿಧ ಆದಾಯ ಮೂಲ ಅಭಿವೃದ್ಧಿ ಮಾಡಿ - ಕಾರ್ಯಕ್ರಮ, ಪ್ರಕಟಣೆ ಸೇವೆ, ಪ್ರೀಮಿಯಂ ಸದಸ್ಯತ್ವ.
7. ಸ್ಥಳೀಯ ಸಮಾಚಾರ ಮತ್ತು ಸ್ಥಳೀಯ ದನಿ ಪ್ರಕಟಿಸುವಲ್ಲಿ ಹೆಚ್ಚು ಗಮನ ನೀಡಿ.

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