

Mumukshu Journal of Humanities

A PEER REVIEWED/REFEREED RESEARCH JOURNAL

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Mumukshu Journal of Humanities is a bilingual and biannual journal. The main objective of the publication of this journal is not only to promote interdisciplinary research in humanities and social science with a focus on literature, culture and theory, but also to give a platform to the research work done by professionals as well as new comers in the field.

The current issue of this journal focuses on the different aspects of the Commerce, Management, Economics and other streams of humanities. We are heartly grateful to the learned contributors for their co-operation.

For this issue of journal, we have received more than 37 articles. So our Peer Review Committee and Editorial Board have selected about 28 articles to publish. We congratulate all contributors for making the journal a must-have possesction.

We owe a debt of gratitude to all those who have actively participated, directly or indirectly, in making this volume a grand success. We may faller in not expressing our feeling of gratitude to each and every one, albeit my heart is replete with deep emotions for them.

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CONTENTS

<i>Chapter</i>	<i>Page No.</i>
1. Impact of Digital Marketing on Consumer Buying Behavior In India <i>—Dr. Bhupender Singh</i>	1–4
2. Need and Programs of Skill Development in India <i>—Dr. Anurag Agarwal</i>	5–9
3. Study of Family Attitude of Married Women Towards Employment <i>—Dr, Gaurav Saxena</i>	10–15
4. Trends and Patterns of FDI in India <i>—Dr. Krishna Kumar Verma</i>	16–20
5. Impact of Sales Promotion on Middle Class Consumer With Respect to Selected Fmcg Products <i>—Dr. Alok Dixit</i>	21–24
6. Challenges of Tourism in Uttarakhand <i>—Dr. Vipul Bhatt</i>	25–27
7. Role of Financial Institutions in Development of Women Entrepreneurship <i>—Dr. Ashish Goel</i>	28–31
8. Use of ICT in e-Learning and Quality Assessment <i>—Dr. Arun Kumar</i>	32–35
9. Rich Like Us: An Impact on Feminist Study <i>—Dr. Bhoop Narain Dixit</i>	36–37
10. Effect of Reduced Gst on The Indian Economy <i>—Dr. Seema Sharma, Anubhav Bhardwaj and Dr. Hariom Gupta</i>	38–43
11. Opportunities and Problems of Rural Marketing in India <i>—Dr. Harminder Kaur</i>	44–49
12. The Pride of India : The Top 10 Women Entrepreneur in India <i>—Dr. Ruchi Srivastava and Dr. Vibha Srivastava</i>	50–54
13. Impact of Covid-19 on Indian Economy <i>—Dr. Ved Parkash</i>	55–59
14. An Insight Into Migrationand Reverse Migration in The State of Uttarakhandduring Covid-19 <i>—Mr. Vyomkesh Bhatt and Mr. Kapil Pandey</i>	60–63
15. An Analysis of Consumer Buying Preference and Satisfaction Towards Big Bazaar <i>—Dr. Anoop Kumar</i>	64–66

16. A Study of Retail Banking in India	67-69
—Dr. Omkar	
17. Causes and Measures of Economic Inequality In India	72-72
—Dr. Upasana Srivastava	
18. श्याम जी कृष्ण वर्मा का भारतीय स्वतन्त्रता आन्दोलन में योगदान एक ऐतिहासिक अध्ययन	73-76
— डॉ. अभिनन्दन स्वरूप	
19. भारत में पर्यावरणीय आन्दोलन का वर्णन	77-83
— डॉ. अजीत सिंह	
20. लोकनाट्य एक परिचय	84-85
— डॉ. आलोक मिश्रा एवं डॉ. श्रीकान्त मिश्रा	
21. मन्नू भण्डारी के कथा साहित्य में नारी	86-88
— डॉ. मीरा कश्यप	
22. कोविड-19 और मानसिक स्वास्थ्य	89-91
— डॉ. निधि मिश्रा	
23. संगीत सम्मेलन	92-94
— डॉ. प्रतिभा सक्सेना	
24. A Study On Customer Satisfaction Towards Mobile Brands in District Muzzafarnagar	95-97
—Naina Bansal, Dr. Saurabh Mittal	
25. Information Technology, Marketing and Social Media : A Case Study	98-101
—Pankaj Kumar, Kapil Dev Dhiman	
26. Comparative Study of Family Environment of Female College Teachers Working in Public and Private Sector	102-107
—Mukesh Kumar, Khushboo Chaudhary	
27. Transforming Management Education for 21st Century Learners: A Comprehensive Analysis of the Relevance of National Education Policy (NEP) 2020	108-110
—Shruti Mittal, Rajeev Rawal	
28. A Study On Customer Satisfaction Towards Mobile Brands in District Muzzafarnagar	111-115
—Naina Bansal, Dr. Saurabh Mittal	

IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR IN INDIA

Dr. Bhupender Singh*

Abstract : *While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. By engaging customers in a digital landscape, you build brand awareness, set yourself as an industry thought leader, and place your business at the forefront when the customer is ready to buy. As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers.*

Keywords : *Digital marketing, Consumer behavior, traditional marketing and Digital marketing.*

Digital is at the core of everything in marketing today—it has gone from ‘one of the things marketing does’ to ‘The thing that marketing does.’”

– Sanjay Dholakia, Former Chief Marketing Officer, Marketo

Introduction

Digital marketing is wide-based and includes developing business strategies leveraging emerging technology that raising expenses and grow industry internationally in a highly competitive environment. Rapid technology advances, the usage of digital marketing, social network ads, web browser marketing are also on the rise. Digital marketing is utilized for advertisers to promote goods & services on the market.

It refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products. For example, Think with Google marketing insights found that 48% of consumers start their inquiries on search

engines, while 33% look to brand websites and 26% search within mobile applications.

While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. By engaging customers in a digital landscape, you build brand awareness, set yourself as an industry thought leader, and place your business at the forefront when the customer is ready to buy. As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers. Forbes also forecasts that social media will become increasingly conversational in the B2B space, video content will be refined for search engine optimization (SEO) purposes, and email marketing will become even more personalized.

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Digital (Online) Marketing in India

India is the third highest Internet community in the country. Since the proliferation of the Internet, the Advertising Methodology has taken hold in order to communicate with the general population. The enormous growth that computerized marketing has shown can not be combined with any other method. Admiring the new scenario in India, individuals here are conscious of the Web as well as use it for various reasons in their everyday lives. Subsequently, there is a flourishing internet marketing industry in India. Throughout India internet networking is the driving force behind the misuse of computerized marketing. The shopping spotlight in India is rising both online and offline. India is a new maverick to the online shopping explosion, yet it is common for online purchases to grow by half every year over the next few years. The world is currently the third-largest Internet user nation with more than 120 million Internet customers and the rapid development of flexible exchange is required to increase the number of customers to more than 330 million by 2015. Web-based life is driving the growth of digital marketing. Progressively stable socio-economics of youthful internet-wise users devote additional time and resources digitally, and thus affect the inclination of their clients. Books, shopping devices, travel, money-related government, clothes and magnificence treatment are regular online items. Online shopping is taking place in huge urban metropolises, with Mumbai being the main center preceded by Delhi and Kolkata. Significantly, trades are rendered in online commercial centers such as Snadpdeal, which was introduced

in 2010. For now, the Web is only a minor part of India's GDP, but the hope is that the Internet explosion is just around the corner for retailers. Indian youth will obey strong moral and family ideals and devote their entire time and commitment to research and job. Career, schooling, thus, must be the primary goal of a pupil. Indian youth is a strong consumer group that drives manufacturers to do what they want.

Literature Review

Naseeth Ahamed Nizar et al. (2018) This research relies on the study approach, since the experiment was distributed to collect input from citizens in general to investigate the effect of web-based life marketing on customer purchasing behavior.

Diyana Ahmed Ghazie Et al. (2018) The goal of this analysis is to understand the behavior of consumers against digital selling in Malaysia. In an attempt to identify the huge, awareness and content of customer adequacy of digital marketing, a general written examination was performed. Through utilizing critical knowledge (study) and auxiliary knowledge strategies, it allows researchers to differentiate between how to build a good brand understanding of customer behavior.

Object of Study

- To know about digital maketing in India
- To know difference between traditional Marketing and Digital Marketing
- To know Impact of Digital marketing on Consumer behaviour.

Traditional Marketing v/s Digital Marketing

Traditional Marketing	Digital Marketing
Example of traditional marketing includes a poster, brochure, magazine, newspaper, broadcast, tele-phone.	Example of digital marketing includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization.
With a traditional marketing approach, only limited or local customer can be targeted	With a digital marketing approach customer around the world can be targeted.
Advertising campaign takes a long period to plan	Advertising campaign take a short period to plan.
It is costly and time-consuming	Relatively cheap and faster.
A physical relationship is shaped while conveying merchandise	No physical relationship is formed due to the digital nature of digital marketing.

One campaign stays for a long time and change is expensive.	A campaign can be changed very easily.
For the promotion of product poster, paper, billboard many various types of material is used	No physical stuff is required because digital marketing is done on website, social media platforms, or through online videos.
Due to the physical nature of traditional marketing, its cost is high.	Digital marketing is cheaper compare to traditional marketing because it is done on websites and social media.
For market analysis traditional marketing depends on surveys or experimentation, it is complex to analyze the result and does not provide accurate data.	Facts and data available on various analytic tools make it very convenient to analyze the data and to interpret it.
24/7 marketing is not possible.	24/7 marketing all around the globe is possible.
Only one-way communication can happen.	Two-way communication can happen.
No capacity to go viral.	High Capacity to go viral.
Customer can feedback only during the working time.	Customer can give feedback any time.

Impact of Digital Marketing on Consumer Behaviour

Consumers have become researches Through convenient access to the Internet, users are now much more educated and motivated. Every day they are overwhelmed with digital content. With almost every company now marketing their products on digital platforms, it's more than easy for customers to check and compare online. Their choice to shop is strongly influenced by the connections they have with the company and other influencers online. Digital word of mouth is the most trustworthy word of mouth used to be the most reliable source of advice that customers believed. In today's digital world, word of mouth is offered in terms of customer feedback, influencer suggestions, scores, testimonials, etc. Total customers will insure that they look at what current brand buyers have to suggest about the product / service before making their purchase decisions. Customers are not afraid to experiment Consumers in the past few days have been very cautious about modifying the labels they have used all along. But with time, things have changed. Now, business thought has grown tremendously. They have become more open to products and brands that offer better quality than ever before. All this was feasible only through digital marketing, which made it easier for these new brands to reach out to consumers. Consumers often switch brands Brand loyalty has been a big thing

in the past. It's very unusual when you see customers change labels. Today, though, customers are able to switch brands, because the new one offers better apps. With a lot of options on the market, customer engagement is challenging and switching is fast.

Conclusion

On the basis of study it can be said that, In digital marketing, recognizing customer behaviour is crucial to commercial performance because customers have adopted the usage of the Internet and online socializing technologies It has been observed that there is a connection among monthly income & goods they buy. Monthly People's Income plays a significant role in the purchasing of various products across the Internet Web. This has also been noted that there is a substantial gap in the degree of consumer service with the online buying of products. Many of the Consumers was pleased with the items bought by Digital Network. A business will achieve even better with digital media because it knows and implements what the customer wants.

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NEED AND PROGRAMS OF SKILL DEVELOPMENT IN INDIA

Dr. Anurag Agarwal*

Abstract : *In India, skill development is also critical from both socio-economic and demographic point of view. For the economy to grow at 8% to 9%, with the targeted growth rate of 10% for secondary, 11% for tertiary and 4% for agriculture sectors, a multi-faceted and highly efficient skill development system is imperative. Further, India is destined to be a contributor to the global workforce pool on account of demographic bonus, with the growth rate of higher working age population as compared to its total population and home to the second largest population (with a headcount of around 1.4 billion by 2025) in the world with distinct advantage of having the youngest population with an average age of 29 years as against the average age of 37 years in China and the US and 45 years in Western Europe (FICCI, 2014). The increasing globalization and digital presence provide India a unique position to increase its share further in global market from current share of around 37% in the global outsourcing market.*

Key words : Skill development, Need, Present Scenario, Programs.

Introduction

Knowledge and competition have intensified the need for highly skilled workforce in both the developing and developed nations as it enables them to accelerate the growth rate of their economy towards higher trajectory. Today all economies need skilled workforce so as to meet global standards of quality, to increase their foreign trade, to bring advanced technologies to their domestic industries and to boost their industrial and economic development. Thus, skills and knowledge becomes the major driving force of socio-economic growth and development for any country. As it has been observed that countries with highly skilled human capital tend to have higher GDP and per capita income levels and they adjust more effectively to the challenges and opportunities of the world of work.

In India, skill development is also critical from both socio-economic and demographic point of view. For the economy to grow at 8% to 9%, with the targeted growth rate of 10% for secondary, 11% for tertiary and 4% for agriculture sectors, a multi-faceted and highly efficient skill development system is imperative. Further, India is destined to be a contributor to the global workforce pool on account of demographic bonus, with

the growth rate of higher working age population as compared to its total population and home to the second largest population (with a headcount of around 1.4 billion by 2025) in the world with distinct advantage of having the youngest population with an average age of 29 years as against the average age of 37 years in China and the US and 45 years in Western Europe (FICCI, 2014). The increasing globalization and digital presence provide India a unique position to increase its share further in global market from current share of around 37% in the global outsourcing market.

Concept of Skill Development

A growing number of countries have achieved the goal of universal primary education and others are moving closer to this goal. Young people who expect to pursue further education and training to improve their chances for employment and higher earnings get benefited from these goals.

A skill is the learned ability to carry out a task with pre-determined results often within a given amount of time, energy, or both. In other words the abilities that one possesses. Skills can often be divided into domain-general and domain-specific skills. For example, in the domain of work, some general skills would include time management,

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teamwork and leadership, self motivation and others, whereas domain-specific skills would be useful only for a certain job. Skill usually requires certain environmental stimuli and situations to assess the level of skill being shown and used. People need a broad range of skills in order to contribute to a modern economy. Skill development has always been an important agenda for all the governments India has seen so far. When it comes to a fast developing country like India, the desired set of skills is of much more importance than any other economy. Different types of skills are needed to be developed in an individual in order to meet lifestyle and industrial needs. A few can be named as Labor Skill, Life Skill, People Skill, Social skill, soft skill, hard skill, etc. Realisation of type of skill required for a specific job or task is an essential need of the hour.

According to the International Labour Organization (ILO), "Skill development is of key importance in stimulating a sustainable development process and can make a contribution in facilitating the transition from an informal to formal economy. It is also essential to address the opportunities and challenges to meet new demands of changing economies and new technologies in the context of globalization." The objective of Skill Development is to create a workforce empowered with the necessary and continuously upgraded skills, knowledge and internationally recognized qualifications to gain access to decent employment and ensure India's competitiveness in the dynamic global market. It aims at increasing the productivity and employability of workforce (wage and self-employed) both in the organized and the unorganized sectors. It seeks increased participation of youth, women, disabled and other disadvantaged sections and to synergize efforts of various sectors and reform the present system with the enhanced capability to adapt to changing technologies and labour market demands. Skills development can help build a 'virtuous circle' in which the quality and relevance of education and training for all genders fuels the innovation, investment, technological change, enterprise development, economic diversification and competitiveness that economies need to accelerate the creation of more jobs.

Review of literature

Agarwal S. (2016) has written paper which attempts to illustrate the importance on "Central Pillar of Employability: Skill Development". This research paper is an effort to understand the present skill capacity and the challenges faced by skill development system in India along with their solutions. To assessed the level of skill capacity of the Indian workforce with the help of education and vocational training. The present study also found that both the government and its partner agencies have launched various measures/ initiatives for the effective implementation of the skill development system in the economy. And still it faces a number of undetermined issues/ challenges that need immediate attention of the policy makers. And it also find that these programme are unable to create avenues for casual workers and are not of the scale needed.

Okada A. (2012) has provided on the topic "Skills Development for Youth in India: Challenges and Opportunities". The paper has identified that recent initiative to facilitate young people's transition to the world of work. India facing very complicated and tremendous challenges in bringing up the skills development for youths, for several reasons. This paper has explained an existing skills gap in India between what industries demand based on recent rapid economic growth and the skills that young people acquire through vocational training. It also suggested that India must raise its investment in education and training for youth, which help to promote industrial development and achieve sustainable growth.

Object of Study

- To know about skill development
- To know present scenario skill level in India
- To know various Skill Based Programs running in India.

Need of Skill Development in India

The need of skill Development campaign for accelerating the economy can be justified on the bases of following :

(1) Scale of determination : At present the capacity of skill development in India is around 3.1 million persons per year. The 11th Five Year Plan visualize an increase in that capacity to 15 million annually. India has target of producing 500

million skilled workers by 2022. So that the contribution per individual can be increased economic. Thus, there is a need for increasing capacity and capability of skill development programs.

(2) Co created solution : We have to accept a very lopsided India as a starting point. Partnerships will be responsively promoted between Government, industry, local governments, civil society institutions and all potential skill providers. Institutional appliances and standing platforms will be created to ensure sustainability.

(3) Driving towards knowledge economy : The skill development initiatives support the supply of trained workers who are adjustable dynamically to the changing demands of employment and technologies. This policy will encourage superiority and will meet the requirements of knowledge economy.

(4) Lack of coordination among Government & Non-Government player : Lack of coordination among them lead to in efficiency, so there is strong need of nodal agency which coordinate governs skill development & policy making activities.

(5) Coordination & coherence of policy : The skill development initiatives support enrolment corps, economic growth and social enlargement processes. Skill development approach will be an fundamental part of comprehensive economic, labour and social policies and programmes. A substructure for superior coordination among various Ministries, States, industry and other stakeholders will be established.

(6) Mismatch between industry requirement and availability : Lack of awareness about industrial requirement & availability of vocational courses lead to a large gap in development of right skills. Till date the credibility of vocational courses is still questionable which slows the development of youth in terms of learning skills and making them employable.

(7) Low Educational Attainment : Though the country has made progress on educational attainment as reflected below :

- There are about 1.5 million schools in India with a total enrolment of 250 million students (from pre-primary to high/senior secondary levels) i.e. schools constitute the maximum number of enrolments.

- Higher education sector comprises around 20.7 million. The total number of students enrolling for open universities and other diploma courses constitute 24.3% of the total students.

- Vocational training in India is primarily imparted through the government and private industrial training institutes (ITIs). There are total 9,447 (in 2012), with a total seating capacity of 1.3 million. The total number of ITIs has increased at a CAGR (2007–2012) of 11.5%, while the total number of seats has increased at a CAGR (2007–2012) of 12.2%.

- Current annual training capacity of India is 4.3 million, which is 20% less than the industrial requirement of 22 million skilled workers a year.

(8) Vocational Training : India is progressively moving towards knowledge economy, where skills are widely recognized as the important lever of economic growth, but the perception about vocational education is still doubtful i.e., it is generally meant for those who fail to get admission in the formal system. Thus, it still need time to be considered as a viable alternative to formal education.

- As it was observed in India, around 90% of the jobs are skill-based i.e. they require some sort of vocational training whereas in reality only 2% of the population (in 15-25 years age group) enrolled for vocational training in India as compared to 80% in Europe and 60% in East Asian countries.

- The current capacity of vocational training is 31 lakh against an estimated annual capacity of 128 lakh workers whereas the overall national target of skilling is 50 corer of workers by 2022 i.e. India needs to impart vocational training to at least 300–350 million people by 2022 which is significantly lower than the government target of 500 million

Present Scenario of Skill level in India

In order to capitalize the demographic dividend, India will need to empower its workers with the right type of skills. Thus this section depicts the present skill levels of the Indian workforce in the age group of 15-59 years in the form of their general educational levels and vocational training levels.

- The drop-out rates of educational institution was estimated to be 50% in the age group of 5-14 years and 86% after 15 years of age and in contrast to this the participation rate of the workforce rises rapidly after 14 years of age and it results in a semi-literate workforce which finds it difficult to absorb higher form of skills.
- 38% of Indian workforce is illiterate, 25% has education below primary or up to primary level and remaining 36% has an education level of middle and higher level.
- 80% of Indian workforce does not possess any marketable skills.
- Only about 2% have received formal vocational training and 8% non-formal vocational training, thereby implying that very few new entrants to the work force have any marketable skills as compared to developed economies such as Korea (96%), Germany (75%), Japan (80%) and United Kingdom (68%).

Various Skill Based Programs running in India

The different programmes under skill India campaign are as follows :

(1) Deen Dayal Upadhyay Gram Kaushal Yojana (DDU-GKY) : The (DDU-GKY) is a placement linked skill development program for the rural youth. Till date there have been 66 special projects that were taken up under the DDU-GKY scheme. 15 states have a minimum of 5 approved projects and many in the pipeline.

(2) Deendayal Antyodaya Yojana – National Urban Livelihoods Mission (DAY-NULM) : The main aim of DAY – NULM mission is to curb poverty of the urban poor households by providing them access to their skill related employment opportunities in an organized manner. As a part of this scheme, regional workshops have also been conducted in support of urban homeless, urban street vendors etc. A major objective of the scheme is to help people earn a sustainable livelihood through skilling and up skilling.

(3) Director General of Training – Modular Employable Skills – DGT-MES : Government of India and the Ministry of Labor together has launched Modular Employable Skills (MES) under Skill Development Initiative (SDI). Under this

scheme, school dropouts and existing workers, specially, in the unorganized sector are to be trained for employable skills. The scheme has been in operation since 2007 and statistics show that a large number of school dropouts do not have access to skill development for improving their employability through various vocational training and apprenticeship programs.

(4) Ministry of Labor and Employment (MoLE) : The main responsibility of this Ministry is to protect the interests of workers in general and also the rural and urban poor and that section of people who are deprived and sections of the society.

(5) Mahatma Gandhi National Rural Employment Guarantee Act (NREGA NREGA) : Guarantees right to work in rural areas by providing wage employment to unskilled manual workers. People are ensured of at least 100 days of employment in every household to a member who is willing to do unskilled work. Employment under NREGA has legal clauses and the employment schemes are directly implemented by the gram panchayats.

(6) Ministry of Skill Development and Entrepreneurship (MSDE) : The (MSDE) is responsible for the co-ordination of overall skill development efforts across the country, building the vocational and technical training framework, skill up-gradation, building of new skills, and innovative thinking not only for existing jobs but also jobs that are to be created.

(7) Ministry of Skill Development and Entrepreneurship (MSDE) : The (MSDE) is responsible for the co-ordination of overall skill development efforts across the country, building the vocational and technical training framework, skill up-gradation, building of new skills, and innovative thinking not only for existing jobs but also jobs that are to be created.

(8) National Skill Development Corporation (NSDC) : The (NSDC) is a unique organization under PPP mode, under the Ministry of Skill Development & Entrepreneurship. It aims to promote skill development by initiating the creation of large and quality oriented training institutes all over the country. NSDC acts as a catalyst in skill development by providing funding to enterprises, companies and organizations that provide skill training.

(9) National Skill Development Agency (NSDA) : The NSDA is an autonomous body of Ministry of Skill Development and Entrepreneurship it ensure that the skilling needs of the disadvantaged and the marginalized groups like SCs, STs, OBCs, minorities, women and differently abled persons are taken care of without any bias.

(10) Pradhan Mantri Kaushal Vikas Yojana (PMKVY) : The PMKVY is a unique initiative by the Government of India that aims to train about 24 lakh Indian youth to be industry relevant, skill based and to prepare them for the global market. Under this scheme, the trainees will also be given financial support and a certificate on successful completion of training and assessment, which will help them in securing a job for a better future.

Conclusion

To further increase the momentum & see to the proper implementation of the skill India campaign the government set a target of skilling 400 million persons by 2022, but its pace is in slow rate than the set target. At this pace, the 2022 target appears to be very difficult. And training to job transition rate is very low than the expectation. In its first phase, the government trained some 1.97 million people against a target of 2.4 million. And the skilling to placement ratio is low. Skill India is aspiring programme of Government of India. At present India faces a severe shortage of trained workers. Only 2.3% of India's work force has formal skill training compared to 68% in the UK, 75% in Germany, 52% in USA, 80% in Japan and 96% in South Korea. Hence there is an urgent need to impart skills in more efficient way. For contribution in growth in Indian economy to compete with other developed countries of world it

is necessary to see that in the whole process of skill India campaign, training to job transmission rate proper skill acquisition & implementation rate is undertaken in an affective manner.

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STUDY OF FAMILY ATTITUDE OF MARRIED WOMEN TOWARDS EMPLOYMENT

(With Special Reference to District Shahjahanpur)

Dr. Gaurav Saxena*

Abstract : *In India both recorded history and folk songs indicate that rural women have been involved in rice production from very early times. Women are said to have domesticated rice. The tasks in which women are engaged differ in different cultures, geographic regions, climatic conditions, mode of production and socio-economic groups to which they belong. Women generally did transplanting, weeding and in some places harvesting too. Improvement of status of women has now been recognized all over the world as an important aspect of national progress and development. It is also felt that the problem of poverty cannot be tackled without providing opportunities of productive employment to women. Productive employment to women would provide necessary economic base to improve their social status.*

Employment is an important factor contributing to the status of women in the family. If a woman is employed or works outside the family to earn money, she remains absent from the house for a fixed time. This results in narrowing down her role at home. Thus an employed or working women may exert a pressure for rearrangement of the household management. Sharing of the household responsibilities by the male members makes her employment more feasible by reducing the pressure on her traditional housekeeping role. It is, therefore, expected that an employed women or a women working in other fields for earning money has a low participation in house keeping activities.

Key Words : *Married Women, Employment, Family Attitude.*

Introduction

In ancient period, Women were eligible for the study of the Vedas and performance of sacrifices. There were women scholars who remained unmarried for a long time devoting themselves to higher studies. The women in ancient times enjoyed considerable freedom so for political, social and employment activities were concerned. They enjoyed a status and prestige in society. Women could participate in politics on equal terms with men. No unnatural distinction was made between the sons and the daughters. Even the daughters were entitled to undergo the upanayana ceremony and they too could pursue knowledge and learning like the sons. The women of those days should have been as much proficient in archery as in other branches of learning.

Girls were free to go through upanayan ceremony, wear the sacred thread, and live a life of

celibacy. They were free those days along with their brother pupils Atharva Veda declared that a maiden was not entitled to marry until after she had completed her student life. There are instances when women were so advanced in learning that they challenged men of acknowledged learning in public discussions on philosophical and metaphysical subjects. In Vedic period, women used to take an active part in agriculture and in the manufacture of cloth, bows and arrows and other war materials. They were useful members of society.

The status of women depend by and large on the behaviour of husband at home. If the behaviour of husband is good that he does not indulge in chastisement, abusing, turning out his wife from the house, insulting his wife and children and drinking liquor and harassing his wife and family, then wife may enjoy a good status within family. If the husband indulges in any or all of the above

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activities then the life of his wife and family becomes hell and a woman cannot even think of a high status. In this background an attempt was made to investigate the status of women on the basis of behaviour of husband at home, in the context of all malpractices stated earlier.

A married woman plays a very important role for her family. A married woman in the family has to be dependent upon her husband. She feels frustrated if child bearing becomes the only purpose of her life. She is unable to develop her own personality and contribute her share to the life on the mothers. If the children are too many and the family resources are limited, it is mother who suffers.

Object of Study

- To know Position of Married Women in Rural India .
- To know Position of Married Women in Rural India .
- To know family attitude towards married women.
- To Give suggestion for improvement in attitude of family towards married women towards employment .

Position of Married Women in Rural India

In traditional rural India, man is the head of the household and makes most of the family decisions. The traditional position of women is inferior to men in the family and they generally follow their males counterparts in the family matters. But it does not mean that the male are the 'masters' and the females are the 'servants'. In fact, women are the equal partners of men and enjoy considerable freedom in family matters. The modern life and economic hardships and pressures are loosening the sex-ascribed roles in the family and women are enjoying considerable latitude in family matters and therefore the male-dominance is gradually declining. In this background it is tried to analyse the real position of women in the family in relation to their male counterparts. With this view, the major areas of women activities have tested.

Rural women perform different types of agricultural activities in paddy fields during the whole day. The activities which are generally performed in paddy fields are harvesting, trans-

planting, weeding, harrowing, cutting crops, threshing, carrying manure, cutting and collecting grass and firewood, clearing bushes, watering the fields and many other related activities. These activities are remunerative to agricultural labourers and non-remunerative to land owning women. During the course of these activities women have to do work with men. Now a question arises here that what type of behaviour men do with these working women during the course of work. In order to test the attitude of men towards women during work, various questions were asked from the responding women such as do men boss on you during work, insult you, appreciate you and encourage you. The responses so obtained were then cross-tabulated with the question "what do you think about your status in your society

Position of Married Women in Modern India

In the modern world, the role of the women goes much beyond the home and the bringing up of children. She is now adopting a career of her own and sharing equally with man, the responsibility for the development of society in all its aspects.

The role of women outside the home has become an important feature of the social and economic life of the country and in the years of come, his will become still more significant from this point of view, greater attention will have to be paid to the problems of training and development of women. Opportunities for part time employment which would enable women to look after their homes and to have a career outside will have to be largely expanded. As the age of marriage continues to rise, fulltime employment will have to be provided for almost all young and married women. As the programme of family planning development, elder women whose children have grown up, will also need employment opportunities. Teaching, nursing and social service are will recognized areas where women can have useful role to play.

A married woman plays a very important role for her family. A married woman in the family has to be dependent upon her husband. She feels frustrated if child bearing becomes the only purpose of her life. She is unable to develop her own personality and contribute her share to the life on the mothers. If the children are too many and the family resources are limited, it is mother who suffers.

Analysis and Interpretation

Family attitude of unemployed & Higher employed married women :

Table No. 1							
Family attitude of Unemployed & higher employed married women							
Higher employed married woman				Unemployed married women			
Marks	No.	C.f.		Marks	No.	C.f.	
43	1	1		70	1	1	
47	1	2		75	1	2	
52	2	4		76	1	3	
54	1	5		78	1	4	
55	3	8		79	1	5	
57	1	9		80	1	6	
58	1	10		81	1	7	
59	2	12		84	2	9	
60	4	16		85	2	11	
62	3	19		87	2	13	
64	2	21		88	2	15	
65	1	22		89	2	17	
66	1	23		90	3	20	
68	3	26		91	3	23	46%
69	4	30		92	1	1	
70	4	34		93	1	2	
71	4	38		94	6	8	
72	3	41		95	4	12	
73	1	42	53%	96	1	13	
74	3	3		97	9	22	
76	1	4		99	3	25	
77	3	7		100	1	26	
78	2	9		103	1	27	54%
79	5	14					
80	1	15					
82	1	16					
83	3	19					
85	1	20					
87	4	24					
88	1	25					
90	3	28					
91	2	30					
92	3	33					
93	1	34					
94	1	35					
96	1	36					
97	1	37	47%				
5784	79			4546	50		
Mean = 73.22				Mean = 90.92			
S.D. = 12.62				S.D. = 7.19			
C.V. = 17.23				C.V. = 0.08			

Note : No. = No. of married women (frequency)

C no. = Cumulative no. of married women (cumulative frequency)

It is clear from the above data that mean marks of unemployed married women and higher employed married women are 90.92 and 73.22. On the basis of these mean marks 47% women are more willing to have a family while 53% married women are willing to have a career for her satisfaction. On the other hand only 46% married women are more willing to have a career. S.D. and C.V. of higher employed married women are 12.62 and 17.23.

Different employment level & family attitude of married women :

Table No. 18							
Family attitude							
Uneducated married women				Educated married women			
Marks	No.	C.f.		Marks	No.	C.f.	
9	1	1		41	1	1	
61	1	2		42	1	2	
62	1	3		43	1	3	
63	1	4		47	1	4	
65	2	6		50	1	5	
66	2	8		52	2	7	
75	1	9		53	1	8	
76	4	13		54	1	9	
79	3	16		55	3	12	
80	3	19		56	1	13	
81	2	21		57	1	14	
82	1	22		58	1	15	
83	1	23		59	2	17	
84	5	28		60	6	23	
85	3	31	35%	62	4	27	
87	3	3		64	2	29	
88	4	7		65	2	31	
89	5	12		66	2	33	
90	6	18		68	3	36	
91	4	22		69	6	42	
92	4	26		70	6	48	
93	3	29		71	4	52	
94	9	38		72	7	59	
95	5	43		73	3	62	56%
96	1	44		74	4	4	
97	8	52		75	1	5	
99	3	55		76	2	7	
100	1	56		77	3	10	
103	1	57	65%	78	2	12	
				79	5	17	
				80	2	19	
				82	2	21	
				83	3	24	
				85	2	26	

				87	5	31	
				88	1	32	
				89	1	33	
				90	3	36	
				91	2	38	
				92	3	41	
				93	3	44	
				94	3	47	
				96	1	48	
				97	1	49	44%
7617	88			8073	111		
Mean=86.56				Mean=72.73			
S.D.=12.51				S.D.=13.02			
C.V.=0.14%				C.V.=0.18%			

Note : No = No. of women (frequency)

C. No. = Cumulative No. of women (cumulative frequency)

It is clear from the table 4.1.4 that mean marks of family attitude of unemployed married women & employed married women are 86.56 & 72.73. On the basis of mean marks 65% unem-ployed married women accept the fact that family is more important than career. It shows the basic character of females. While 35% Unem-ployed married women think about their career. On the other hand 44% employed married women take more interest in their family life.

S.D. and C.V. of unemployed married women & employed married women are 12.51, 0.14 and 13.02, 0.18.

Findings and Conclusion

On the basis of analysis it can be conclude that :

1. Employed married women realize that taking up a career is more important than being merely a house wife. They want to make balance between career and family. While it is a very difficult to do so in behavioral life.
2. Employed women who are economically self depend. They feel in complete in their family. More times women have to face ego problem of their husband.
3. Most of employed working women are disturbed with dual life. They want more time for their personal life except their family.

4. The rural women are generally satisfied with their household work. They are not desirous to be self depend economically. They are satisfied with the income of their husband. Feeling of this satisfaction is the main constraints in the way of development of rural society.
5. Most of non-working married women are doubtful towards their happiness and safe future, but they are unable to be self depend, due to family limitations.
6. Indian society is hindrance of women's career today. It is a real fact that all employed women want to make their career but they suppress their desires due to social habitants.
7. Today employed women think that their career is a hindrance in the way of proper upbringing of the children. It shows that females want to take career but they also realize their duties towards children that is why they feel that they can't do justice with their children, if they work outside the home.
8. The employed married women who are working from outside the home is not more secure and safe in present society. So they feel insecure to opt a career.
9. Most of the family member think that women are made only to make home. So this type of thinking is found in hindrance of career.

10. Most of the women think that their career is confined only in their happiness family life and they have to use only income of their husband not only increase the income. Therefore, this outlook is hindrance in social progress.

Suggestion

On the basis of findings of study following suggestions can be given :

1. In rural areas institution like libraries, picture halls should be established so that rural women acquire behavioral knowledge of life.
2. Scientific means of importing knowledge like T.V., Radio etc. should be available in rural areas. So that women may aware towards themselves.
3. For the unemployed married women special literacy programmes should be start according to their social condition.
4. There is also a need to make useful efforts for women by making Mahila Panchayat. So that women could express their feeling without fear and be fearless to solve their problems.
5. There is also a need to make more aware to husband and other family member. So that they could think about career of women.
6. Social security of women should be increased so that women may free to go anywhere.
7. For the improvement of rural women it is essential for rural society to come out from the

old traditions and proceed towards modernization so that they could accept social change.

8. Rural families should provide sufficient time to women for their personal thinking they should not be over loaded with household work.
9. Rural women should make understand that they should take any training of handicraft so that they may be self depend.
10. Rural areas should be linked with urban areas so that rural women may easily go to cities and get benefit of those facilities are available in cities.

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TRENDS AND PATTERNS OF FDI IN INDIA

Dr. Krishna Kumar Verma*

Abstract : *Developed economies consider FDI as an engine of market access in developing and less developed countries vis-à-vis for their own technological progress and in maintaining their own economic growth and development. Developing nations look at FDI as a source of filling the savings, foreign exchange reserves, revenue, trade deficit, management and technological gaps. FDI is considered as an instrument of international economic integration as it brings a package of assets including capital, technology, managerial skills and capacity and access to foreign markets. The impact of FDI depends on the country's domestic policy and foreign policy. As a result FDI has a wide range of impact on the country's economic policy. In order to study the impact of foreign direct investment on economic growth, two models were framed and fitted. The foreign direct investment model shows the factors influencing the foreign direct investment in India. The economic growth model depicts the contribution of foreign direct investment to economic growth.*

Keywords : *FDI, Indian Economy, Inflow, Sources, Trends of FDI.*

Introduction

One of the most striking developments during the last two decades is the spectacular growth of FDI in the global economic landscape. This unprecedented growth of global FDI in 1990 around the world make FDI an important and vital component of development strategy in both developed and developing nations and policies are designed in order to stimulate inward flows. In fact, FDI provides a win – win situation to the host and the home countries. Both countries are directly interested in inviting FDI, because they benefit a lot from such type of investment. The ‘home’ countries want to take the advantage of the vast markets opened by industrial growth.

Background of FDI in India

The historical background of FDI in India can be traced back with the establishment of East India Company of Britain. British capital came to India during the colonial era of Britain in India. However, researchers could not portray the complete history of FDI pouring in India due to lack of abundant and authentic data. Before independence major amount of FDI came from the British companies. British companies setup their units in mining sector and in those sectors that suits their own economic and business interest. After Second

World War, Japanese companies entered Indian market and enhanced their trade with India, yet U.K. remained the most dominant investor in India.

Further, after Independence issues relating to foreign capital, operations of MNCs, gained attention of the policy makers. Keeping in mind the national interests the policy makers designed the FDI policy which aims FDI as a medium for acquiring advanced technology and to mobilize foreign exchange resources. The first Prime Minister of India considered foreign investment as ‘necessary’ not only to supplement domestic capital but also to secure scientific, technical, and industrial knowledge and capital equipments. With time and as per economic and political regimes there have been changes in the FDI policy too.

The industrial policy of 1965, allowed MNCs to venture through technical collaboration in India. However, the country faced two severe crisis in the form of foreign exchange and financial resource mobilization during the second five year plan (1956-61). Therefore, the government adopted a liberal attitude by allowing more frequent equity participation to foreign enterprises, and to accept equity capital in technical collaborations. The government also provides many incentives such as tax concessions, simplification of licensing procedures and de-reserving some industries such as

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drugs, aluminium, heavy electrical equipments, fertilizers, etc in order to further boost the FDI inflows in the country. This liberal attitude of government towards foreign capital lures investors from other advanced countries like USA, Japan, and Germany, etc. But due to significant outflow of foreign reserves in the form of remittances of dividends, profits, royalties etc, the government has to adopt stringent foreign policy in 1970s. During this period the government adopted a selective and highly restrictive foreign policy as far as foreign capital, type of FDI and ownerships of foreign companies was concerned. Government setup Foreign Investment Board and enacted Foreign Exchange Regulation Act in order to regulate flow of foreign capital and FDI flow to India.

Review of Literature

- Rydqvist Johan⁵⁵ (2005), in his work “FDI and Currency Crisis: Currency Crisis and the inflow of Foreign Direct Investment” analyse if there are any changes in the flow of FDI before, during and after a currency crisis. The study found that no similarities in regions or year of occurrence of the currency crisis. The depth, length and structure of each currency crisis together with using the right definition of a currency crisis are two important factors relating to the outcomes in this study.
- Charlotta Uden⁹ (2007) in his study “Multi-national Corporations and Spillovers in Vietnam-Adding Corporate Social Responsibility” focuses the presence of MNCs and how they have influenced the Vietnamese economy is examined. Specifically, MNC spillover effects on domestic enterprises are discussed.
- Balasubramanyam V.N Sapsford David⁴ (2007) in their article “Does India need a lot more FDI” compares the levels of FDI inflows in India and China, and found that FDI in India is one tenth of that of China. The paper also finds that India may not require increased FDI because of the structure and composition of India’s manufacturing, service sectors and her endowments of human capital. The requirements of managerial and organizational skills of these industries are much lower than that of labour intensive industries such as

those in China. Also, India has a large pool of well – Trained engineers and scientists capable of adapting and restructuring imported know – how to suit local factor and product market condition all of these factors promote effective spillovers of technology and know- how from foreign firms to locally own firms.

Object of Study

- To know about Foreign Direct Investment (FDI).
- To know Trends and patterns of FDI flow in India.
- To know sources of FDI in India.

FDI and Indian Economy

Developed economies consider FDI as an engine of market access in developing and less developed countries vis-à-vis for their own technological progress and in maintaining their own economic growth and development. Developing nations look at FDI as a source of filling the savings, foreign exchange reserves, revenue, trade deficit, management and technological gaps. FDI is considered as an instrument of international economic integration as it brings a package of assets including capital, technology, managerial skills and capacity and access to foreign markets. The impact of FDI depends on the country’s domestic policy and foreign policy. As a result FDI has a wide range of impact on the country’s economic policy. In order to study the impact of foreign direct investment on economic growth, two models were framed and fitted. The foreign direct investment model shows the factors influencing the foreign direct investment in India. The economic growth model depicts the contribution of foreign direct investment to economic growth.

Trends and patterns of FDI Flow in India

Economic reforms taken by Indian government in 1991 makes the country as one of the prominent performer of global economies by placing the country as the 4th largest and the 2nd fastest growing economy in the world. India also ranks as the 11th largest economy in terms of industrial output and has the 3rd largest pool of scientific and technical manpower. Continued economic liberalization since 1991 and its overall direction remained the same over the years irres-

pective of the ruling party moved the economy towards a market – based system from a closed economy characterized by extensive regulation, protectionism, public ownership which leads to pervasive corruption and slow growth from 1950s until 1990s.

In fact, India's economy has been growing at a rate of more than 9% for three running years and has seen a decade of 7 plus per cent growth. The exports in 2008 were \$175.7 bn and imports were \$287.5 bn. India's export has been consistently rising, covering 81.3% of its imports in 2008, up from 66.2% in 1990-91. Since independence,

India's BOP on its current account has been negative. Since 1996-97, its overall BOP has been positive, largely on account of increased FDI and deposits from Non – Resident Indians (NRIs), and commercial borrowings. The fiscal deficit has come down from 4.5 per cent in 2003-04 to 2.7 per cent in 2007-08 and revenue deficit from 3.6 per cent to 1.1 per cent in 2007-08.

As a result, India's foreign exchange reserves shot up 55 per cent in 2007-08 to close at US \$309.16 billion – an increase of nearly US \$110 billion from US \$199.18 billion at the end of 2006-07. Domestic saving ratio to GDP shot up from 29.8% in 2004-05 to 37.7% in 2007-08. For the first time India's GDP crossed one trillion dollars mark in 2007. As a consequence of policy measures (taken way back in 1991) FDI in India has increased manifold since 1991 irrespective of the ruling party over the years, as there is a growing consensus and commitments among political parties to follow liberal foreign investment policy that invite steady flow of FDI in India so that sustained economic growth can be achieved. Further, in order to study the impact of economic reforms and FDI policy on the magnitude of FDI inflows, quantitative information is needed on

broad dimensions of FDI and its distribution across sectors and regions.

The actual FDI inflows in India is welcomed under five broad heads :

1. Foreign Investment Promotion Board's (FIPB) discretionary approval route for larger projects,
2. Reserve Bank of India's (RBI) automatic approval route,
3. Acquisition of shares route (since 1996),
4. RBI's non – resident Indian (NRI's) scheme, and
5. External commercial borrowings (ADR/GDR) route. An analysis of the last eighteen years of trends in FDI inflows (Chart-3.5 and Chart-3.6) shows that there has been a steady flow of FDI in the country upto 2004, but there is an exponential rise in the FDI inflows from 2005 onwards.

FDI Inflow in India

Under the new foreign investment policy Government of India constituted FIPB (Foreign Investment Promotion Board) whose main function was to invite and facilitate foreign investment through single window system from the Prime Minister's Office. The foreign equity cap was raised to 51 percent for the existing companies. Government had allowed the use of foreign brand names for domestically produced products which was restricted earlier. India also became the member of MIGA (Multilateral Investment Guarantee Agency) for protection of foreign investments. Government lifted restrictions on the operations of MNCs by revising the FERA Act 1973. New sectors such as mining, banking, telecommunications, highway construction and management were open to foreign investors as well as to private sector.

Table-1.1 : FDI Inflows in India
(from 1948-2020)

Amount of FDI	Mid 1948	March 1964	March 1974	March 1980	March 1990	March 2000	March 2010	March 2020
In crores	256	565.5	916	933.2	2705	18486	1,23,378	442569

There is a considerable decrease in the tariff rates on various importable goods. Table-1.1 shows FDI inflows in India from 1948–2020. FDI inflows during 1991-92 to March 2010 in India increased manifold as compared to during mid 1948 to March 1990. The measures introduced by the government to liberalize provisions relating to FDI in 1991 lure investors from every corner of the world. There were just few (U.K, USA, Japan, Germany, etc.) major countries investing in India during the period mid 1948 to March 1990 and this number has increased to fifteen in 1991. India emerged as a strong economic player on the global front after its first generation of economic reforms. As a result of this, the list of investing countries to India reached to maximum number of 120 in 2008. Although, India is receiving FDI inflows from a number of sources but large percentage of FDI

inflows is vested with few major countries. Mauritius, USA, UK, Japan, Singapore, Netherlands constitute 66 percent of the entire FDI inflows to India.

Sources of FDI in India

India has broadened the sources of FDI in the period of reforms. There were 120 countries investing in India in 2008 as compared to 15 countries in 1991. Thus the number of countries investing in India increased after reforms. After liberalization of economy Mauritius, South Korea, Malaysia, Cayman Islands and many more countries predominantly appears on the list of major investors apart from U.S., U.K., Germany, Japan, Italy, and France which are not only the major investor now but during pre- liberalizations era also.

Major Sources of FDI in India

Mauri tius	USA	Singa pore	UK	Nether lands	Japan	Ger many	Cyprus	France	Switzer land
39.9	8.8	7.2	6.1	4.4	3.4	2.9	2.1	1.5	1.1

Source : compiled & computed from the various issues of Economic Survey, RBI Bulletin, Ministry of Commerce

The analysis in presents the major investing countries in India during 1991-2020. Mauritius is the largest investor in India during 1991-2020. FDI inflows from Mauritius constitute about 39.9% of the total FDI in India and enjoying the top position on India's FDI map from 1995. This dominance of Mauritius is because of the Double Taxation Treaty i.e. DTAA- Double Taxation Avoidance Agreement between the two countries, which favours routing of investment through this country. This (DTAA) type of taxation treaty has been made out with Singapore also.

Findings and Conclusion

- Although India's share in global FDI has increased considerably, but the pace of FDI inflows has been slower than China, Singapore, Brazil, and Russia.
- Due to the continued economic liberalization since 1991, India has seen a decade of 7 plus percent of economic growth. Infact, India's economy has been growing more than 9 percent for three consecutive years since 2006 which makes the country a prominent performer among global economies. At present India is the 4th largest and 2nd fastest growing

economy in the world. It is the 11th largest economy in terms of industrial output and has the 3rd largest pool of scientific and technical manpower.

- India has considerably decreased its fiscal deficit from 4.5 percent in 2003-04 to 2.7 percent in 2017-18 and revenue deficit from 3.6 percent to 1.1 percent in 2017-18.
- There has been a generous flow of FDI in India since 1991 and its overall direction also remained the same over the years irrespective of the ruling party.
- India has received increased NRI's deposits and commercial borrowings largely because of its rate of economic growth and stability in the political environment of the country.
- Economic reform process since 1991 have paves way for increasing foreign exchange reserves to US \$ 251985 millions as against US \$ 9220 millions in 1991- 92.
- During the period under study it is found that India's GDP crossed one trillion dollar mark in 2007. Its domestic saving ratio to GDP also increases from 29.8 percent in 2004-05 to 37 percent in 2017-18.

- An analysis of last eighteen years of trends in FDI inflows in India shows that initially the inflows were low but there is a sharp rise in investment flows from 2005 onwards.
- A comparative analysis of FDI approvals and inflows reveals that there is a huge gap between the amount of FDI approved and its realization into actual disbursements.

Finally India needs a business environment which is conducive to the needs of business. As foreign investors doesn't look for fiscal concessions or special incentives but they are more of a mind in having access to a consolidated document that specified official procedures, rules and regulations, clearance, and opportunities in India. In fact, this can be achieved only if India implements its second generation reforms in totality and in right direction. Then no doubt the third generation economic reforms make India not only favourable FDI destination in the world from 2007 to 2020, India's GDP per capita in US\$ terms will quadruple and the Indian economy will overtake France and Italy by 2020, Germany, UK and Russia by 2025, Japan by 2035 and US by 2043.

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IMPACT OF SALES PROMOTION ON MIDDLE CLASS CONSUMER WITH RESPECT TO SELECTED FMCG PRODUCTS

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Abstract : India is a largest producer of spices, coconut, livestock, milk, sugarcane, and cashew and second largest producer of rice, wheat, fruits and vegetables. India also produces caustic soda and soda ash, which is raw material for soaps and detergents. FMCG sector estimated of growth at least 12% per annum to become ₹ 400,000 cr in size by 2024. And, if some of the factors play out positive, then, GDP grows a slight faster, the government removes bottlenecks such as the GST (goods and services tax), investments in infrastructure pick up, sufficient spending on government subsidy and so on, the growth may be considerably higher. It could be as high as 17%, tends to an overall industry size of ₹ 620,000 crore by 2024. Fast Moving Consumer Goods segment reserved the maximum advertisement expenses, has set aside the advertisement costs approximately in proportion to increase in net sales. The elasticity of advertisement of this sector stands at 0.80 % to their net sales throughout the analyzed stage.

Keywords : FMCG , Sales promotion.

Introduction

FMCG industry is the fourth largest sector with total market size of US\$20.1 billion. Indian FMCG Sector is estimated to grow 60 percent by 2024. FMCG industry provides a wide range of consumable products. In India the competition among FMCG companies is gradually increasing and thus investment in FMCG sector is also increasing.

FMCG products include packaged food, dairy products, detergents, coffee, tea, soaps, tobacco, cigarettes, glassware, paper products, pharmaceuticals, consumer electronics, plastic goods, printing and stationery, household products, photography, soft drinks, dry cells, greeting cards, gifts, watches, etc.

The low operational cost, strong distribution networks, new technologies and growth in competitive FMCG companies etc. are a few things which holds potential in FMCG industry. Population growth is also a factor which is responsible of success of this industry. Leading FMCG companies are Nestle, Reckitt Benckiser, Unilever, Procter & Gamble, Coca-Cola, Carlsberg, Kleenex,

General Mills, Pepsi, Mars, Nirma, Dabur, Himani, Sara Lee, etc.

There is need of investment in India around US\$ 28 billion in the food-processing industry. Growth may come in FMCG industry from consumer 'upgrading' in the developed product categories. About 200 million people were expected to shift to processed and packaged food category by 2024.

Investment approval of foreign technology agreements with specified norms, up to 100 per cent of foreign stake or 100 per cent for NRI and OCBs (Overseas Corporate Bodies) investment is allowed in most of the food processing segment. And that will leads 10 percent of annual growth over a 5-year period. FMCG sector estimated as it will rise from around ₹ 56500 cr (in 2020) to ₹ 96100 cr (in 2024). Male Grooming, Female Hygiene, Chocolates, Hair care, Household care, and Confectionery are estimated fastest growing segments, says a HSBC report.

The urban population and income levels are also increasing and the presence of new FMCG categories will help the urban areas to maintain its

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position in terms of consumption. At present, urban India holds 66 percent of total FMCG consumption, and rural area holds remaining 34 percent. In categories such as personal care, fabric care, and hot beverages, rural India holds more than 40 percent consumption.

The purpose of sales promotion is to influence consumer for quick buying. It is considered as marketing techniques that adds value to the product which is on offer. Advertising influences consumer at mass level and as well as educate. In other way we can think it is intangible promotion at mass level. It has been seen that traditional sales promotion budget posses 70% of the total promotional budget.

FMCG Sector & Sales Promotions in India

Fast Moving Consumer Goods segment reserved the maximum advertisement expenses, has set aside the advertisement costs approximately in proportion to increase in net sales. The elasticity of advertisement of this sector stands at 0.80 % to their net sales throughout the analyzed stage. Expenditure and Income report of the key companies in the segment analyzed for the FMCG companies, which used to be keen advertisers in the precedent, have slightly hiked their advertisement funds in 2019-20 in contrast with 2018-19.

According to the study of FMCG market, HUL hiked its promotion expenses in 2019-20 by 48 % to 2,130.92 cr and which was at 440.22 cr in 2018-19. A FMCG major, ITC Limited, used up just about 33 % additional in 2019-20 than the preceding year, when the company earned 8.37 % development in net sales in the same time while Britannia spent nearly 17.47 % extra on advertisements in 2018-19 compare to preceding year recorded development of 20.44 % in the same time.

Indian FMCG market is the 4th largest sector in the economy having a total market size of US\$ 13.1 billion and more. It has a major MNC existence and considered a well recognized supply network, strong competition among the unorganized and organized segments and with low functioning cost. Accessibility of input raw materials, cheaper labor expenses and existence across the complete significance networks gives India a reasonable benefit.

Literature Review

- Folkes et al. [1993] adopted scarcity theory and explain that customer lower consumption of products when supply be limited because they recognize smaller quantities as more precious.
- Chandon and Wansink [2002] explain that stockpiling boosts consumption of high convenience products more than low convenience products.
- Assuncao and Meyer[1993] explain that consumption is an endogenous decision variable motivated by promotion and promotion added stockpiling resulting by looking ahead behaviour.
- Erdem et al. [2003], consumers figure future price opportunity and make a decision when, what, and how much to purchase.
- Sun et al. [2003] reveal that nullifying ahead looking behaviour leads to an excess of estimation of promotion elasticity.

Objectives of Study

1. To study the Middle Class Consumer attitude towards Sales Promotion Schemes i.e. Cash Discount and Free Gift.
2. To study the Deal Proneness of Middle Class Consumer considering Family Income, Gender and Educational Qualification.
3. To study the Middle Class Consumer Brand Equity perception.

Collection of Data

The study is based on both Primary & Secondary Data. The possible insight into study was investigated with the help of Primary data and Secondary data.

Study Area

District : Shahjahanpur

Analysis and Interpretation

Table 1. Family Income

Income p.a (in Lakh)	No. of respondents	%
3-6	1523	62.5
6-9	546	22.7
9-12	165	6.9
12-15	100	4.2
15 above	66	2.8
Total	2400	100.00

Source : Primary Data

It is interpreted that maximum number of respondents falling in 3-6 lakh of Family Income group that is 1523 in number, represents 63.5 percentage of the sample size and least number of respondents falls in 15-18 lakh of family income group, represents 2.8 percentage of the sample size. Further, 6-9 lakhs of family income group having 546 individuals i.e. 22.7 percentage of the total sample size. 165 respondents were from 9-12 lakhs of family income group and 66 respondents were from 15-18 lakhs of family income group.

Table 2. Employment Status

Types of organization	No. of respondents	%
Employed Govt.Org.	104	4.33
Employed Pvt.Org.	1615	67.29
Not Employed	681	28.38
Total	2400	100.00

Source : Primary Data

Analysis shows that Respondents working in Private Organisation are maximum in number than employment status with Govt. Organisation, Not Employed and Self Employed. There are 1615 (67.29%) number of respondents working in Private organisation and 681 (28.38%) respondents are not employed, employment status with Govt. Organisation is 104 (4.33%) in number.

Table 3. Attraction of cash discount on consumer

Class of Consumer	No. of respondents	%
Upper Class	290	12.08
Middle Class	1835	76.45
Lower Class	275	11.47
Total	2400	100.00

Source : Primary Data.

Above table shows attraction of cash discount to consumer. Study refers that middle class customers more affected by cash discount. Approx 76.45% person affected by cash discount and upper class 12.08% and Lower Class 11.47%, it present middle class customer buy various FMCG goods on cash discount.

Findings and Conclusions

- There is significant difference in the attitude of Middle Class Consumer towards the cash discount as a sales promotion scheme with

respect to Family Income, Gender & Educational Qualification.

- Family Income group of 15-18 lakhs has very strongly rated Cash Discount as sales promotional scheme.
- The female considers Cash discount as best sales promotion scheme.
- There is significant difference in Middle Class Consumer preferences of Cash Discount and Free Gift.
- There is significant difference in Brand Equity Perception with respect to Family Income, Gender & Educational Qualification.
- Family Income and Educational Qualification affects Brand Equity perception.
- There is media preference to know about sales promotion schemes. i.e., some of the media is preferred more than that of other.
- Different Sales Promotional schemes preference changes with change in Family Income, Gender and Educational Qualification.
- Sales Promotion Schemes of International product with Price off and Local with gift/% extra are most preferred by Middle Class Consumers in Mumbai, Pune and Nagpur.
- No significant difference has been found in attitude as per area of residence, towards Sales Promotion among all respondents from three cities.

Suggestions

- Cash Discount preferred most than Free Gift, hence, marketer should offer attractive cash discounts.
- Highly Income group of Consumers as well strongly rated Cash Discount as sales promotional scheme, so marketer should emphasis more on cash discount as Sales promotion schemes
- Immediate benefits consider better than delayed benefits, so, marketer should offer sales promotions considering this as well.
- Middle class consumers' purchasing power is growing and over the years this class would be big chunk of the Indian population, so, by the years business will much depend on this class. This fact will attract International players to

India and Domestic players should cater this class very efficiently, so that they will face less competition by International Companies.

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CHALLENGES OF TOURISM IN UTTARAKHAND

Dr. Vipul Bhatt*

Abstract : *Tourism is normally seen as the act of traveling from one place to another for the purpose of pleasure, leisure, meeting, sport, health, religion, and sight seen. Tourism sector is a a very high employment potential There is high scope for profuse employment generation and related activities in the form of accommodation projects, food oriented projects, amusement parks and water sports etc. Tourism sector is one of the largest employment generators in India and inclusive growth of the less-advantaged sections of the society and poverty eradication. The main objective of the tourism policy in India is to position tourism as a major engine of economic growth and harness it's direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society Tourism plays an important role in employment generation and economic growth of the country. It is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy Uttarakhand is a religious state with immense beauty. The people of Uttarakhand celebrate all festivals while there are numerous fairs organised here. The traditional rituals and folks songs of Uttarakhand have been kept alive by these fairs in festivals.*

Keywords : *Tourism, Uttrakhand, Challenges.*

Introduction

The third element of the model is the tourism industry comprising the variety of businesses and organizations responsible for supplying the tourism product. The model provides for the location of the different industrial sectors to be identified. For instance, the tour operators and the travel agents are primarily set up in the traveller-generating region, attractions and the hospitality business are located in the tourist destination region and the transport industry is largely situated in the transit route region.

Uttarakhand is one of the most diverse and serene tourism hub. The State has an unbeatable combination of Single Point Clearances, Subsidies and incentives for investment, Cheap Power, Clean Water, Highly skilled manpower, Good law & order, Proximity to National Capital Region with its huge Tourist arrivals (Highest in the hilly states of India), world-renowned education system, Wild-life sanctuaries, Flora and Fauna, peaceful & friendly people provide an unmatched quality of life to its residents as well as dedicated Relation-

ship managers for Investors to guide them through the investment life cycle.

Major Religious Destinations (Temples) in Uttarakhand

Uttarakhand is full of various Religious places. Which attract to domestic and international tourist through out the Year :

- Adi Badri
- Adi Kailash
- Angyari Mahadev Temple
- Augustmuni
- Badrinath
- Baghnath Temple
- Baijnath
- Bansi Narayan Temple
- Bhavishya Badri
- Budha Kedar
- Chipla Kedar Trek•Chitai Golu Devta Temple
- Devprayag
- Dwarahat

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- Gangnani
- Gangolihat
- Gangotri
- Gaurikund
- Ghangaria •Govindghat
- Guptkashi
- Hanumanchatti (Badrinath)
- Haridwar
- Hemkund Sahib
- Indrasani Mansa Devi Temple
- Jageshwar
- Jankichatti
- Joshimath
- Yamunotri temple
- Kalishila
- Kalpeshwar
- Karnaprayag
- Kartik Swami
- Kashi Vishwanath Temple Uttarkashi
- Kedarnath
- Kedarnath Temple
- Kharsali
- Madmaheshwar
- Mahasu Devta Temple
- Mahasu Devta Temple in Hanol
- Mahavatar Babaji Cave
- Mukhba
- Nanakmatta •Narayan Koti Temple
- Omkareshwar temple
- Pandukholi
- Patal Bhuvaneshwar
- Piran Kaliyar Sharif
- Rahu Temple
- Rishikesh
- Rudranath
- Rudraprayag
- Satopanth Trek
- Tapovan Trek
- Tungnath
- Ukhimath

Major Fairs and Festival of Uttarakhand

Uttarakhand is a religious state with immense beauty. The people of Uttarakhand celebrate all festivals while there are numerous fairs organised here. The traditional rituals and folks songs of Uttarakhand have been kept alive by these fairs in festivals.

Here is a list of Festivals of Uttarakhand which the people in full zeal celebrate :

1. Kumbh Mela
2. Basant Panchami
3. Bhitali and Harela
5. Makar Sankranti
6. Kale Kauva or Ghughutiya
7. Phool Dei
8. Ganga Dusshera
9. Kandali
10. Vat Savitri
11. Purnagiri Mela
12. Syalde Bikhauti Mela
13. Ghee Sankranti
14. Hill Jatra
15. Kanwar Yatra
16. Bissu Mela
17. Bagwal Fair
18. Nanda Devi Raj Jat Yatra
19. Magh Mela
20. Uttarayani Mela
21. Egaas

Object of Study

- To find out the challenges of tourism sector with reference to Uttarakhand state.

Research Methodology

This research paper is prepared with the help of secondary data available in the various sources like newspaper, magazines, past literature review; Govt reports, various websites link relevant with regards to the topic chosen. The study is purely descriptive in nature as per the requirement of the research objective.

Challenges faced by the Tourism sector in Uttarakhand

1. High risk prone Areas : Numerous previous incidence of natural calamity proved that the state is very high risk zone in terms of natural

calamity is concerned Example Natural calamity at Kedarnath in the Year 2013 in the Uttarakhand

2. In proper arrangement of Infrastructure

: This is one of the challenge in the state due to unique geographical structures surrounded by mountain, forest and rivers. This become one of the challenge in front of the authority to create long term sustainable infrastructure and hamper the planning and management strategies with regards to destination management is concerned.

3. Parking challenge : This is one of the challenge in front of the tourism department, because in hilly areas we are facing shortage of space and due to tough terrain it became difficult to create sufficient space for the tourist vehicle.

4. Seasonal is Nature : Tourism in Uttarakhand is seasonal and due to which the regular flow of income does not takes place, which is again a challenge for the tour operators and other related to the Industry.

5. Shortage of trained guide : To make tourism destination more promising it require proper guidance and convincing skill which can be only possible through trained guide, presently in the Uttarakhand there is a huge shortage of professional guide.

6. Problem of Management of solid waste : One of the major problems in the hilly areas is to dispose the solid waste deposited during the tourist season. There is no proper management from the tourism department to dispose the solid waste

7. Proper visitor Management : During tourist season large number of tourist they visited the state and due to which it became very difficult to manage the all tourist in terms of Traffic control, accommodation and other basic amenities and need to properly address.

8. Medical facility : Though the state is surrounded by natural beauty all around, but still there is lack of modern equipped medical facility in the state. In case some emergency occur then immediate treatment in terms of medical treatment is required. This is one of challenge that needs to

be address by the Government to provide one whole some tourist package for the tourist.

9. Lack of promotion of cultural integrity of the state : The state itself is equipped with many traditional cultures and folk dance which need to address and this can also become centre of attraction for the tourist coming from other state and across the world. The Rajasthan is best known for promoting its cultural in the tourism and established its niche in this segment.

Conclusion

On the basis of study it can be said that, Due to massive geographical, natural and unique ecosystem of the state surrounded by the beautiful forest and river offer tremendous opportunities for the tourist to visit the Uttarakhand state There are some challenges in the path of the success of tourism in the state which need to be remove by the Govt and local people. Only one challenge Natural calamity which is very uncertain is not under the control of the Govt, but through effective planning we can minimize the risk. Rest other challenges which we have identified can be remove through strategic planning and proper implementation. The infrastructure related issues is one of the major challenges which can be removed through proper planning. Now it is the duty of the Govt and local people to put hands together to eliminate those challenges which are hurdles in the management of tourist destination. It is also important to strengthen the tourism sector in Uttarakhand because the tourism sector provides huge number of employment opportunities to the local people and state as whole.

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ROLE OF FINANCIAL INSTITUTIONS IN DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Dr. Ashish Goel*

Introduction

Entrepreneurial development is a Complex phenomenon. Productive activity undertaken by entrepreneur and constant endeavor to sustain and improve it are the outward expression of this process of development of his/her personality. Such process is crystallization of social milieu from which he comes, family Imbibes, Make-up of his/her mind, personnel attitudes, caste system, educational level. Parental occupation, and so on an entrepreneur is a person responsible for setting up a business or an enterprise. In fact he/she is one who has the initiative skill for innovation and who looks for high achievements. He/she is a catalytic agent of change and works for the good of people. He/she puts up new green-field projects that create wealth. Open up many employment Opportunities and leads to the growth of other sectors.

As economic agents, entrepreneurs are treated as resources having both qualitative attributes and quantitative dimensions. The entrepreneurs undertake of manage the risk and handle economic uncertainty ensure planning and innovation, co-ordination, administration, control and supervise the routine works of the enterprises. They are to make investment decision under conditions of uncertainties and to take decision so as to increase production. The entrepreneurs search and discover economic information and translate them into new marked techniques and goods and seek and discover economic opportunities and evaluate them and marshal the financial resources necessary for the enterprise

Women Entrepreneurship in India

Women in traditional societies are still confined to the four walls of home, children & family rituals. In a male dominated society women are not treated as equal partners. In advanced

countries of the world there is no phenomenal increase in the number of self employed women after World War-II.

Women constitute almost half of the total population in the world. But their representation in gainful employment is comparatively low. In most countries average earnings of women are lower than those of men. Women have confined their activities to selected professions and they are the victims of social prejudices and discrimination women are taught to depend upon others to limit their ambitions and to avoid exposure and risk. Such orientations and role prescription inhibit development of self-confidence innovativeness achievements motivations and risk taking ability, which are essential for an Entrepreneurial carrier.

There is a greater awakening among women. Given an opportunity, they will deliver the results. Educating women is absolutely essential strengthening her personality. It is therefore encouragement to the growing intensity of motivation amongst educated young women for coming in the Entrepreneurial Entrepreneurship a success. For this both the Govt. and Nongovernmental agencies have to play a vital role.

Object of Study

- To know about women entrepreneurship .
- To know need of women entrepreneurship.
- To know motivation factors of women entrepreneurship.
- To know about financial institution developing women entrepreneurship.

Need of Women Entrepreneurship in India

Women constitute half of the population of the country and to sustain and maintain the expected economic boom, the country needs to fully mobilize and utilize all its resources including human resources.

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The participation of women in the economic activities is necessary not only from a human resource point of view but is essential even from the objective of raising the status of women in the society. The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women. The low status of women in large segment of Indian society cannot be raised without opening up opportunities of independent employment and income for them. The long-term objectives of the developmental profusion for women should be to raise their economic and social status in order to bring them into mainstream of the national life and development. For this, due recognition has to be accorded to the role and contribution of women in the various socio-economic and political and cultural activities.

Motivation Factors for the Development of Women Entrepreneur

For a woman to become an entrepreneur there must be considerable motivation either from within herself or from others close to her. Without strong motivation a woman cannot achieve entrepreneurship. In case of women entrepreneur, these motivation factors have to be understood clearly to attract more women to entrepreneurship. Generally, women are motivated towards entrepreneurial activity by their education and the education, occupation and economic status of husband/ fathers. These motivating factors are :

1. Ambition to be highly educated in student life.
2. Husband and fathers are generally main motivators.
3. Success stories of other women entrepreneurs.
4. Strong desire to use the skill they have acquired.
5. Improving the economic status of family.

Role of Financial Institution in Development of Entrepreneurship Development

The Government of India as a part of its policy of promotion of small-scale sector in the country has set up a host of institutions to meet the financial requirements of small entrepreneurs. These are as under :

1. Small Industries Development Bank of India (SIDBI).
2. Industrial Finance Corporation of India Ltd. (IFCI).
3. The Industrial Credit and Investment Corporation of India (ICICI).
4. National Bank for Agriculture and Rural Development (NABARD).
5. The Industrial Development Bank of India (IDBI).
6. Khadi and Village Industries Commission (KVIC).
7. Small Industries Development Organization (SIDO).
8. National Small Industries Corporation (NSIC).

1. Small Industries Development Bank of India (SIDBI) : SIDBI's main Endeavour is to ensure enhanced flow of financial assistance to the small scale sectors and from a predominantly refinancing Institutions in 1990-91. A balanced approach is being adopted by SIDBI to ensure that while modern SSI units are assisted to gain competitive advantage in the national and global context, the smallest of the SSI 's including tiny village cottage and artisan-based units in the decentralized sector, are bestowed with special attention to improve their capability and productivity. Relatively dis-advantaged sections of the society including women entrepreneurs, and scheduled caste/ tribe (SC/ST) entrepreneurs. SIDBI especially launched some schemes for entrepreneurs these are as under :

- (i) Micro finance scheme
- (ii) Mahila Vikas Nidhi
- (iii) Mahila Udyam Nidhi
- (iv) Entrepreneurship promotion programme.

2. Industrial Finance Corporation of India LTD (IFCI) : The Government of India setup the Industrial Finance Corporation of India (IFCI) under IFCI Act in July 1948. Since July I, 1993, it has been brought under Companies Act, 1956. The IFCI extends financial assistance to the industrial sector through rupee and foreign currency loans, underwriting/direct subscription to shares/ debentures and guarantees and also offers financial services through its facilities of equipment procurement, equipment finance, buyers' and sup-

pliers' credit, equipment leasing and finance to leasing and hire-purchase companies.

3. The Industrial Credit and Investment Corporation of India (ICICI) : The ICICI (The Industrial Credit and Investment Corporation of India) was conceived as a private sector development bank in 1955 with the primary function of providing Industrial finance to the private sector. Its objectives now include :

- Assisting in creation, expansion and modernizations of such enterprises,
- Encouraging and promoting the participation of private capital, both internal and external, in ownership of industrial investment and the expansion of investment markets.

4. National Bank For Agriculture and Rural Development (NABARD) : The National Bank for Agriculture and Rural Development (NABARD) was established on July 12, 1982 under an Act of Parliament as the apex development bank for promotion of agriculture, small-scale industries, cottage and village industries and other allied economic activities in rural areas. Rural areas cover all village irrespective of the size of the population and also towns with population not exceeding 10,000.

The short term refinance schemes include short term credit limits to state cooperative banks/ district central co-operative banks for meeting the working capital requirements of primary/ apex weaver cooperative societies, industrial cooperative societies, and rural artisan members of primary agricultural credit societies for pursuing various productions, procurement and marketing activities in non-farm sector. Short term limits are also available to regional rural banks for financing non-agricultural activities.

5. Khadi & Village Industries Commission (KVIC) : The Khadi and Village Industries Commission (KVIC), established by an Act of parliament in 1956, is engaged in the development of Khadi of Khadi and village industries in rural areas. It has under its purview 96 village industries, besides Khadi. The main objectives of the KVIC are provision of employment in rural areas, skill improvement, transfer of technology, and rural industrialisation. The significant characteristics of khadi and village industries under the purview of KVIC are their ability to use locally

available raw material, local skills, local markets, low per capita investment, simple techniques of production which can be easily adopted by rural people, short gestation period and above all, production of consumer goods.

6. National Small Industries Corporation (NSIC) : The National Small Industries Corporation, a Government of India undertaking was set-up in 1955, with the objectives of supplying them in procuring Government orders for various items of stores. Formerly, the Corporation had four subsidiary corporations at Delhi, Bombay, Calcutta and Madras. However, since 1961, all the subsidiary corporations have been amalgamated with the main Corporation, and three Branch Offices have been set-up at Bombay, Calcutta and Madras. The Delhi subsidiary corporation has been merged with the parent Corporation, and a separate Delhi Cell set-up in it looks after its work. The main functions of the National small Industries Corporation are :

- (a) To provide small-scale industries with modern machines on a hire purchase basis;
- (b) To assist small enterprises to participate in the Stores Purchase Programme of the Central Government;
- (c) To develop small-scale industries as ancillary units to large-scale industries;
- (d) To arrange the marketing of the products of small industries by starting emporia and sales depots and promoting their export;
- (e) To distribute basic raw materials through their raw materials depots;
- (f) To import and distribute components and parts to actual small-scale users in specific industries; and

To construct industrial estates and establish and run prototype production-com-training centres.

Conclusion

On the above study it can be said that women entrepreneurial development is a need of present era. Because Entrepreneur in an advanced economy is an individual who introduces something new in the economy-a method of production not yet tested by experience in the branch of manufacture concerned a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like entrepreneur is a function to reform or revolutionize the pattern of

production by exploiting an innovation or more generally an untied technological possibility for producing a new commodity. Government of India establish various financial institutions for providing financial and technical assistance to the entrepreneur especially to women and rural entrepreneur. These institutions are providing finance, technical ability, subsidy, and equipment on lease to the women entrepreneurs.

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USE OF ICT IN E-LEARNING AND QUALITY ASSESSMENT

Dr. Arun Kumar*

Abstract : E-learning is a process of education done on electronic or online mode. It is the acquisition of knowledge which takes place through ICT including social media. In simple, e-learning is defined as “learning that is enabled electronically”. It is conducted on the Internet, where students can access their learning materials online at any place and time. E-Learning most often takes place in the form of online courses, online degrees or online programs. ICT and e-learning can enhance the quality of higher education by the use of innovative methods increasing the students’ motivation, interest and engagement. It facilitates the acquisition of skills and enhance teacher training eventually improving their communication and exchange of information with students. The rapid progress in technology and the advancement in learning systems have provided a big platform for learners enhancing their knowledge. The introduction of computers, beginning of new revolution gets hooked into smartphones, tablets, etc. with the passage of time. These devices now have a great importance in the classrooms for students’ learning. Knowledge can also be shared via the Internet, which is accessible 24/7 i.e. anywhere and anytime. ICT is enhancing the quality of education and quality assessment for teachers also by increasing learner motivation and engagement facilitating the basic skills and enhancing teacher’s training. It is promoting as a result learner-centered environment.

Key Word : E-learning, Technology, Web-based, Remote Teaching, Plagiarism.

Introduction

E-learning activities are important for the development of any country. Due to COVID -19 E-learning emerge as effective tool for development of educational sector in India. E-learning is learning, utilizing electronic technologies to access educational curriculum outside of a traditional classroom. Online courses provide opportunities to interact with other learner, experts, mentor, teachers or instructor just like online group discussions, chat video conferencing, mail, news group. The modern method in teaching and learning are useful for development of education sector in Indian. E-learning environment in educational technology is a Web-based platform for the digital aspects of courses of study, usually within educational institutions. E-learning comes in several forms: SWAYAM, UGC MOOCs, ATHSHALA PATHSHALA, AISHE, SWAYAM

PRABHA, NATIONAL ACADEMIC DEPOSITORY, GOOGLE MEET, ZOOM, CISCO WEBEX MEETING, GOOGLE CLASS, Smart phones, Computer-Based, Internet-Based, Remote Teacher Online, Online Learning.

Schools, colleges and universities use a diverse set of ICT tools to communicate, create, disseminate, store, and manage information. Because of advancement and deployment of ICT in teaching-learning, we will focus to make effort to shift from examination-based education to learning based education. Again, mostly learning contents are available (**b-ok.org, libgen**) free of cost and anyone can access. Therefore, it is time to focus for making the teaching application oriented rather delivering the facts in the class. Whenever, we undergo with any research of own or supervising the research scholar; we can use Plagiarism Quiz to improve our understanding for

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the plagiarism. We shall use free tools (**Duplichecker, Grammarly, Plagiarism-detector**, etc.) for checking our research-work and ensure that it is plagiarism free.

During the past few years, the world has witnessed a phenomenal growth in communication technology, computer network and information technology. Development of new broadband communication services and convergence of telecommunication with computers have created numerous possibilities to use a variety of new technology tools for teaching and learning system. The integration of computers and communications offers unprecedented opportunities to the education systems with its capacity to integrate enhance and interact with each other over a wide geographic distance in a meaningful way to achieve the learning objectives. The growth of these communication and computer systems, their ease of use, the power and diversity of information transfer allow teachers and students to have access to a world beyond the classroom. It has the potential to transform the nature and process of the learning environment and envision a new learning culture. Interactivity, flexibility and convenience have become the order of the day in the ICT supported environment. ICT opens up opportunities for learning because it enables learners to access, extend, transform and share ideas and information in multi-modal communication styles and format. It helps the learner to share learning resources and spaces, promote learner centered and collaborative learning principles and enhance critical thinking, creative thinking and problem solving skills.

Present Scenario Of Ict In Teaching And Learning

Now-a-days, especially since beginning of 2020, the pandemic of COVID-19 has made ICT an integral part to the teaching-learning interaction. Our direct (physical) teaching-learning approaches has replaced chalkboards with interactive digital whiteboards (**Jamboard, Smart Board, Google Docs, Etherpad, Ideafliip, Lino**, etc.) using students' own smartphones or other devices (**laptops, computers, tablets, mobiles**) for learning during class time, and the "**flipped classroom**" model where students also became integral to the teaching-learning interaction. If we

remember the date of 9th July, 2019; when **SWAYAM** Portal started for providing education in ICT mode and the "**flipped classroom**" model where students watch lectures at home on the computer. The use of classroom time for more interactive exercises at their convenience without caring the time constraints also started for e-learning.

Teachers have faced great challenges and still making effort to update themselves to use ICT in the same affluent way as earlier (Chalk & Talk). During inception of ICT in Teaching-Learning, not only teachers but students also felt puzzled and they felt overburdened. Everyone was trying to find-out the solutions to resume teaching learning at the earliest. Thanks to ICT for giving the way and help to resume out teaching-learning with ICT. Although, some problems have been solved and almost all have excelled with using them but we shall make further effort to upgrade our ability to use ICT and support students to make more user friendly. Afterwards, we will lead to higher order thinking skills, provide creative and individualized options for students to express their understandings, and leave students better prepared to deal with ongoing technological changes in society and the workplace.

Issues and Discussions

Not only pursuing students but graduates who are less familiar with digital culture are increasingly at a disadvantage in the national and global economy. **Digital literacy** (using **office packages, handy softwares**), the skills of searching (**Google Scholar, Shodhganga, DOAJ, Microsoft academic** for literature search, **Search engine**) for discerning (**Mendeley, Geotag image, meta-search: bing/yahoo-bing**) and producing information (**Data collection; Google forms, survey monkey, opendoar.org, Open Cloud**) as well as the critical use of new media (**Google-Meet, Zoom, Jitsi, Google Classroom**, etc.) for full participation in society has thus become an important consideration for curriculum frameworks. In addition to all these, we shall consider that in our country, especially in marginal areas has many problems (**Laptop, Desktop, tablets, smartboard, E-readers, flipped classroom**, etc.)

ICT and Teachers Upgradation

The teachers specially, senior teachers need specific (**voice recorder, OBS Studio, VSDC Video Editor**) as well as updated training opportunities (**hot potatoes, quizziz, easytestmaker, meta-search and their data bases**) in order to update their ability to use ICT for formative learning assessments, individualized instruction, accessing online resources and for fostering student interaction and collaboration. Such training in ICT (**Asynchronous Learning Platform: LMS, Moodle, Canvas, edmodo**) should positively impact teachers' general attitudes towards ICT in the classroom, but it should also provide specific guidance on ICT teaching and learning within each discipline. Without the support and encouragement, teachers tend to use ICT for skill-based applications, limiting student academic thinking. To support teachers as they change their teaching, it is also essential for the concerned staffs to support teachers, supervisors, educators and decision makers to be trained in ICT use. We shall welcome all the effort made in these directions and try to excel ourselves as well as students.

Ensuring Benefits For Using ICT In Teaching-Learning

Although, funds are major constraints but fulfilling the conditions and explaining the requirement before the authority, we can ask for investments in ICT for the benefits of the students (**OER4LFH, Open Book Library, ePG Pathshala**), faculties (**Urkund, Grammarly, Zotero**), concerned staffs (**blogspot, wordpress, UGC-MOOC**) as well as environment (**solar energy, solarrooftop, SECI**). We can suggest for making policy to provide the minimum acceptable infrastructure for ICT (**Presentation Tube, Moodle**), including stable and affordable internet connectivity and security measures such as filters (**low-pass, high-pass, band-pass, and notch/band-reject**) and site blockers. We can also recommend for the policies to make available basic ICT literacy skills; ICT use in pedagogical settings and discipline-specific uses. We will also focus to implement the ICT in the main curriculum. We will try to develop digital content in local languages reflecting local culture so that students can learn easily with interest (**Concept Board, Coggle, bubble.us**). We shall try to make

friendly relation with ICT cell to ensure support on all the issues needed to be resolved at the earliest.

Resource Constrained

The establishment for the training of teachers and administrators, connectivity, technical support and software amongst others staffs involves huge cost, but for the proper planning and effective use of ICT policies should be made to spread it beyond the classrooms and an incremental pathway may be made to establishing infrastructure and bringing in sustainable and easily upgradable ICT. Keeping in mind resources constraints, we can allow those students who have their own mobile technology (laptop, tablet, or smartphone) to bring their own into class rather than providing such tools to all students. We will ensure all students have equal access to ICT devices for learning and make use of ICT (**Miro, Whimsical, etc**) among colleagues and cooperating with seniors and make them aware about all of these.

Inclusive Considerations

I always focus to remove **digital divide** at my end in the class as well as out of the class. We shall contribute to make policies to bridge the **digital divide** to bring **media, internet** and **digital literacy** to all students not just those who are easiest to reach. We shall also focus to improve the skills of minority language students; especially in learning the official language of instruction, through features such as **automatic speech recognition**, the availability of authentic **audio-visual materials** and chat and communication functions (**teleprompter**).

Students with Different Styles of Learning

If we see Bloom's Taxonomy, **audio-visual** and **demonstration** can provide diverse options for taking in and processing information making sense of ideas. More than 3/4th of the students learn best through **visual** and **tactile modalities** and ICT can help these students 'experience' the information instead of just reading and hearing it. Mobile devices can also offer programmes ("apps") that provide extra support to students with special needs with features such as **simplified screens** and instructions, consistent placement of

menus and **control features, graphics** combined with text, **audio** feedback, ability to set pace and level of difficulty, appropriate and unambiguous feedback, and easy error correction. As a teacher, we shall not avoid that this is the era of shifting paper-based education to paper-less education

Conclusion

Teaching and learning will not be the same as before. We will have to make use of the rich and exciting opportunities offered by the new technologies in education to reach our training goal and mission. Learning is not a transfer of knowledge, rather an active construction. This paradigm shifts give the learners a completely new role that was not earlier described in the transmission model of teaching. Technology and teacher professional development in its use are best introduced in the context of broader educational reform which embraces a shift away from teacher-centred, lecture oriented towards learner centred, interactive and constructive learning environment. Multimedia and ICT can play the role of catalyst for such educational reforms. Multimedia courseware can promote effective instruction that is more engaging; learner centred, interdisciplinary and more closely related to real life events and processes and adaptive to individual learning styles and needs. It also encourages higher order thinking skills and help to construct knowledge socially. Thus teacher professional development in the use of interactive technology should embody and model the forms of pedagogy that teacher can use themselves in their classroom.

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RICH LIKE US: AN IMPACT ON FEMINIST STUDY

Dr. Bhoop Narain Dixit*

Quest for identity may be a Herculean task in a patriarchal society but once women have strong will and determination, they act as real "Shaktis". Maya and Rashmi are products of a parochial society where women are so conditioned that it is not without a sense of guilt that they pursue their goals away from their home. In fact, in the Indian Psycho-social matrix, feminine identity is wholly determined and incorporated by her relationship to others. To illustrate, she is either a mother, a wife, a sister or a daughter. Beyond these roles, women in the Indian matrix had till recently no autonomous existence or speaking metaphorically, she had no distinction of being ever called an individual. On the other hand, her western counterpart is comparatively more liberated, uninhibited and independent. She has liberty to move about freely in the society and assert her place in the male world. To stipulate in terms of Tony Wolff, a western woman is more into the Hetaera and Amazonian pattern, while an Indian woman is in the mode of a Mother. Despite the western society being patriarchal where a man is considered dominant and superior, a woman gets ample opportunities for growth and expansion. But an Indian woman is relegated to a position of dependence and inferiority. She has to be dependent on the male, be it father, husband or the son. She has been created as an eternal dependent in the Indian society.

In **Rich Like Us**, especially in the portrayal of Sonali Ranade, we notice the feminist in Sahgal coming of age. **Rich Like Us** coming after an interval of seven years marks the third and the most mature phase of Sahgal's career. The women belonging to this phase are strong-willed, emotionally independent women. They refuse to bow before the stranglehold of men, right from the beginning. They are mistresses of indomitable spirit. Sonali grows up with a dream to fulfil "a new tradition to create, (our)her independent worth to prove" (Sahgal 1983,1987:28). An uncompro-

missing administrative officer, she refuses to pretend that "the emperor's new clothes were beautiful" (28). Her survival instinct is strong and instead of giving in, she gives up. Her resignation is not her acceptance of defeat; it is rather her defiance against oppressive forces, her refusal to cringe before forces acting against her identity. It is her unique manner of asserting her individuality.

The novel **Rich Like Us**, is set in one of India's most unruly chapter of history, tracing back from the Partition the Indian independence and The Emergency. The Emergency, which plays a central role in this novel, marks the 21 month period between June 1975 and March 1977 in India. During this time, President Fakhruddin Ali Ahmed declared a state of emergency in India. This announcement gave Ahmed the right to suspend the elections and civil liberties at his will, hence bringing India's people into a state of extreme discontent.

This historical fiction entwines the fate of two upper-class females, Rose, a British immigrant and wife to powerful native business man Ram with Sonali, a highly educated young civil servant. The former struggles to find a sense of home in this foreign society, filled with ancient customs, including the sati, and exotic social standards. She is entangled in a three-pronged marriage, as she is the second wife of Ram. Rose suffers to understand the Indian culture, and its ramifications on the female spirit. As Ram's health deteriorates, she realizes her rights as wife are in question. Dev, Ram's son from his other wife, Mona, schemes to take all Ram's assets by disposing of Rose. In fear, Rose turns to Sonali, her friend and niece. Sonali is an anomaly to the average Indian, aristocratic woman. She deals with the living and working in New Delhi during the political upheaval of the Emergency and is divided between two worlds, one representing her ideals and longing for progression and the other that embodies her upper-

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crust, conservative culture. From these two characters branch off numerous other tales, which provide a deep and thorough overview of life for all people during this critical historical period. At root of these stories lies the duplicitous role of women in the dynamic, chaotic, new India of the mid 20th century.

The President declares a state of emergency, allowing her to have supreme and autocratic control. During this time the country is in a state of disarray. The wealthy seek to profit, while commoners are crushed by the impending globalization. The government's power grows to such an extent and begins to force men who are low in the caste system to have vasectomies.

Ravi embraces communism in his youth and will only accept the exact following of the doctrine. This near-sighted view of politics shapes his future narrow-minded and misguided involvement in the Indian government. Ravi is swept up by the autocratic ideals of a ruler like Indira Gandhi and quickly integrates himself in the current extremely volatile and dangerous regime.

India's long history as a British colony has had numerous side effects. Those growing up within this period feel both Indian and British. This novel details that complicated effects of colonization has had on this country and its people. Rose, although born and raised in Britain, feels just as much British as Indian, her home since her marriage to Ram over 30 years prior. Sonali, although raised in India, her experiences in the UK while studying and her constant interaction with British people has left her also confused, to whom should she show her allegiance? Both Rose and Sonali engage in external and internal conflict with this distinction. Sonali's past experience has consisted mainly of seeing women in submissive roles that deny their true selves, as when her friend Bimmie gets married: "But I was hypnotized by Bimmie's nose ring, the sandalpaste dots on her face, eyes downcast, and those manacled hands resting submissively in her red silk lap. This was never Bimmie." (48) Sonali is thrilled to shuck off the chains she feels bound by as a woman when she goes off to Oxford. Rose also feels this conflict

raging around and within her: as Ram's second wife, she will have very few rights when he dies, and may end up like just another piece of furniture for Dev to throw away. She also struggles within herself about whether the role she has chosen fits her, whether she has become submissive to Ram's will and should not have settled for second wife.

This connection seems inevitable, even inseparable, in the novel. The elite have everything; the good Scotch whisky, food on their tables; even a political regime that will turn a blind eye to certain illegal acts. The poor, however, are likely to be arrested and tortured for the barest hint, even a fabricated hint, of committing any crime against the reigning power.

The theme asserts itself most prominently through the character of Rose, who loves her husband Ram so dearly that she is willing to leave behind her home and everything she knows in England to take a position she can hardly even justify to herself, his second wife. She is willing to sacrifice everything to be with him. The young Sonali is not any man's bride, but she finds herself unable to stop caring for Ravi Kachru, her childhood friend and later lover.

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EFFECT OF REDUCED GST ON THE INDIAN ECONOMY

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Abstract : The Finance Minister of India, Ms. Nirmala Sitharaman announced on Friday September 20, 2019 a substantial Corporate Tax Rate cut to boost the economic development of India. Since Corporate Tax also called corporation tax or company tax, is a direct tax, the changes in its rates will not impact the GST rates as Goods & Services Tax remains an indirect tax. Important changes in Corporate Tax as announced by the Finance Minister of India include the reduction of corporate tax rate to 22% from 30% while for new manufacturing companies it has been cut down to 15% from 25%.

Key Facts : Under GST, Goods and services are taxed at the following rates: 0%, 5%, 12%, 18%, 28%.

- There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition, a cess of 15% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products.
- A single GST has replaced several existing taxes and levies which include : central excise duty, services tax, additional customs duty, surcharges, state-level value added tax and Octroi.
- Other levies which were applicable on inter-state transportation of goods have also been done away with the launch of GST regime.

GST in India

GST is known as the Goods and Services Tax. It is an indirect tax which has replaced many indirect taxes in India such as the excise duty, VAT, services tax, etc. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into effect on 1st July 2017.

In other words, *Goods and Service Tax (GST)* is levied on the supply of goods and services. Goods and Services Tax Law in India is a **comprehensive, multi-stage, destination-based tax** that is levied on every **value addition**. GST is a single domestic indirect tax law for the entire country.

Components of GST

There are three taxes applicable under this system: CGST, SGST & IGST.

CGST : It is the tax collected by the Central Government on an intra-state sale (e.g., a transaction happening within Maharashtra)

SGST : It is the tax collected by the state government on an intra-state sale (e.g., a transaction happening within Maharashtra)

IGST : It is a tax collected by the Central Government for an inter-state sale (e.g., Maharashtra to Tamil Nadu)

Transaction	New Regime	Old Regime	Revenue Distribution
Sale within the State	CGST + SGST	VAT + Central Excise/Service tax	Revenue will be shared equally between the Centre and the State
Sale to another State	IGST	Central Sales Tax + Excise/Service Tax	There will only be one type of tax (central) in case of inter-state sales. The Centre will then share the IGST revenue based on the destination of goods.

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The features of GST can be summarized as under :

- Subsuming of 17 taxes at Central/States level.
- Consumption Based Tax.
- One Tax rate across the country.
- Taxable event – “Supply of Goods or Services”
- No differentiation in Goods or Services
- Comprehensive tax on Goods & Services
- No tax on tax.
- Free flow of credit.
- Value Addition Tax at each stage

Taxes Subsumed In GST

Central Taxes :

- Central Excise Duty
- Additional Excise Duty
- Service Tax
- Additional Customs Duty (CVD)
- Special Additional Duty of Customs (SAD)
- Excise Duty on Medicinal & Toilet Preparations.

State Taxes :

- Sales Tax/Value Added Tax (VAT)
- Entertainment Tax (other than collected by local bodies)
- Central Sales Tax (CST)
- Octroi & Entry Tax
- Purchase Tax
- Luxury Tax
- Taxes on Lottery, Betting & Gambling

Implementation

The GST was launched at midnight on 1 July 2017 by the President of India, and the Government of India. The launch was marked by a historic midnight (30 June – 1 July) session of both the houses of parliament convened at the Central Hall of the Parliament. Though the session was attended by high-profile guests from the business and the entertainment industry including Ratan Tata, it was boycotted by the opposition due to the predicted problems that it was bound to lead for the middle and lower class Indians. The tax was strongly opposed by the opposing Indian National

Congress. It is one of the few midnight sessions that have been held by the parliament - the others being the declaration of India's independence on 15 August 1947, and the silver and golden jubilees of that occasion. After its launch, the GST rates have been modified multiple times, the latest being on 22 December 2018, where a panel of federal and state finance ministers decided to revise GST rates on 28 goods and 53 services.

The Economic Survey 2008-09 recommended the Government to implement the goods and services tax (GST) throughout the country as a part of continuing fiscal reforms, while favouring a dual GST structure to be levied concurrently by both the Centre and State. Citing the recommendation on a dual GST by the empowered committee of State Finance Ministers, the survey said a dual GST strikes a good balance between Centre and State fiscal autonomy, along with eliminating tax cascading. “It empowers both levels of Government to apply the tax to a comprehensive base of goods and services, at all points in the supply chain. It also eliminates tax cascading, which occurs because of truncated or partial application of the Centre and State taxes,” said the survey. Despite improvements in the country’s tax design and administration over the past few years, the systems at both Central and State levels are still complex, said the survey. The complexities, it says, are policy related and also due to the present system of multiple rates and exemptions at State and Centre level. The survey noted that deficiencies in CENVAT (Central value added tax) and service tax are grave and need to be looked at. For instance, CENVAT’s already narrowed base is being further eroded by a variety of area-specific exemptions. “The introduction of GST would thus be opportune for deepening the reform process already underway,” the survey said. GST will create a single, unified Indian market to make the economy stronger. In totality GST will benefit the Government as well as the consumers in the long run thus creating a win-win situation for both.

Benefits of GST Bill implementation

The entire Indian market will be a unified market which may translate into lower business costs. It can facilitate seamless movement of goods across states and reduce the transaction costs of businesses. **It is good for export oriented businesses.**

HSN code

India is a member of World Customs Organization (WCO) since 1971. It was originally using 6-digit HSN codes to classify commodities for Customs and Central Excise. Later Customs and Central Excise added two more digits to make the codes more precise, resulting in an 8-digit classification. The purpose of HSN codes is to make GST systematic and globally accepted.

HSN codes will remove the need to upload the detailed description of the goods. This will save time and make filing easier since GST returns are automated.

If a company has turnover up to INR 15 million in the preceding financial year then they did not mention the HSN code while supplying goods on invoices. If a company has turnover more than INR 15 million but up to INR 50 million, then they need to mention the first two digits of HSN code while supplying goods on invoices. If turnover crosses INR 50 million, then they shall mention the first 4 digits of HSN code on invoices.

Rate

The GST is imposed at variable rates on variable items. The rate of GST is 18% for soaps and 28% on washing detergents. GST on movie tickets is based on slabs, with 18% GST for tickets that cost less than ₹ 100 and 28% GST on tickets costing more than ₹ 100 and 28% on commercial vehicle and private and 5% on readymade clothes. The rate on under-construction property booking is 12%. Some industries and products were exempted by the government and remain untaxed under GST, such as dairy products, products of milling industries, fresh vegetables & fruits, meat products, and other groceries and necessities.

Checkposts across the country were abolished ensuring free and fast movement of goods. Such efficient transportation of goods was further ensured by subsuming octroi within the ambit of GST.

The Central Government had proposed to insulate the revenues of the States from the impact of GST, with the expectation that in due course, GST will be levied on petroleum and petroleum products. The central government had assured states of compensation for any revenue loss

incurred by them from the date of GST for a period of five years. However, no concrete laws have yet been made to support such action. GST council adopted concept paper discouraging tinkering with rates.

Goods kept outside the GST

Alcohol for human consumption (*i.e.*, not for commercial use).

Petrol and petroleum products (GST will apply at a later date), *i.e.*, petroleum crude, high-speed diesel, motor spirit (petrol), natural gas, aviation turbine fuel.

Concept of GST

The whole concept of GST is to eradicate multiple levels of taxation. The simplest example is, right now, when you go to restaurant in Bangalore, you pay three different types of taxes, if you're drinking and having food.

Service tax - 6% (But hotels are exempted up to 60%), VAT - 14.5% on liquor, and 5.5% VAT on food. For a bill of ₹ 100, 60 consisting of liquor and 40 for food, you will be paying a tax of 16.9. Calculation details :

Service tax - 6% of 100 = ₹ 6. (With exemption)

Without exemption - 15% of ₹ 100 = ₹ 15.

VAT on alcohol - 14.5% of 60 = 8.7

VAT on food - 5.5% of 40 = 2.2

Total tax (with exemption) = 16.9

Total tax (without exemption) = 25.9

So total tax percentage on the bill with exemption - 16.9%, without exemption - 25.9%.

Whereas under GST regime, it will be taxed at a flat rate of 18-19%, *i.e.*, ₹ 18 ₹ 19.

Therefore, in this example, you might think GST isn't really going to help you because of the exemption of 60% of service tax for hotels, but for a significant number of products, multiple taxes will be replaced with one tax, which will bring down the tax that you're paying in certain cases, which will almost be at par for certain cases, and which will be more than the tax you're paying now in certain cases.

But, it's definitely a welcome move, as the tax compliance will be easier, cascading effect of taxes will be reduced and tax collection and

remittance will increase significantly. Overall, as a consumer, it's definitely going to be a welcome change.

This is with an assumption that Liquor will be come under the purview of GST. Even otherwise, the same concept holds good for other sale of Goods and services provided

Benefit of GST

- (a) Abolition of multiple layer of tax
- (b) Mitigation of Cascading Taxation
- (c) Development of Common National Market
- (d) Increase in Voluntary Compliance
- (e) Reduced Litigation
- (f) Efficient Administration by Government
- (g) Will act as a Tax Booster for Government

Adverse effects

- GST is said to be proving detrimental to the growth of small scale industries. Basic exemption limit in excise of ₹ 1.5 Crores taken away in GST, which affects the Small Scale Industries. Lakhs of industries in India are surviving only for one reason that they are not required to pay excise if their turnover does not exceed 1.5 crores.
- Services which were charged on receipt basis are charged on accrual basis.
- GST is required to be paid, once invoice is raised even if there is no certainty of receiving the payments for the services rendered
- Number of goods and services have become costlier after launch of GST. It would increase inflation in the country which is already reeling under the pressure of demonetization.

Reverse Charge Mechanism

Reverse Charge Mechanism (RCM) is a system in GST where the receiver pays the tax on behalf of unregistered, smaller material and service suppliers. The receiver of the goods is eligible for Input Tax Credit, while the unregistered dealer is not.

The central Government released ₹ 35,298 crore to the state under GST compensation. For the implementation, this amount was given to the state to compensate the revenue. Central government

has to face many criticisms for delay in compensation.

Revenue Distribution

Revenue earned from GST (intra state transaction - seller and buyer both are located in same state) is shared equally on 50-50 basis between central and respective state governments. Example: if state of Goa has collected a total GST revenue (intra state transaction - seller and buyer both are located in same state) of 100 crores in month of January then share of central government (CGST) will be 50 crores and remaining 50 crores will be share of Goa state government (SGST) for month of January.

For distribution of IGST (interstate transaction - seller and buyer both are located in different states) collection, revenue is collected by central government and shared with state where good is imported. Example: 'A' is a seller located in state of Goa selling a product to 'B' a buyer of that product located in state of Punjab, then IGST collected from this transaction will be shared equally on 50-50 basis between central and Punjab state governments only.

Criticism

- Technicalities of GST implementation in India have been criticized by global financial institutions/industries, sections of Indian media and opposition political parties in India. World Bank's 2018 version of India Development Update described India's version of GST as too complex, noticing various flaws compared to GST systems prevalent in other countries; most significantly, the second-highest tax rate among a sample of 115 countries at 28%.
- GST's implementation in India has been further criticized by Indian businessmen for problems including tax refund delays and too much documentation and administrative effort needed. According to a partner at PwC India, when the first GST returns were filed in August 2017, the system crashed under the weight of filings.

The opposition Indian National Congress has consistently been among the most vocal opponents of GST implementation in India with party President, and leader of the opposition, Rahul Gandhi, slamming BJP for allegedly "destroying

small businessmen and industries" in the country. He went on to pejoratively dub GST as "Gabber Singh Tax" after an ill-famed, fictional dacoit in Bollywood. Claiming the implementation of GST as a "way of removing money from the pockets of the poor", Rahul has called it as a "big failure" while declaring that if the Congress party is elected to power, it will implement a single slab GST instead of different slabs. In the run-up to the elections in various states of India, Rahul has intensified his "Gabber Singh" criticisms on Modi's administration.

Conclusion

The GST rollout, with a single stroke, has converted India into a unified market of 1.3 billion citizens. Fundamentally, the \$2.4-trillion economy is attempting to transform itself by doing away with the internal tariff barriers and subsuming central, state and local taxes into a unified GST.

Being the Biggest tax reform in India, GST will allow the real GDP growth of the Indian economy to hit 6.75 per cent in this fiscal year with expectations of 7 to 7.5 per cent real GDP growth in 2018-19. SMEs and small taxpayers have benefitted from the GST system with a number of relaxations.

As per the Indian retail industry, the total tax component is around 30% of the product cost. Due to the impact of GST, **the taxes have gone down**. So, the end consumer has to pay lesser taxes. The reduced burden of taxes has enhanced the production and growth of the retail and other industries.

In 2019-20, amongst the bigger states Madhya Pradesh and Karnataka managed to improve their **GST collections by more than 10 percent**. Telangana's collection increased by 9.4 percent, Maharashtra's by 9.2 percent, West Bengal's by 9.1 percent. Most others saw their GST collections rise by 6-8 percent.

Will reduced GST help the Indian economy in growing faster?

Definitely. Reduction in GST on various goods and services will reduce the cost thus making the product affordable. These will lead to an increase in demand thus increasing production which in turn will make the economy grow faster.

In terms of '**How GST is a boon for Indian Economy?**' we find some of the following points :

- Most of the developed/fast developing countries across the globe apply it and so on the same path our nation is on now.
- Abundant Revenue strengthens the Government to provide better social privileges, safety, security and other significant services to its citizens to lead a healthy, safe and pleasant life ahead.
- Growth in FDI will bring a vast opportunity against unemployment and less global ranking.
- Emergence of different advanced software make the calculations accurate and fast. Advanced technology in everyday economic activities will make our country more efficient in terms of global business. Henceforth, we can see here clearly that how it will affect the Indian economy and will take it into a positive direction like developed countries. Speaking frankly, it is the real need of the hour to step forward against the old tax regime.

Since **the government has to pay for a huge number of employees**, give subsidy and freebies to everyone and do a little bit of infrastructure and other things, indirect taxes are very high in India compared to most countries. This has always been so.

Three years ago, Modi government ignored the naysayers and pushed GST through. Of course, one reason was that the NDA ruled most states and could steamroll its way through the GST council. But even opposition states had a reason to fall in line. They were all guaranteed an annual revenue growth of 14 percent, over what they had earned in 2015-16. Any shortfall was to be topped up by the centre for the first 5 years. That is, till 20.

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OPPORTUNITIES AND PROBLEMS OF RURAL MARKETING IN INDIA

Dr. Harminder Kaur*

Abstract : *After India got independence from colonial rule in 1947, the process of rebuilding the economy started. For this various policies and schemes were formulated. First five year plan for the development of Indian economy came into implementation in 1952. These Five Year Plans, started by Indian government, focused on the needs of the Indian economy . If on one hand agriculture received the immediate attention on the other hand the industrial sector was developed at a fast pace to provide employment opportunities to the growing population and to keep pace with the developments in the world. Since then the Indian economy has come a long way . The Indian youth which is madly running after MNCs and 6 digit salaries needs to stop and think about the rest of the country, how some people don't get even 2 square meals a day and play an active role in the developmental process. This is our country, every citizen is a stakeholder in the nation's interest and therefore its problems will also have to be solved jointly and in cooperation with one another The Gross Domestic Product (GDP) at factor cost, which was 2.3 % in 1951-52 reached 6.5 in the financial year 2014-2015 Trade liberalization, financial liberalization, tax reforms and opening up to foreign investments were some of the important steps, which helped Indian economy to gain momentum.*

Keywords : Rural Marketing, Opportunities, Problems

Introduction

India is a country of village. 742 million Indians constituting 138 million households reside in 6,38,365 villages. The size of rural market itself speaks of its potential. The current marketing environment and economic scenario have brought the corporate under contemporary roofs of modern India, which is challenging the current standards of segmenting, targeting and reaching the customers. Realistically, India as a nation has come a long way from the place where only urban population which constitutes 20 per cent of customer base for companies are responsible for 80 per cent of their profits. The companies are looking for new opportunities and avenues, as they are witnessing a decline in their growth rates in urban markets due to market saturation and they do have a huge, untouched and untapped rural Indian market. The driving force for this is rural youth who are educated, have access to technology and have openness to change. Also rural markets have acquired significance, as the overall growth of

economy has resulted into substantial increase in the purchasing power of the rural communities.

After India got independence from colonial rule in 1947, the process of rebuilding the economy started. For this various policies and schemes were formulated. First five year plan for the development of Indian economy came into implementation in 1952. These Five Year Plans, started by Indian government, focused on the needs of the Indian economy. If on one hand agriculture received the immediate attention on the other hand the industrial sector was developed at a fast pace to provide employment opportunities to the growing population and to keep pace with the developments in the world. Since then the Indian economy has come a long way . The Indian youth which is madly running after MNCs and 6 digit salaries needs to stop and think about the rest of the country, how some people don't get even 2 square meals a day and play an active role in the developmental process. This is our country, every citizen is a stakeholder in the nation's interest and

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therefore its problems will also have to be solved jointly and in cooperation with one another. The Gross Domestic Product (GDP) at factor cost, which was 2.3 % in 1951-52 reached 6.5 in the financial year 2014-2015. Trade liberalization, financial liberalization, tax reforms and opening up to foreign investments were some of the important steps, which helped Indian economy to gain momentum.

Concept of Rural Marketing

The concept of Rural Marketing in India Economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets. The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioral factors operating in the country. The rural population in India accounts for around 627 million, which is exactly 74.3 percent of the total population. Rural Markets are defined as those segments of overall market of any economy, which are distinct from the other types of markets like stock market, commodity markets or Labor economics. Rural Markets constitute an important segment of overall economy, for example, in the USA, out of about 3000 counties, around 2000 counties are rural, that is, non-urbanized, with population of 55 million. Typically, a rural market will represent a community in a rural area with a population of 2500 to 30000. The concept of rural marketing in India is often been found to form ambiguity in the minds of people who think rural marketing is all about agricultural marketing. However, rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by the non-agricultural workers from rural to urban areas. To be precise, Rural Marketing in India Economy covers two broad sections, namely–

- Selling of agricultural items in the urban areas
- Selling of manufactured products in the rural regions.

The Registrars of Companies in different states chiefly manage, the rural market in India brings in bigger revenues in the country, as the

rural regions comprise of the maximum consumers in this country. The rural market in Indian economy generates almost more than half of the country's income. Rural marketing in Indian economy can be classified under two broad categories. These are : The market for consumer goods that comprise of both durable and non-durable goods and the market for agricultural inputs that include fertilizers, pesticides, seeds, and so on.

Low population number, low median income, poor infrastructure [roads, electricity, communications], and agrarian rather than industrial activity. Such rural areas are within the sphere of influence of neighboring cities and metros.

Comparative sizes of Rural and Urban markets

Particulars	Urban	Rural
Population-2001-2002 (million thousands)	53	135
Population-2018-2019 (million thousands)	69	153
% of all India Population	28	72

Objectives of The Study

The objectives of this study include observing the dynamics of Indian Rural Markets over a period of time, reviewing the literature of rural markets and rural marketing, outlining the potentiality of rural markets with respect to different segments like FMCG, Automobiles, Retail etc. The study also concentrates on the problems faced by rural markets and finally offering suggestions to overcome the problems and tapping the potentiality of the rural markets at maximum level.

Methodology of The Study

In order to study the various problems and prospects of rural markets, to find out the facts, to analysis the findings and to offer suggestions – a tool, namely, SWOT Analysis Matrix has been adopted. The inputs for this matrix have been collected from past studies of rural marketing, reports published by various institutions etc.

Review of Literature

- NSSO (Census) defined rural market as a Market with population density less than 400 sq km., 75% of male working population

is engaged in agriculture and no Municipal Corporation / board.

- Planning Commission of India defined rural market as towns up to 15,000
- The Sahara group defined as commercial establishments located in areas serving less than 1000 population are rural markets.
- National Commission on Agriculture defined Rural Marketing as decisions to produce salable commodities involving all aspects of the market system or structure, both functional and institutional, based on technical and economic considerations and includes the pre and post harvest operations.
- Several Corporate defined Rural marketing as—function that manages all activities involved in assessing stimulating and converting the purchase power of rural consumers into effective demand for specific products and services to create satisfaction and a better standard of living for achieving organizational goals.

Rural Market is Big Chunk For Marketers:

1. Infrastructure is improving rapidly.
2. In 50 years only 40% villages connected by road, in next 10 years another 30%.
3. More than 90 % villages electrified, though only 44% rural homes have electric connections.
4. Rural telephone density has gone up by 300% in the last 10 years; every 1000+ pop is connected by STD.
5. Social Indicators have improved a lot between 1981 and 2001
6. Number of “pucca” houses doubled from 22% to 41% and “kuccha” houses halved (41% to 23%)
7. Percentage of BPL families declined from 46% to 27%
8. Rural Literacy level improved from 36% to 59%
9. Low penetration rates in rural so there are many marketing opportunities.

Factors Responsible for The Rural Market Boom to Come Into Existence :

1. Increase in population and hence increase in demand.

2. A marked increase in the rural income due to agrarian prosperity.
3. Standard of living is also increasing in rural areas.
4. Large inflow of investment for rural development programmes from government and other sources.
5. Increased contact of rural people with their urban counterparts due to development of transport and wide communication network.
6. Increase in literacy and educational level and resultant inclination to sophisticated lives by the rural folks.
7. Inflow of foreign remittances and foreign made goods into rural areas.
8. Change in the land tenure systems causing a structural change in the ownership patterns and consequent changes in the buying behaviour.
9. Rural markets are laggards in picking up new products. This will help the companies to phase their marketing efforts. This will also help to sell inventories of products out dated in urban markets.

Rural Marketing in Modern India

“Rural Marketing is defined as a function that manages all activities involved in assessing, stimulating and converting the purchasing power of rural consumers into an effective demand for specific products & services and moving these products & services to the people in rural areas to create satisfaction and a better standard of living and thereby achieving organizational goals” The process should be able to straddle the attitudinal and socio-economic disparity between the urban and rural customers.

Urban to Rural (U 2 R) : A major part of rural marketing falls into this category. It includes the transactions of urban marketers who sell their goods and services in rural areas, like pesticides, fertilizers, seeds, FMCG products, tractors, bicycles, consumer durables, etc.

Rural to Urban (R 2 U) : Transactions in this category basically fall under agricultural marketing where a rural producer seeks to sell his produce in

an urban market, like seeds, fruits and vegetables, milk and related products, forest produce, spices, etc.

Opportunities in Rural Markets

In the early 2000s, around 700 million people, *i.e.*, 70% of the Indian population lived in 6,27,000 villages, in rural areas. Of this, 90% were concentrated in villages with population less than 2000. According to a study conducted in 2011 by the National Council for Applied Economic Research (NCAER), there were as many "middle income and above" households in rural areas as there were in urban areas. Infrastructure is improving rapidly - In 50 years only, 40% villages have been connected by road, in next 10 years another 30% would be connected. More than 90% villages are electrified, though only 44% rural homes have electric connections. Rural telephone density has gone up by 300% in the last 10 years; every 1000+ population is connected by STD. Social indicators have improved a lot between 1981 and 2001 - Number of "pucca" houses doubled from 22% to 41% and "kuccha" houses halved (41% to 23%). Percentage of BPL families declined from 46% to 27%. Rural literacy level improved from 36% to 59%. Low penetration rates in rural areas, so there are many marketing opportunities

Fmcg Sector

According to figures released by market researcher Nielsen, demand for personal care products grew faster in rural areas than urban areas during the period January-May 2017. In shampoos, rural demand grew by 10.7 per cent in value terms, while in urban markets, it rose by 6.8 per cent. Similarly, toothpaste sales grew by 9.1 per cent in rural India and by 4.4 per cent in urban markets. Several fast moving consumer goods (FMCG) companies such as Godrej Consumer Products, Dabur, Marico and Hindustan Unilever (HUL) have increased their hiring in rural India and small towns in order to establish a local connect and increase visibility. Swiss FMCG giant, Nestle plans to make further inroads into the rural markets. The company has asked its sales team to deliver "6,000 new sales points every month in rural areas" to expand its presence in Indian villages, according to Antonio Helio Waszyk, Chairman and Managing Director, Nestle India.

Retail Sector

The rural retail market is currently estimated at US\$ 112 billion, or around 40 per cent of the US\$ 280 billion Indian retail market, according to a study paper, 'The Rise of Rural India', by an industry body. Hindustan Unilever (HUL) is planning to significantly increase its rural reach. According to Harish Manwani, Chairman, HUL, the quality and quantity of rural coverage will go up to the extent that "what we have done in the last 25 years we want to do it in the next two years." Currently HUL products reach approximately 250,000 rural retail outlets and the company intends to scale it up to nearly 750,000 outlets in two years time. Direct selling firm Tupperware India, known for its storage containers plans to foray into the rural markets in the next two-three years. "We have solid plans for the rural market. We are working on bringing products for rural people as well," said Asha Gupta, Managing Director, Tupperware India. Castrol India is pushing its rural sales by building up a distribution infrastructure to reach out to all villages. According to Ravi Kirpalani, Chief Operating Officer, Castrol India, "Our distribution now reaches 5,000-7,000 towns and villages, but we are planning to take our products to six lakh villages with a population of less of 5,000."

Automobile Sector

Car sales in rural India have been on the increase in the last three years since the government announced various schemes such as farm loan waiver etc, for the rural population. Maruti Suzuki's share of rural sales has increased from 3.5 per cent to 17 per cent in the last three years. Mahindra & Mahindra (M&M) is now selling more Scorpios in rural and semi-urban markets. Scorpio sales have increased from 35 per cent to 50 per cent in the last two years. Toyota Kirloskar Motor (TKM), in which Japan's Toyota Motor Corp holds an 89 per cent controlling stake, is planning at selling 40 per cent of its cars in rural markets in India. According to Hiroshi Nakagawa, Managing Director, TKM, "We are aggressively expanding our dealership footprint in India and quite a significant portion of this will be in country's heartland. By end of 2010, we plan to have 150 dealers across the country." Yamaha is also planning a major initiative in rural India by

launching more models in the affordable price range in 2017. "We are very strong in Tier 1 and Tier II cities. Now onwards, our focus will be rural India (Tier III towns). We will launch more models in the affordable price range to dominate the rural market," according to Pankaj Dubey, National Business Head, India Yamaha Motor. At present, around 15 per cent of its sales come from the rural market and Dubey sees this demand increasing substantially in 2017. Tata Motors is also making efforts to sell its pick up truck Ace in rural markets. It has already opened 600 small outlets for the Ace in rural and semi-urban markets. It has also tied up with 117 public sector, gramin (rural) and co-operative banks to help small entrepreneurs buy the vehicle.

Estimated Annual Size of the Rural Market	
FMCG	₹ 65,000 Crore
Durables	₹ 5,000 Crore
Agri-Inputs (including tractors)	₹ 45,000 Crore
2 / 4 Wheelers	₹ 8,000 Crore

Source: NCAER Report, 2019

Problems of Rural Market

Rural markets are a huge attraction to marketers, it is not easy to enter the market and take a sizeable share of the market, in the short time due to the following reasons.

- **Low Literacy** : There are not enough opportunities for education in rural areas. The literacy level is as low (36%) when compared to all- India average of 52%.
- **Seasonal Demand** : Demand for goods in rural markets depends upon agricultural situation, as agriculture is the main source of income. Agriculture to a large extent depends upon monsoon and, therefore, the demand or buying capacity is not stable or regular.
- **Transportation** : Many rural areas are not connected by rail transport. Kacha roads become Un serviceable during the monsoon and interior villages get isolated.
- **Distribution system** : An effective distribution system requires village-level shopkeeper, wholesaler or preferred dealer, distributor or stockiest at district level and company-owned depot or consignment distribution at state level. The presence of too many tiers in the

distribution system increases the cost of distribution.

- **Communication Problems** : Facilities such as telephone, fax and telegram are rather poor in rural areas.

(i) **Traditional Life** : Life in rural areas is still governed by customs and traditions and people do not easily adapt new practices.

(ii) **Buying Decisions** : Rural consumers are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied, do they buy the product.

(iii) **Media for Promotions** : Reach of formal media is low in rural households; therefore, the market has to undertake specific sales promotion activities in rural areas like participating in melas or fairs.

- **Cultural Factors** : ICulture is a system of shared values, beliefs and perceptions that influence the behavior of consumers. There are different groups based on religion, caste, occupation, income, age, education and politics and each group exerts influence on the behavior of people in villages.
- **Decision making** : Rural consumers are cautious in buying and decisions are slow and delayed. They are give a trial and only after buying personally satisfied, do they buy the products.
- **Future Trends** : Markets which are not able to face the stiff competition posed by MNCs, can restore their profits in the rural sector. The market share of urban market when compared to the rural market is low, hence if Indian industries concentrate on rural markets their sales will increase. If rural markets are brought into the limelight of development, they pave way to prosperity. Prosperity of India lies in the prosperity of every Indian, hence no rural segment should be left untapped.

Findings and Conclusion

On the basis of above study it can be said that :

1. There are not enough opportunities for education in rural areas. The literacy level is as low (36%) when compared to all- India average of 52%.
2. Demand for goods in rural markets depends upon agricultural situation, as

agriculture is the main source of income. Agriculture to a large extent depends upon monsoon and, therefore, the demand or buying capacity is not stable or regular.

3. Many rural areas are not connected by rail transport. Kacha roads become Un serviceable during the monsoon and interior villages get isolated.
4. An effective distribution system requires village-level shopkeeper, wholesaler or preferred dealer, distributor or stockiest at district level and company-owned depot or consignment distribution at state level. The presence of too many tiers in the distribution system increases the cost of distribution.
5. Facilities such as telephone, fax and telegram are rather poor in rural areas.
6. Life in rural areas is still governed by customs and traditions and people do not easily adapt new practices.
7. Rural consumers are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied, do they buy the product.
8. Reach of formal media is low in rural households; therefore, the market has to undertake specific sales promotion activities in rural areas like participating in melas or fairs.
9. Culture is a system of shared values, beliefs and perceptions that influence the behavior of consumers. There are different groups based on religion, caste, occupation, income, age, education and politics and each group exerts influence on the behavior of people in villages.
10. Rural consumers are cautious in buying and decisions are slow and delayed. They are give a trial and only after buying personally satisfied, do they buy the products.

Finally conclude that rural Markets which are not able to face the stiff competition posed by MNCs, can restore their profits in the rural sector. The market share of

urban market when compared to the rural market is low, hence if Indian industries concentrate on rural markets their sales will increase. If rural markets are brought into the limelight of development, they pave way to prosperity. Prosperity of India lies in the prosperity of every Indian, hence no rural segment should be left untapped.

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THE PRIDE OF INDIA : THE TOP 10 WOMEN ENTREPRENEUR IN INDIA

Dr. Ruchi Srivastva* and Dr. Vibha Srivastava**

Abstract : *This is the research paper which is based on secondary data which focuses on growth and development of women entrepreneurship in India. This paper works on how the traditional women has moved ahead in Modern India and proved themselves as a successful entrepreneur. In modern India the women are making a significant contribution to entrepreneurship activity, economic development and also in creating the new jobs and increasing the gross domestic product with positive impact on reducing poverty. This research paper will discuss about some prominent women entrepreneur in India which are the pride of India.*

Introduction

Women who were earlier tied with different types of restrictions, responsibilities where not be able to actively participate in the growth of Indian economy but now there is a change in the thought process of the individuals and societies who have changed their own old thinking and started respecting women.

In the few years, the status of women in Indian society has changed drastically. Today, Women have been playing an important role in the growth of the Indian economy and have made a big impact and got success in almost every sector. This paper aims to discuss the top 10 famous Women Entrepreneurs, who have done something different to boost the Indian economy and become role model for others.

1. Vandana Luthra – The founder of VLCC

She was born on 12 July 1956 in Delhi. She is dynamic and versatile personality, She completed her graduation in Delhi and moved to different countries like Germany, UK, and France to gain expertise in beauty, skincare, fitness and food and nutrition. In 1988 she got married to Mukesh Luthra. She has two daughters.

In 1989, Vandana Luthra found a company called VLCC as a Wellness center. Now VLCC has become famous not only nationally but internationally. Today the company offering a plethora of services like Slimming, beauty & grooming,

laser, hair transplant and many more. Currently, VLCC is one of the most leading Beauty and wellness service industry in India. The company is operating the service of more than 326 locations in 153 cities and 13 countries. VLCC has employed more than 5000 people including medical professional and nutrition experts and cosmetologists and beauty professionals. In the present time, VLCC has set up manufacturing plants in Haridwar India and Singapore. The company produces and sells the product like skin care, body care product, and hair care. As per Wikipedia, These products are also marketed by 100,000 outlets India and more than 10,000 outlets across the Middle East and Africa.

VLCC is providing a vocation training course that is known as the VLCC Institute of Beauty & nutrition also running a charity that provides scholarships to underprivileged and physically challenged people. She is the VC of the NGO called Khushii. This NGO is working on different projects like vocational training facility, education with midday meal facility to 3,000 children, and telemedicine center. In 2013, Vandana Luthra received India's fourth-highest civilian honor Padma Shri award

2. Kiran Mazumdar Shaw–The founder of Biocon Limited

Kiran Mazumdar, the founder of Biocon Limited was born on 23 March 1953 in Gujrati family at Bangalore. Her father, Rasendra

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Mazumdar, who was the head brewmaster at United Breweries advised her to study the fermentation science, and developed herself to be a brewmaster, a profession which was a very non-traditional field for women. She agreed with the thought of her father and went to Ballarat College, Melbourne University in Australia in 1974 to study malting and brewing. In college, she was the only woman enrolled in the brewing course and ranked first in her class.

When She was backed in India she could not find any opportunity for advancing her career in Bangalore or Delhi, because of Indian mentality, she was told that she could not be hired as a master brewer in India because "It's a man's work." When she could not find an appropriate job in India than she began to look job opportunity outside India and was offered a position in Scotland. But before Mazumdar could shift to abroad, she met Leslie Auchincloss, the founder of Biocon Biochemicals Limited, of Cork, Ireland. Auchincloss's company used to produce enzymes for use in the brewing, food-packaging and textile industries. Auchincloss was looking for a partner in India which could help to establish an Indian subsidiary to supply him with Papain.

In the beginning, she faced credibility challenges because of her youth, gender and her untested business model. She was unable to secure funding for her company at the early stages of her business. She met fortunately with a banker at a social event which finally enabled her to get her first financial backing. She also found it difficult to recruit people to work for her start-up, her first employee was a retired garage worker. Moreover, she faced the technological challenges associated with trying to build a biotech business in a country with poor infrastructure. Uninterrupted power, good quality water, sterile labs, imported research equipment, and workers with advanced scientific skills were not easily available in India at that period of time.

The company's initial projects were the extraction of papain (an enzyme from papaya used to tenderize meat) and isinglass (obtained from tropical catfish and used to clarify beer. Within a year of its inception, Biocon India was able to manufacture enzymes and export them to the U.S. and Europe, the first Indian company to do so. At the end of her first year, Mazumdar used her

earnings to buy a 20-acre property with plans to expand in the future. Mazumdar spearheaded Biocon's evolution from an industrial enzymes manufacturing company to a fully integrated biopharmaceutical company with a well-balanced business portfolio of products and a research focus on diabetes, oncology and auto-immune diseases.

3. Priya Paul–The chairperson of Park Hotel

Priya Paul achieved success quite early in life, overcoming the challenges that came her way. When she lost her father and chairman of the Apeejay Surrendra Group, Surrendra Paul, she had to take on the responsibility of looking after three hotels. She overcame that challenge, not with standing her lack of experience. She says she chose to follow her heart and not a hotel guide-book and the outcome was a 400 per cent expansion in the hotel business her father had left her.

Priya Paul is known to have a firm head on her slender shoulders, which has enabled her to take on big responsibilities early in life. She was just 21 when she began her career as marketing manager of THE Park in New Delhi in 1988, equipped with degrees from Wellesley College, Harvard Business School and INSEAD. Subsequently, she took charge as general manager and was appointed director of the Apeejay Surrendra Group and chair of Apeejay Surrendra Park Hotels. Paul is director and member of the Group Management Committee of Apeejay Surrendra Group, established in 1910. In 2000 she received the Federation of Hotel and Restaurant Association of India award as the 'Entrepreneur of the Year'. She was awarded the Federation of Hotel and Restaurant Association of India 'Hall of Fame' in 2011. In 2012, she was conferred the Padma Shri by the President of India.

4. Ritu Kumar – The Fashion designer

Ritu Kumar is an Indian fashion designer who began her Fashion career in Kolkata. Initially, she was making bridal wear and evening clothes. After decades, she entered an international market. She has been operating her business in several different forging cities France and New York. In 2013, She awarded Padma Shree by the government of India. About her education, she completed schooling at Loreto Convent and have done college from lady Irwin College. Later she got a scholarship at

Briarcliff College in New York, where she pursued Art History. Kumar's designs focus on natural fabrics and traditional printing and weaving techniques. She has also included Western elements in her work, but has generally not innovated beyond traditional sari designs. Her clothes have been worn by celebrities such as Princess Diana, Priyanka Chopra, Lara Dutta, Deepika Padukone, Madhuri Dixit Nene, Madhur Jaffrey, Kalki Koechlin, Dia Mirza, Soha Ali Khan and Jemima Goldsmith.

5. Suchi Mukherjee – Founder & CEO of Limeroad

Suchi graduated from St. Stephens College, Delhi. She then received her Bachelor of Arts degree in Economics with Maths from University of Cambridge in 1998. She then pursued Masters in Finance & Economics from London School of Economics (LSE). After getting off with 8 past jobs, she eventually thought of establishing her own startup focusing on fashion and apparel for women. At present, Suchi is serving as the Founder and Chief Executive Officer (CEO) of the e-commerce site, Lime Road, which was established in 2012. Suchi, founded the online shopping platform, LimeRoad in 2012. The company is headquartered in Gurugram, Haryana, India. She serves as the CEO of the company. LimeRoad is one of the fastest growing digital shopping platforms in India. If we talk about her achievement, she received many awards like Coolest Start-up of the year (from Business Today), Infocom woman of the year- Digital Business, and Unicorn Start-up Award (NDTV).

6. Basudha Shrivastav Express Earth Digital Services

Basudha Shrivastav co-founded Express Earth Digital services, a travel agency that takes care of all your travel needs, in 2015. Her co-found Himanshu Narula was also her schoolmate. Both of them were interested in starting a venture in travel. Which is why they quit their jobs and jumped into entrepreneurship and a marriage. Express Earth takes care of all your travel needs, from hotels, cars, flights, insurance and more for both B2B and B2C clients. Basudha has completed GNIIT (Diploma, software Engineering) in 2006. later she has done a B.A in eng (h), has done Executive Entrepreneurship program, Entre-

preneurial and Small Business operations from Indian Institute of Management Bangalore. and has experience working in the IT sector. Her company has won several awards for being an innovative travel company including the 'Most Innovative Travel Management Company' by India Travel Award North.

Express Earth established has created a niche environment for smart travellers. It's a unique channel that provides different options for travelling that truly suit you and not a travel company or agent. They provide travel options for corporate travels too. They have won several awards including NASSCOM 10k programme. The programme and The Startup India programme truly helped the startup in its early days from its establishment in 2015.

7. Aditi Gupta–The Co-founder of Mens-trupedia

Aditi Gupta is a 34-year-old engineering graduate and a New Media Design post-graduate from National Institute of Design, Ahmedabad. She was born in Garhwa in Jharkhand, India. She started menstruating at the age of 12, but only learnt about menstruation when she was taught about it in class 9 at the age of 15. In her childhood, when she was menstruating she was not allowed to touch a place of worship, or sit on other people's beds; she had to wash and dry her clothes separately. She was not allowed to use the sanitary napkins available in the market as buying them would 'risk the family's dignity'. She bought her first sanitary napkin at the age of 15. Aditi met her husband, Tuhin Paul in the National Institute of Design where they both worked on several projects together. They found a severe lack of awareness about menstruation even among the most educated people, and that many still believed and followed menstrual myths.

The lack of awareness and education about menstruation motivated her to undergo research on the subject for one year. She collated information from doctors and girls which gave her an idea to start a comic book with three young girls and a doctor as the main characters. She put up the comic books on a website (www.talesofchange.in). In November 2012, Gupta and her husband, Paul started Menstrupedia to spread more knowledge and awareness about the subject. It originally began as a thesis project while they were in

National Institute of Design, Ahmedabad. The website has developed into a platform 'providing information on puberty and sexuality for pre-teens and teenagers.

Menstrupedia provides a user-friendly guide to menstruation, hygiene and puberty and helps break myths associated to them. The aim of the website is to present this information in a culturally sensitive and an easy-to-understand way through digital media. The website contains various comic books, blogs, Q&A section and a Learn section. The comics are available in fourteen languages and has been utilised in more than 18 countries. Gupta prepared the materials used in schools in five states of North India currently. Gupta distributed these comics, in schools in Mehsana, Gandhinagar, Ahmedabad and Ranchi, where the girls, their parents and teachers liked them a lot.[11] Menstrupedia has started several campaigns in collaboration with Whisper India such as Touch the Pickle movement in collaboration with many actresses like Shraddha Kapoor, Parineeti Chopra, Kalki Koechlin, Neha Dhupia, Mandira Bedi among others. She was listed on the Forbes India U-30 list.

Aditi Gupta is one of the Indian women entrepreneurs who is an author and the co-founder of the comic Menstrupedia. Tired of the myths and misinformation that surrounded Menstruation she took it upon herself to make a change. She and her husband co-founded the comic in 2012. In 2014 she was listed on the Forbes India 30 under 30 list for her work towards breaking the taboo. Today, Menstrupedia has been used in more than 6,000 schools and has benefited more than 10,00,000 girls in over 14 languages.

Aditi is a social woman entrepreneur in India working towards raising awareness about menstruation. She is a Ted Talk speaker and her work has been featured in The Wall Street Journal, Reuters, CNBC and BBC.

8. Falguni Nayar – The Founder of Nykaa

The success story of Falguni Nayar, founder of the multi-brand beauty retailer Nykaa, is a testament to the fact that with the right training, education and support women can conquer any height. She has built an empire that started off with a humble beginning, but now stands tall at 200 crores!

Falguni Nayar, who is an IIM Ahmedabad alumna, was the former Managing Director at Kotak Mahindra Capital Company, which she gave up to pursue the dream of becoming an entrepreneur. This choice of leaving a fruitful career behind and entering the world of entrepreneurship was driven by two factors: 1) Her love for makeup, and 2) Her curiosity to explore the online marketing platform which she recognized to have a lot of potential. She hails from a Gujarati family, but was born and brought up in Mumbai. Her father was a businessman and she says that the seed of business was planted into her mind at a very young age. She also has said that the stock market and trade were common topics of discussion in her house.

After graduating from IIM, Ahmedabad, Falguni Nayar spent 19 years working as an investment banker with the Kotak Mahindra group. In 2005, she took over as the Managing Director of the investment banking business post which she spearheaded the firm. It was in the year 2012 that she decided to take the huge leap of faith, by quitting her job at the age of 50 and embarking on an entrepreneurial journey. She was quick to discern that beauty was an untapped market in India and was on the way to experiencing an explosion. As for her interest in business, she drew strength from entrepreneurial giants like Ronnie Screwvala of UTV and Ajay Bijli of PVR Cinemas. Their confidence and readiness to take risks in life inspired her a lot.

Nykaa is primarily an e-commerce website that offers beauty and wellness products from all the leading brands including Lakmé, Kaya Skin Clinic, L'Oréal Paris, etc. It has its offline presence in 17 stores and is expanding. It has over 850+ curated brands and 35,000 products. In 2017, she got the title of "Most powerful business woman by Business Today". She also received the "woman Ahead" award at the Economic Times. Since 2014, The company has been a partner with Femina.

9. Vani Kola – Founder, Kalaari Capital

Vani was born and brought up in Hyderabad. After completing her Electrical Engineering from Osmania University, she moved to the United States to pursue her Master's degree. After completing her studies, she began working in the technological sector and went on to work with

some big names like Empros, Control Data Corporation, and Consilium Inc.

Vani, after working as an employee for 12 years, took a giant leap in her career and founded her first venture which is an e-procurement company. The company was founded in 1996 and was named RightWorks. After successfully controlling the company for more than four years, she sold 53% of the share of Right Works for \$657 million to the Internet Capital Group. After that, Vani decided to join entrepreneurship in the face and started with another company named NthOrbit in 2001. During her four year stint with the company, the company went on to become a leader in the financial compliance market with a global customer base of 70. After returning from the United States, Vani spent all of her time researching, traveling, meeting people, visiting malls, and understanding the Indian market. As Vani was preparing to start the firm, a variety of questions plagued her mind. Some of the questions were tricky and were more of an obstacle in her path such as whether there would be enough entrepreneurs in the startup ecosystem? And was the Indian start-up market-ready? Vani moved ahead on her path with positivity. In Sep 2012, Kalaari Capital started operation with a 150-million-dollar fund. Vani Kola is a venture capitalist and founder & managing director of Kalaari Capital.

The name is inspired from Kalaripayattu, which is a form of martial arts originated in the Southern state of Kerala. The idea of the team was to create an entrepreneur from a smart brain. Now, within four years, and with 55 investments, Kalaari Capital has become India's leading investor in the early-stage business. The team takes care of the entrepreneurs and guides them in every aspect of growth. The fund gets around 2000 proposals per year and is still growing. Some of the most successful investments made by the company are Snapdeal, Myntra, VIA, Apps Daily, Urban Ladder, and Zivame. Also, the team has Ratan Tata as the chief advisor!

10. Radhika Ghai–Co-Founder, Shopclues.com

Equipped with more than 15 years of marketing experience in several industries such as Fashion & lifestyle, advertising & public relations, and others. She became Co-founder of Shopclues.com. In 2011, the company was

founded in Silicon Valley. Today, this e-commerce business has become India's largest fully managed marketplace and has over 7 million visitors each month. The company serves more than 9 thousand cities. She has done MBA from Washington University. Her achievement makes her innovative tech women entrepreneurs in India.

Conclusion

The field of women entrepreneur has gained the popularity since its emergence in the late 1970s. Now days a separate domain for a women entrepreneur has been created, the young female generation has moved their step towards the entrepreneurship, we could see the young confident ladies like Vani Kola, Aditi Gupta, Basudha Shrivastava and many more who are upcoming with a new thought and catering their service to people. They are the inspiration for the startup manager and women entrepreneur. Many aspiring women entrepreneur are getting opportunity to take apprenticeship in target industries, which helps them to start their own venture. This is new India where we welcome the women entrepreneur with warm heart and appreciate their talent and new ideas

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IMPACT OF COVID-19 ON INDIAN ECONOMY

Dr. Ved Parkash*

Abstract : COVID-19 has wreaked havoc on the economy in a variety of ways. The effect of the novel corona virus on various aspects of the Indian economy is investigated in this research paper. Pessimism looms large all over. COVID-19 has been projected as worse than the Great Depression of 1930. Everyday analyst and agency reports are diving into new bottoms of a fall-down in economic activities. Indian economy, however, has a slightly different story to tell at this hour of crisis. The silver lining for the Indian economy comes from a steep fall in the crude oil prices from around \$ 70 per barrel to a record 18 years low of \$ 22 per barrel. This windfall gain can, to some extent, offset the direct losses due to COVID-19. At the same time, dreams like a \$5 trillion economy no longer look even a remote possibility. This article takes stock of the likely impact of COVID-19 on the Indian economy in the short term and the long term. A decision-tree approach has been adopted for doing the projections.

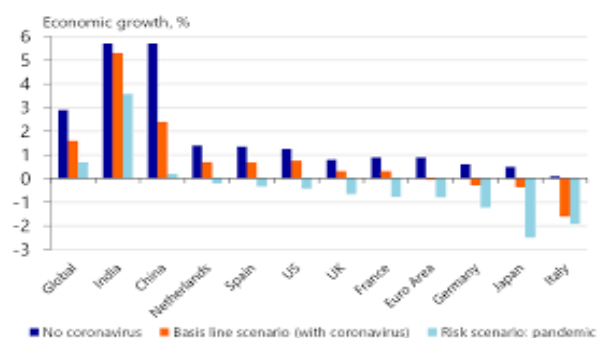
Keywords : Economics, Economics and Strategy, Macro impacts, COVID-19.

Introduction

The objective of this paper is to assess the impact of COVID-19 on the Indian economy in the short term and the long term. The research question being addressed is What will be the impact of COVID-19 on the Indian economy in the short term and the long term? A decision-tree approach has been adopted for doing the projections that spell out the impact. Different scenarios have been considered for assessment of the economic impact. These scenarios have been constructed to follow the generally adopted standard pattern of 'best', 'middle' and 'worst' (Hyndman & Athanassopoulos, 2018). In most of the projections, a scenario framework of strong, moderate and weak recovery of the economy has been considered in line with the three general options that are used.

Since the Indian economy is a part of the global economy first a stock of the global impact has been taken. Before measuring the likely impact on the Indian economy, the methodology has been spelled out in the assessment part of the paper. A wide range of literature in the form of global and local reports from eminent financial experts has been referred. Tables 1 and 2 give details of these literature reviews. As a policy emphasis was given on reference to agency research rather than individual author opinions. Agency research offers more credibility and reliability. Five popular

economic indicators: GDP growth rate, inflation, unemployment, interest rate and industrial output, were chosen for measurement of the impact. Findings for this paper are in the form of short-term and long-term projections for the key economic indicators. These have been given and discussed at the end of the assessment of each of the economic indicators. Moreover, they have also been consolidated before the conclusion. A few suggestions have been given as a part of the conclusion.



Ever since the break out of COVID-19 virus pandemic, analysts and experts worldwide are in a race to project bigger and bigger economic troubles for the global economy. With each day passing, the new forecasts are showing a gloomier picture than the previous one. A decline of the global economy by 1% as compared to the previous projection of a 2.5% growth has been forecasted by the UN on 2

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April 2020 (*The Economic Times*, 2020a). The net impact that is projected is around 3.5%. The size of the world economy in 2017 was \$80 trillion, as shown in Figure 1.

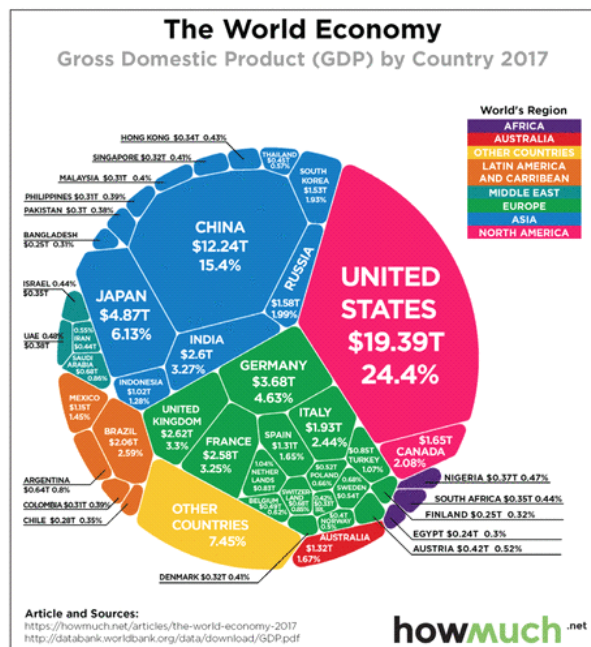


Figure : World GDP, 2017

Source : Howmuch.net (2018). COVID-19 and Its Impact on the Indian Economy

Materials And Methods

Notwithstanding the silver lining in the form of low crude oil prices, the Indian economy is all set to follow global cues. This article tries to assess the impact from both short-term and long-term perspectives. Short term has been defined as the financial year 2020–2021. Long term has been defined as a 5-year period from 2020–2021 to 2024–2025. The assessment of the impact on the economy has been operationally defined as the impact on the following key economic indicators:

- GDP
- Unemployment rate
- Inflation rate
- Interest rate
- Industry output
- Theoretical Foundations

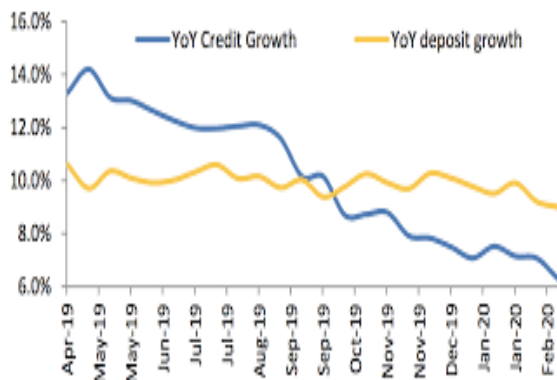
The method primarily applied for assessment of the impact is by way of forecasting through the decision-tree approach in which generally three possibilities have been assumed in the nature of 'best', 'middle' and 'worst' (Hyndman &

Athanasopoulos, 2018). Probabilities have been estimated for the scenarios and expected values (EVs) have been calculated aggregating values of the three scenarios. The probabilities have been estimated assuming equal chance for all the three types of scenarios. The base values measuring the five parameters, namely, GDP, unemployment rate, inflation rate, interest rate and industry output have been estimated based on an incremental approach with more or less equal amount of intervals in the three base values. However, in some cases, where the impacts are estimated to be uneven, the base values for scenario forecasting have been estimated with different length of interval amounts (Van Asselt et. al, 2012).

Indian Economy In Pre-Covid-19 Period

The shock is playing out in almost a similar manner in all countries of the world in terms of demand and supply disruptions and the consequent economic slowdown. In case of India however the problem might be more acute and longer lasting owing to the state the economy was in, in the pre-Covid-19 period. By the time the first Covid-19 case was reported in India, the economy had deteriorated significantly after years of feeble performance. GDP (gross domestic product) growth rate has been on a downward trajectory since 2015-16. According to the official statistics, GDP growth slowed down to 4.2% in 2019-20, the lowest level since 2002-03. Industry, which accounts for 30% of GDP, shrank by 0.58% in Q4, 2019-20. Unemployment reached a 45-year high. A major driver of growth in any economy is investment by the private corporate sector. In the pre-Covid19 period, nominal values of private sector investment have been declining. The total outstanding investment projects between 2015-16 and 2019-20 declined by 2.4%, whereas new projects announced fell by 4%, as per data from the CMIE (Centre for Monitoring Indian Economy). Consumption expenditure had also been falling, for the first time in several decades. High frequency indicators (figure 4) of urban consumption demand show that sales of passenger vehicles as well as consumer durables growth contracted in February 2020. Overall, urban consumption appears to have lost steam in Q4. Among the indicators of rural consumption, motorcycle sales and the consumer nondurable segment remained in contraction in February 2020,

reflecting weak rural demand. The lock-down would have dampened any chance of revival of consumption demand and private investment.



Overall Macro Impact of The Crisis

The countrywide lockdown has brought nearly all economic activities to an abrupt halt. The disruption of demand and supply forces are likely to continue even after the lockdown is lifted. It will take time for the economy to return to a normal state and even then social distancing measures will continue for as long as the health shock plays out. Hence demand is unlikely to get restored in the next several months, especially demand for non-essential goods and services. Three major components of aggregate demand—consumption, investment, and exports are likely to stay subdued for a prolonged period of time. In addition to the unprecedented collapse in demand, widespread supply chain disruptions will continue for a while due to the unavailability of raw materials, exodus of millions of migrant workers from urban areas, slowing global trade, and shipment and travel related restrictions imposed by nearly all affected countries. The supply chains are unlikely to normalise for some time to come. Already several industries are struggling owing to complete disruption of supply chains from China. The longer the crisis lasts, the more difficult it will be for firms to stay afloat. This will negatively affect production in almost all domestic industries. This in turn will have further spill over effects on investment, employment, income and consumption, pulling down the aggregate growth rate of the economy. At this stage, the possible duration of the underlying health crisis remains uncertain. In addition there are multiple unknown factors such as the true extent of impairment suffered by the different sectors of the economy, the magnitude of

deterioration of the balance sheets of economic agents such as firms and households, the ability of both the formal and informal sectors to bounce back to normalcy once the lockdown is fully relaxed and most importantly, the potential destruction of the productive capacity of the economy. Therefore, it is difficult to fully comprehend the extent of the damage that the Indian economy is currently incurring. Some of the statistics available now already highlight the severity and duration of the slowdown the economy may experience going forward. After some amount of recovery in economic activity in June, 2020 it appears that the slowdown has resumed once again in most of the sectors. The improvement seen in most high-frequency indicators in June after the dramatic collapse in the April-May period has begun to wane since mid June. This is presumably due to the renewed lockdowns all over the country and damage to consumer sentiment and overall economic productivity.

INDIA VS THE WORLD

Here is how India's measures – divided by fiscal aid and monetary and macro policy assistance – compare with some other key nations

FISCAL	MONETARY AND MACRO FINANCIAL
US 2.3% of GDP in Paycheck Protection Program and Healthcare Enhancement Act 11% of GDP in CARES Act Another 1% in Families First Coronavirus Response Act and supplemental budgetary allocation made thereafter	Rate cut by 150 bps in March Facilities to ensure flow of credit
CHINA 2.5% of GDP in fiscal measures Of which 1.2% of GDP measures already being implemented Additional measures such as announcement of local bonds worth 1.3% of GDP	3.2% of GDP in liquidity infusion 1.7% of GDP in re-lending and rediscounting facilities Rate cuts in the range of 10-150 bps
JAPAN Emergency economic package of 21.1% of GDP in this, 16% aimed at protecting employment and business	Host of measures including liquidity provision by increase in size and frequency of Japanese government bonds and concessional loan facilities for small businesses
GERMANY Supplementary budget of 4.9% of GDP focusing on providing short-term work and preserve jobs Using government guarantees to increase credit volume by at least 23% of GDP State government packages over and above this	Additional asset purchases Extension of ECB norms which include prohibiting banks from paying dividends for FY 2019 and 2020 and/or buying back shares. Conserved capital to be used to support households, small businesses and other borrowers Payment moratorium on consumer loans established before March 15th is granted until June 30th
INDIA 6.4% of GDP (₹12,95,450 crore) Includes food security, direct cash transfer, money for rural job guarantee scheme, and credit guarantee to MSMEs	3.9% of GDP (₹ 8,01,603 crore) Policy rates cut and other measures to boost liquidity

SOURCE: FINANCE MINISTRY, INDIA; IMF POLICY TRACKER. LAST UPDATED MAY 15, 2020

The central government and RBI have announced an initial round of fiscal and monetary policies respectively as well as some broader economic reforms. In addition, several state governments have also announced fiscal stimulus measures.

Analysis of Policies Announced

Policy package for informal sector workers On March 26, 2020 the Finance Minister announced a ₹ 1.7 lakh crore package largely aimed at providing a safety net for those who have been worse affected by the Covid-19 lockdown *i.e.*, the unorganised

sector workers, especially daily wage workers, and urban and rural poor.²⁷ The “Pradhan Mantri Garib Kalyan Yojana” contains the following components :

- Free additional 5 kg wheat or rice per person for 3 months;
- 1 kg free pulses per household for 3 months;
- Free LPG for Ujjwala beneficiaries for 3 months;
- ₹ 2000 to 87 million farmers under PM Kisan Yojana in 10 days;
- Increase in MGNREGA wages to ₹ 202 from ₹ 182;
- ₹ 500 per month to 200 million female Jan Dhan account holders for next 3 months;
- Ex-gratia of ₹ 1000 to poor senior citizens, widows and disabled;
- ₹ 20 lakh collateral-free loans to women self-help groups;
- Govt. to contribute EPF to companies with less than 100 workers;

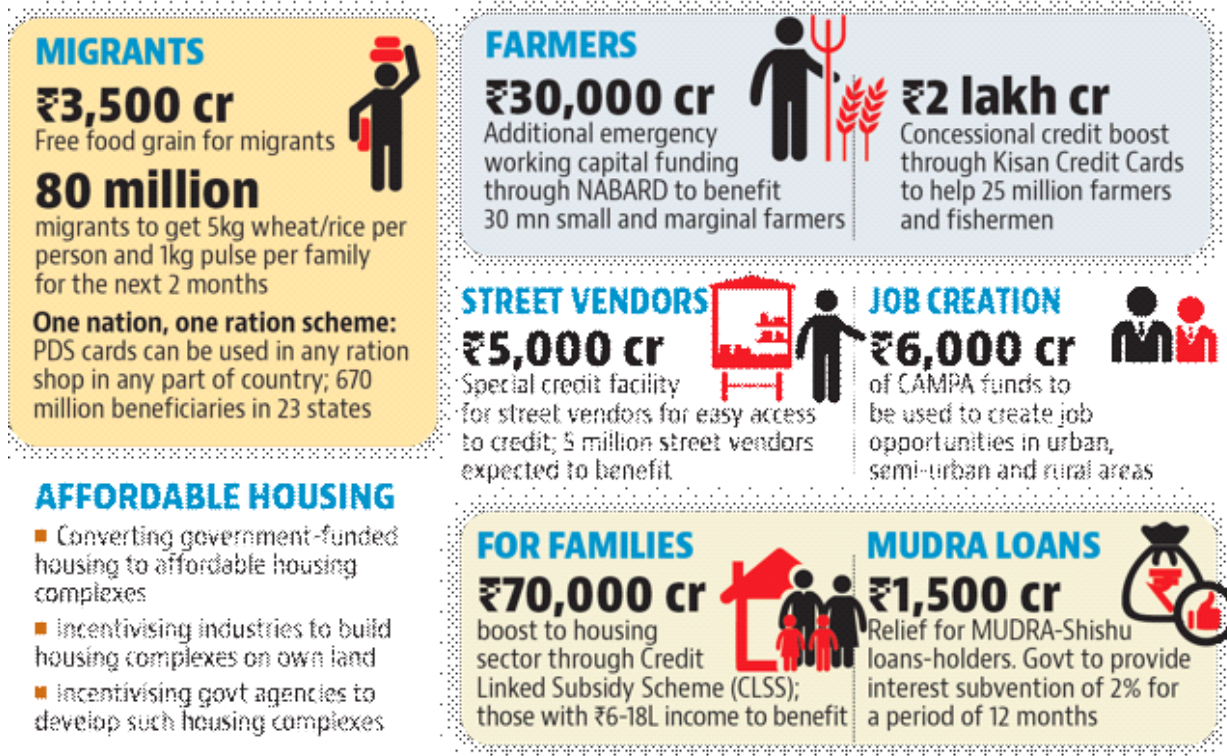
- Non-refundable advances of 75% or 3 months wages from PF account;
- States to use ₹ 31 crore from construction workers welfare fund;
- States to use district mineral fund for medical activities.

Conclusion

Covid-19 has posed an unprecedented challenge for India. Given the large size of the population, the precarious situation of the economy, especially of the financial sector in the pre-Covid-19 period, and the economy's dependence on informal labour, lockdowns and other social distancing measures are turning out to be hugely disruptive. The central and state governments have recognized the challenge and have responded but this response should be just the beginning. The eventual damage to the economy is likely to be significantly worse than the current estimates. On the demand side, the government needs to balance the income support required with the need to ensure the fiscal situation does not spin

SELF-RELIANT INDIA CAMPAIGN

The second set of measures under the ₹20 lakh crore Covid-19 economic stimulus package focuses on migrant workers, street vendors, small farmers, the urban poor



out of control. The balance struck so far seems to be a reasonable one but the government needs to find a greater scope for supporting the incomes of the poor. Involvement of the state and local governments may also be crucial in the effective implementation of further fiscal initiatives. Policy makers need to be prepared to scale up the response as the events unfold so as to minimise the impact of the shock on both the formal and informal sectors and pave the way for a sustained recovery. At the same time they must ensure that the responses remain enshrined in a rules-based framework and limit the exercise of discretion in order to avoid long-term damage to the economy.

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AN INSIGHT INTO MIGRATION AND REVERSE MIGRATION IN THE STATE OF UTTARAKHAND DURING COVID-19

Mr. Vyomkesh Bhatt* and Mr. Kapil Pandey**

Abstract : Migration has been central to the development and sustainability of human as a species. It was the migration of early humans from Africa that led to increase of human population across the world and helped to prevent the extinction of the human species. However, in the modern economic scenario the migration of workforce from hilly states to developed urban states has become a cause of concern as it prevents the sustainable development of the country. It is also not favorable from security point of view as the state of Uttarakhand shares the border with other neighboring countries including China. The study provides details of the migration status quo along with the situation of reverse migration due to Covid-19 pandemic and possible solution to curtail the situation of migration in the state.

Keywords : Migration, Reverse Migration, Covid-19, Employment.

Introduction

On 11 March 2020, WHO declared Covid-19 as a pandemic and reported all the countries to treat, detect and reduce the transmission for the save of people's lives. This forced the people across the world to remain in lockdown and maintain social distancing and India was not an exception. The unexpected lockdown forced laborers, semi-skilled and skilled workers, professionals, and students to move from their current destination to the source. The entire nation witnessed thousands of people marching back to their villages, cities on trucks, buses, bicycle and even on foot. As per the data of Census 2011, Uttar Pradesh, Bihar are the leading states in terms of migrants internally across the country, followed by Madhya Pradesh, Punjab, Rajasthan and Uttarakhand. Majority of these migrants move to the metropolitan cities such as Delhi, Mumbai, and Chennai and to other major cities such as Ahmedabad, Bengaluru, etc.

Migrants are defined as a person who move from their place of birth or residence (Source) to

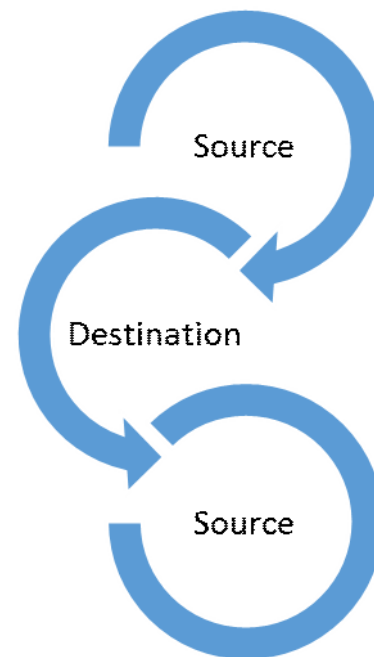


Fig. 1

Source : Author Computation

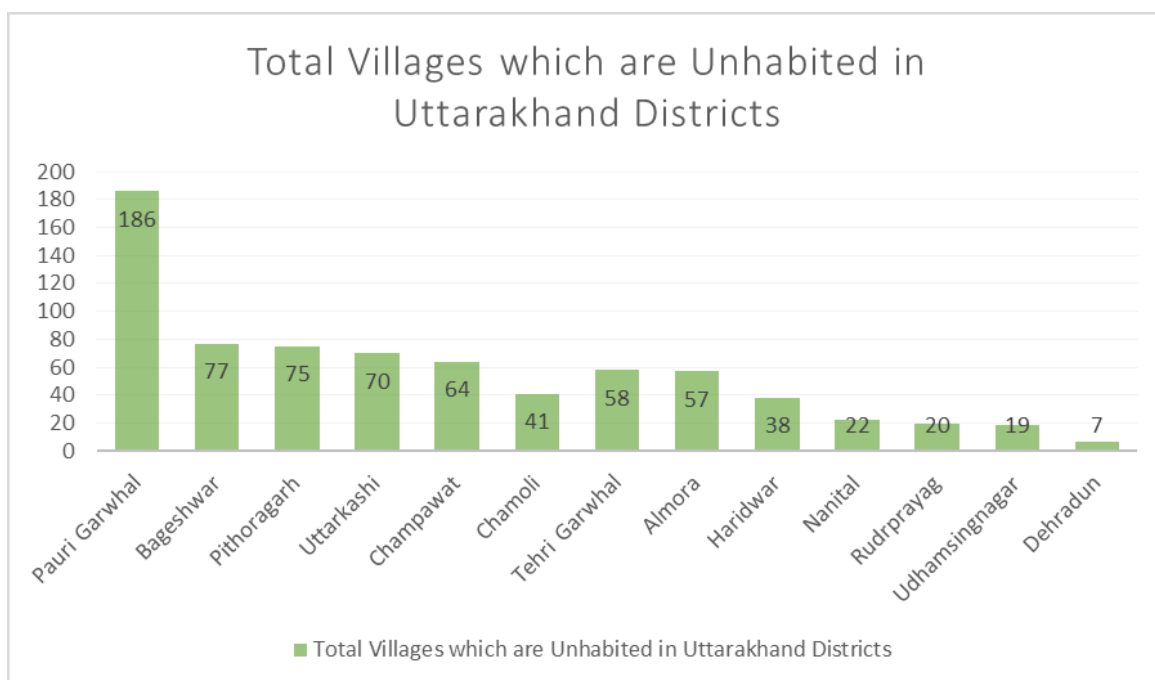
other place (Destination) in search of employment opportunities either internally within the country

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or externally outside the country. In context of this definition, reverse migration can be defined as moving back from their current working place (Destination) to the native place of birth or residence (Source) and working in their home state. This present study focuses upon the Reverse Migration status quo at the time of nationwide lockdown and the strategies that can be adopted to improve the increasing migration situation in Uttarakhand.

Uttarakhand is the 27th state of the Republic of India. It officially came into existence on 9th November 2000, after the long and strong protest by people of Uttarakhand called “Uttarakhand Andolan”. The movement was the result of belief among people that the demands and needs of the Uttarakhand were ignored and cannot be fulfilled being a part of Uttar Pradesh the largest state of India. Uttarakhand also shares the border with neighbouring countries China in the north and



Source : Rural Development and Migration Commission

Nepal in the east. As the state has international borders growing migration from hilly areas is also a cause of concern from security point of view. Uttarakhand comprises of total 13 Districts as shown below. However, even after 20 years of formation of the State, the problem of migration has not been solved. As per the reports of Census 2011, there are 16793 villages in Uttarakhand of which 1053 have no population and 405 villages have population less than 10.

Migration Status-quo in the State

As per the reports of Rural Development and Migration Commission there are hundreds of villages across the states that have no population and have now been deserted as shown in Fig. 2. The highest number of uninhabited villages is in Pauri Garhwal with a total of 186 villages followed by Bageswar with 77 villages that have a zero population The district of Pithoragarh and Uttarakashi had 75 and 70 villages respectively with no population, while Champwat had 64, Tehri had 58, Almora had 57, Chamoli had 41, Haridwar had 38, Nanital had 22, Rudrprayag 20, Udhamasingnagar 19 and Dehradun had 7 villages with zero population as of 2011.

Controlling migration has always been one of prominent issue in the state of Uttarakhand and despite of many policies introduced in this regard, the problem has remain stagnant. The year 2020 witnessed the lockdown across the world and one of the strict lockdown was levied in India. As the entire country was on stand still, the workers and laborers of unskilled, semi-skilled and skilled were left without work and thus they had no option but to return to their respective native places.

Reverse Migration during Covid-19 lockdown

As per the report of Rural Development and Migration Commission, 2020 a total of 215875 reverse migrated persons arrived in Uttarakhand as of June, 2020. The highest number of reverse migration was seen in the district of Pauri with a total of 60440 persons migrated back to their native places, followed by Almora with 43784 people migrating. In Udhamasingnagar 21958 people migrated back to their native place. In the district of Uttarakashi and Tehri 19405 and 19242 persons arrived during the period respectively. While in District of Champawat 15097, Nanital 9650, Rudraprayag 7656, Chamoli 5877, Pithoragarh 5451, Haridwar 3136, Dehradun 2254 and in Bageshwar 1925 persons migrated back as of June 2020 as shown in Fig. 3.

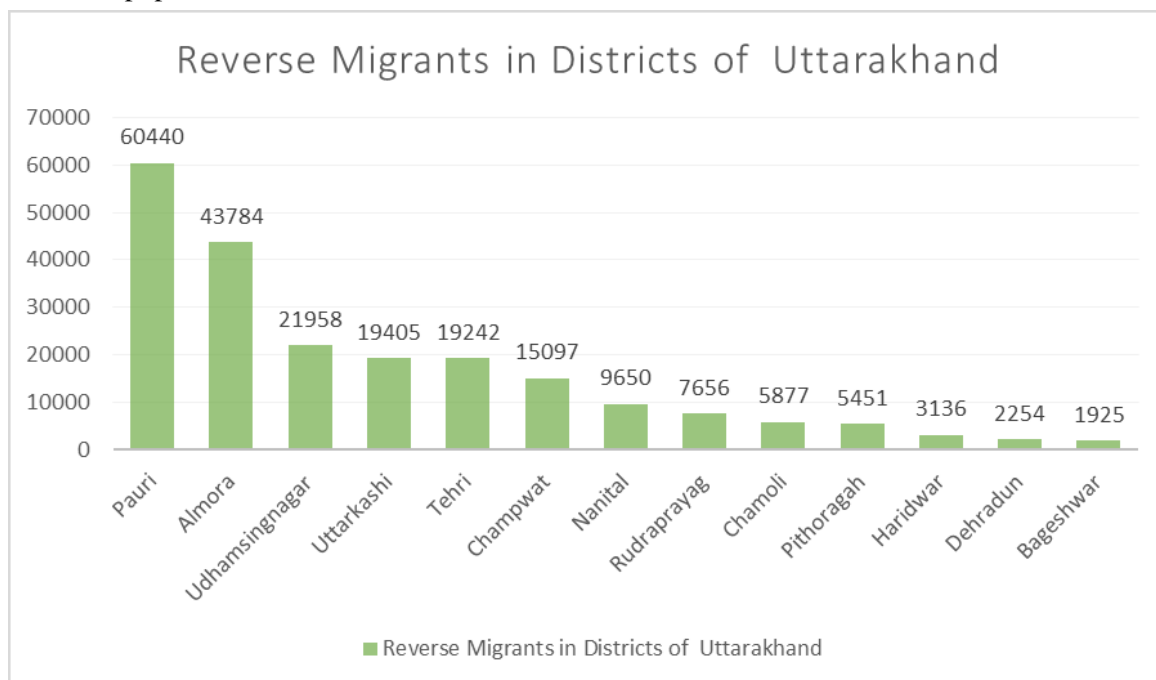


Fig. 3

Source : Rural Development and Migration Commission

This has been considered as a unique opportunity to control the situation of ever increasing migration in Uttarakhand by reducing the outflow of these reverse migrants after the surge of Covid-19 reduces and the nation will be working as Pre-Covid period. It is however important to note that the previous policies of government to provide employment to local people such as MNREGA has not been that useful as many young persons do not want to work under this scheme. Thus, the Government and policy makers would have to formulate different policies catering to the needs of persons, so that the rate of reverse migration can be increased.

Report from National Skill Development Corporation pointed at demand supply mismatch in the region. There was more demand of skilled and semi-skilled human resource than supply. This has been due to not focusing on key areas of job provider sectors in Uttarakhand. The report suggested that the following sectors will have the largest demand for the skilled and semi-skilled workforce which are Agriculture and allied services, Manufacturing, Tourism hospitality, and retail, Construction, Education, and Transportation and Logistics sector. It is thus of paramount importance to focus on these thrust areas to overcome the problem of migration of people from 'source' to 'destination' and to prevent people who have reverse migrated to their 'source' from 'destination' to move back to their 'destination'.

Conclusion

Migration is central to the development of human as a species. Human population was able to withstand different forces of nature, wildlife, scarcity and many other threatening elements that could have led to extinction of a species. Traces of Migration were first traced to the movement of Homo erectus who migrated from Africa across Eurasia about a 1.75 million years ago. Since then, humans have been migrating to different places from their source to a constant changing destination.

However, in this modern age time excessive migration from hilly states to urban and developed states have hindered the sustainable development of the country. This study focused upon the state of Uttarakhand where by migration is one of the most critical issue. As per the reports of Census 2011, there are more than 734 villages which do

not have a single habitant. Uttarakhand also shares its borders with China and Nepal thus, an constant increase in migration is posing a grave threat to the security. Covid-19 pandemic which created an havoc across the globe also provided an unique opportunity in form of lockdown where by people moved back to their source.

Uttarakhand state policy makers would have to emphasize on a unique development strategy whereby the emphasis should be on strengthen the local industries such as tourism and hospitality, transportation and logistics sector, retail industry has also been stated by the reports of National Skill Development Corporation. The creation of the policies which favor local sector development will certainly help to control migration and will encourage reverse migration.

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AN ANALYSIS OF CONSUMER BUYING PREFERENCE AND SATISFACTION TOWARDS BIG BAZAAR

(With Special reference District Bareilly)

Dr. Anoop Kumar*

Abstract : *The retail sector is growing business sector in the Indian marketplace, each and every retail company in the market is aggressive themselves. In order to win the customers satisfaction and to retail the customers for the longer period of time. In this current period Retail industry is the fast mover to forthcoming sector, In India Big Bazaar play a valuable role. By promotions, offers, Displays, window shopping etc. triggers the customers to buy the products with no list in mind, Discounts, offers, combos, variety, low cost tempts the customers to buy the products with no particular list on mind. Big Bazaar has clearly emerged as the favorite shopping destination for millions of Indian consumers, across the country, it's success is a true testament to the emotional bonding it has established with the Indian consumer, on account of its value offerings, asp rational appeal and service levels. We believe Big Bazaar is a true pan-Indian model that can enter into most towns in India*

Keywords : Retail Trade, Big bazaar, products

Introduction

Retail Sector is the most booming sector in the Indian economy. Some of the biggest players of the world are going to enter into the industry soon. It is on the threshold of a big revolution after the IT sector. Although organized retail market is not as strong as of now, but it is expected to grow manifolds by the year 2010. The sector contributes 10% of the GDP, and is estimated to show 20% annual growth rate by the end of the decade. The current growth rate is estimated to be 8.5%. The retail market is most fragmented in the world and only 2% of the entire retailing business is in the organized sector.

Objects of Study

- To know factors affecting costumer buying preference towards Big bazaar
- To know promotion activities of Big Bazaar, Bareilly
- To know customer satisfaction towards Big bazaar, Bareilly

Research Methodology

- **Sample Area** : Bareilly
- **Sample Size** : 50
- **Collection of Data**
 - Primary : Questionnaire
 - Secondary : Websites

About BIG BAZAAR

Big Bazaar is a most favorite shopping destination of Indian family. Big bazaar is a form of hypermarket in India. It promote organized retailing in India. It provide more than 170,000 products under one roof that cater to every need of a family. It provide all products from apparel to general merchandise like plastics, home furnishings, utensils, crockery, cutlery, sports goods, car accessories, books and music, computer accessories and many, many more. Big Bazaar is continually striving to provide customers with a 'complete' look. So be it men's wear, women's wear, kids wear, sportswear or party wear, Big Bazaar fashions has it all.

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Big Bazaar has clearly emerged as the favorite shopping destination for millions of Indian consumers, across the country, it's success is a true testament to the emotional bonding it has established with the Indian consumer, on account of its value offerings, aspirational appeal and service levels. We believe Big Bazaar is a true pan-Indian model that can enter into most towns in India and democratize shopping everywhere. tag line of Big Bazaar “ **Isse sasta aur accha kahin nahi**”

Partner Companies of Big Bazaar

Partner Companies of Big Bazaar are as follows :

- Pantaloon Industries limited
- Home Solutions Retail India Ltd.
- Future Capital Holdings
- Coverge M retail (India) Ltd
- Indus League Clothing Ltd.
- Galaxy Entertainment Corporate Ltd.
- Planet Retail Holdings Ltd.
- Footmart retail
- GJ Future Fashions
- Capita Land Retail India
- ETAM Future Fashions India Pvt. Ltd.

Departments of Big bazaar with their products

Big bazaar supply wide variety of products with their various departments . Some are as follows :

1. **General Depot** : (1) General books (2) Office stationary (3) Children stationary
2. **Gold Bazaar**: Navaras Gold Jewelry
3. **Mobile Bazaar** : (1) All kinds of Hand sets ranging from ₹ 1000 to ₹ 8000 of different Companies (2) Mobile accessories
4. **Plastics** : (1) Buckets (2) Casseroles (3) Containers (4) Boxes (5) Flasks (6) Bowls
5. **Utensils** : (1) Plates, Bowls, Glasses (2) Non stick Cookware's (3) Kitchen tools
- Luggage** : (1) Travel bags (2) Trolleys (3) Bags: Schools, Collage Ladies purse
6. **Ladies Department** : (1) Sarees (2) Dress materials (3) Under garments (4) Nightwear's
7. **Star Sitara** : (1) Cosmetics (2) Fragrances (3) Herbals
8. **Shringar** : (1) Bangles (2) Jewelry sets (3) Bracelets (4) Hair Accessories (5) Chins
9. **Men's Department** : (1) Formals (Shirts & Pants) (2) Casuals (Shirts & pants)
10. **Furniture Department** : (1) Dining Table (2) Bedroom Accessories (3) Hall accessories
11. **Footwear Department** : (1) Sports Shoes (2) Formal Shoes (3) Casual Shoes
12. **Home Décor** : (1) Flower vase (2) Religious gifts (3) Photo Frames
13. **Home line** : (1) bed sheets, Pillows , bed spreads (2) Towels, Yellow dust etc.
14. **Toys Dept** : (1) Soft toys (2) Educational toys (3) Board games, Action figures
15. **Kids department** : (1) T-Shirts, Trousers, jeans (2) Ethnic wears etc.
16. **Beverages & Confectionaries**
17. **Fruits & Vegetables**
18. **Staples Dept** : (1) Dal, Rice, Atta, Rava items (2) Oil's, Masala items (3) Dry fruits (4) Spicy items (5) Ready meals (6) Breakfast cereals
19. **Process Dept** : (1) Health drinks (2) Ready to eat
20. **Home care** : (1) Phenyl, Detergents (2) Dish wash, Tissue papers, Scratch
21. **Personal care** : (1) Soaps, tooth paste, Shampoo (2) Deodorants, Body spray (3) Baby food, Talcum powder (4) Men's apparel
22. **Electronic Bazaar** : (1) Televisions (2) Sound System (3) Refrigerators (5) Microwave etc

Analysis and interpretation of Data

Table 1

Choice of Customer

Preference	No. of Respondents	%
Traditional market	05	10
Big Bazaar	45	90
	50	100

Source : Primary data

Table 2
Buying Preference of Customer

Preference	No. of Respondents	%
Food items	24	48
Cloth	16	32
Electronics	4	8
Others	6	12
	50	100

Source : Primary data

Table 3
Satisfaction Level of Customer

Preference	No. of Respondents	%
Low	01	2
Average	12	24
High	37	74
	50	100

Source : Primary data

Findings

On the basis of analysis of primary data following findings are as follows :

1. Most of customers (Approx 90%) are like to purchase from Big bazaar.
2. Approx 48% customers purchase food items and 32% are cloth from Big Bazaar
3. Analysis refers 74% customers are highly satisfied with Big bazaar shopping.

Conclusion

The consumers preferences are changing & they are moving from Traditional Kirana stores to Modern Retail outlet. It's the main challenge to the Modern retail outlets to attract the customers towards them from that of competitors. To attract more customers companies have to carryout the promotional activities in unique way. BIG BAZAAR has maintained that uniqueness & has succeeded in attracting customers. The advertisement of the company like TV ads, print media & pamphlets are good advertisements which made its place in minds of customer to find BIG BAZAAR differently. As the competition is becoming stiff in the market the activities conducted by the company are unique, that have brought fruitful result to the company. Among them Advertisement is one of the leading activity or unique among all other activities & has high influence on the customer walk-in.

On the basis of analysis it can be conclude that the customer of Bareilly are Fully satisfied with Products and services of Big Bazaar Big Bazaar has been doing good in terms of understanding customer expectation and providing them good offers and products in terms of fulfilling their expectation. So many factors and offers of Big Bazaar influence to customer towards shopping of various products.

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A STUDY OF RETAIL BANKING IN INDIA

Dr. Omkar*

Abstract : *The banking industry in India has undergone a sea of change ever since the economic form process was initiated. There is no doubt that the banking industry continues to play a cardinal role in spread heading the economic activity of the country. From an industry almost monopolized by the nationalized bank till the 90's it has now emerged as a conglomerate of nationalized, private and foreign banks setting new trends in the way banking is carried out. The deregulation in the interest rates, grant of functional autonomy to the banks in the area of credit, entry of foreign banks and emergence of new private banks has made the banking environment. The whole Indian banking industry scenario is changing while the chunk of other total share in bank credit continues to be dominated by public sector banks, the increase boost given to foreign and private participation is expected to make banking more challenging.*

A retail banking which acts as a comprehensive financial service provider for retail clients, allowing them to purchase multiple financial instruments, under one roof. For a multiplicity of services like opening a savings account, taking a loan, applying for a credit card and may also inquire about potential banking products that they may need at a future date, which the bank can offer all the retail customers can approach the bank.

Keywords : *Indian Retail banking, Services of retail Banking, Challenges in retail Banking*

Introduction

The Indian Banking history can be broadly categorized into nationalized private banks and specialized banking institutions. The Reserve Bank of India acts as a centralized monitoring any discrepancies and shortcoming in the system. Since the nationalization of banks in 1969, the nationalized banks have acquired a place of prominence and has since then seen tremendous progress. The need to become highly customer focused has forced the slow moving pullbacks are increasingly finding that most viable way of differentiating themselves will be to successfully manage customer relationship and enhance the overall customer experience. In future the market space will see banks and non-banks striving to seek opportunities to profit, in the wake of product customization. The private sector banks with their focused business and services portfolio have a reputation of being niche player in the industry. A well chalked out integrated strategy has allowed these banks to operate 70% of their

business to urban areas, this statutory requirement has translated into lower deposit mobilization costs and higher margins to public sector banks.

New Generation (Modern) Banking

Economic reforms and the entry of private players saw nationalized banks revamp their service and product portfolio to incorporate new, innovative, customer-centric schemes. The Indian banking finally woke up to the surging demands of the ever-discerning Indian consumer. The need to become highly customers focused (generated by high competitive levels) forced the slow-moving public sector banks to adopt a fast track approach. These customer friendly programs included revamping of the product and service schemes like credit cards, hassle-free housing loan schemes, educational loans and flexi-deposit scheme integration of the branch net work by using advance networking technology and customers personalization programs (through ATM's and any time banking etc.). Internet marketing hoarding press

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ads, television sponsorships, image makeovers etc. become an integral part of a bank's marketing mix. To meet the personalized needs of the customer and in order to differentiate its services, banks repositioned themselves in specialized fields, like housing loans, car finance, educational loans etc. to optimally service the customer.

Object of Study

- To know concept of retail banking
- To know services in retail banking
- To Know Challenges in retail banking

Concept of Retail Banking

Retail Banking has emerged as the fastest growing segment of Indian Banking. Retail channel and liability group mobilize the much-needed resources at highly competitive rates through deposits and bonds and retail assets and products group deploys the available resources through various channels like Home Loans, Personnel Loans, Consumer Durable Loans, Commercial Vehicles Loan etc. in the retail assets. Across the world retail banking has been the high volume-low value business proposition. Enormous amount of resources are required to acquire and service customer in terms of infrastructure and operation.

Services Offered by the Retail Banks

Here are the following services offered by the Retail Banks :

- Retail banks handle financial needs for everyday spending as well as life events like buying a home. Local community banks and credit unions offer many of the same services as the big banks. Online-only banks are also an option, especially for keeping fees to a minimum.
- Bank accounts like checking accounts, savings accounts, and retirement accounts. Checking accounts often come with a debit card for making purchases and the ability to pay bills online or electronically. Money market accounts pay marginally high, with a few limitations on how often one can spend the money.
- Certificates of Deposit (CDs) pay more than savings accounts, but you usually need to leave your money untouched for at least

several months to avoid early withdrawal penalties.

- Small valuable safe within the bank's walls kept as Safe so they can't be stolen or destroyed while in your home.
- Home loans help people buy a home, and second mortgages allow borrowers to refinance existing loans or take cash out of home equity.
- Auto loans help people buy a car, and can also be refinanced.
- Unsecured personal loans can be used for any purpose and do not require you to pledge collateral. Revolving lines of credit (including credit cards) allow borrowers to spend and repay repeatedly without applying for a new loan.
- Such amenities make it easier for individuals to handle their finances. It is possible to live without a bank account, but life is more difficult. Without banks and credit unions, you might end up spending more time on routine tasks and paying more fees for one-off transactions.

Challenges in Retail Banking in India

- **Consumer Protection & Pricing :** Consumer protection has been a recurring theme in my address today & the pricing of products and services in the banking system in India is non-transparent would be an understatement. There are charges for non-maintenance of minimum balance, charges for cheque return and there are charges even where no service has been provided – customers not conducting any transactions.
- **Inadequacy of MIS :** The information system in the Indian banks continues to be fundamental which leads to impressionistic decision making rather than information-based decision making. The banks even lack the basic information on how many customers they have and how many products they have.
- **Understanding and tackling KYC :** Banks in the advanced countries have handled a substantial amount of penalties from the regulators for their failure to conduct satisfactory due diligence on their customers. In India, had to impose penalties on some of the banks for

their failure to have proper due diligence on their customers. It is vital to understand and escalate KYC requirements in all appearances be it for the products on the asset side of the balance sheet or on the liability side. Banks would also need to be mindful of the KYC due diligence for the third-party products that they sell from their premises/through their delivery channel.

- **Managing Risk :** The retail banking comprises dealing with a huge number of customers over diverse delivery channels thereby creating significant vulnerabilities across banks' systems. These vulnerabilities could be in the form of the inadequacy of internal guidelines or non-adherence by staff, inadequacy in the technology systems supplied by vendors, fraudulent practices employed by customers, hackers, etc.

Conclusion

The rising attention in retail banking in the developing economies can be illuminated on account of a few major developments. The first of them is the transitioning of the economies into the intermediate phase. In the early phase of the development of banking, the policymakers focused on ensuring the flow of bank credit to the productive sectors of the economy. Another reasons for the growing interest in retail banking is the banks' quest for new sources of revenue and new

channels for profit. Slowly but surely, the banks have realized that the commerce for the poor anywhere in the world is more viable than the commerce for the rich and hence they view the excluded masses as a potential source of profit in the long-run. Commercial banks cannot ignore the adage that the "Future of Banking is Retail Banking."

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CAUSES AND MEASURES OF ECONOMIC INEQUALITY IN INDIA

Dr. Upasana Srivastava*

Abstract : *Indian economy had been growing at an average annual rate of about 3 per cent in the years after independence in 1947. It started to expand rapidly, particularly after 2002, reaching an average annual growth of about 6–8 per cent. But the benefits of growth remain very unevenly distributed across the population. Old socio cultural divisions, such as gender and caste, have been strengthened, because the new economic drivers build on them, posing a real challenge for the future.*

A significant portion of the GDP increase was due to services that are not very employment-intensive, Manufacturing's share in both economic output and employment has not moved from rather a low level. Low-paid, low-productivity work continues to dominate employment; on the whole, there is little evidence of labour moving to higher-productivity activities.

Keywords : *Economic Inequalities, Causes, Measures*

Introduction

India is often mistakenly seen as a country with relatively low economic inequality. In fact, the country's inequalities widened after the internal and external economic liberalization measures from the 1980s, which attracted global financial investors and boosted economic growth considerably. The economy had been growing at an average annual rate of about 3 per cent in the years after independence in 1947. It started to expand rapidly, particularly after 2002, reaching an average annual growth of about 6–8 per cent. But the benefits of growth remain very unevenly distributed across the population. Old socio cultural divisions, such as gender and caste, have been strengthened, because the new economic drivers build on them, posing a real challenge for the future. Inequalities in India increased following the internal and external economic liberalization measures of the 1980s. Since then, the country's economy has expanded very rapidly, particularly after 2002, reaching an average annual growth of about 6–8 per cent.

Economic inequalities in India

Official survey data indicate that the Gini coefficient increased from 0.31 in 1993–94 to around 0.34 in 2011–12, clearly an underestimate. The only large-scale survey data available in India relate to consumption expenditure, which tends to understate the extent of inequality by underestimating the distribution tails, which exclude the very rich and the very poor. Further, the poor are more likely to consume their income or spend more than they earn, while the rich can save. The first detailed income distribution estimates for India reveal rather high income inequality, with a Gini coefficient of 0.54, almost the same as for Brazil.

Even consumption data suggest increasing consumption inequality, both across regions and states and within regions. Along with the increase in the national Gini coefficient for consumption, the ratio of urban to rural consumption increased from 1.62 to 1.96 between 2003–04 and 2019–20. The largest increases in consumption expenditure were concentrated in the top decile of the urban population. In the same period, the income of the

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top urban decile increased from 7.14 times to 10.33 times that of the bottom urban decile and from 10.48 times to 14.32 times that of the bottom rural decile. The shift in incomes between classes confirms the tendency towards greater inequality: the wage share of national income fell from 40 per cent at the start of the 1990s to only 34 per cent by 2019–20. In the organized sector, the wage share fell from 69 per cent to 51 per cent in the same period. The unorganized sector's share of the national income fell from 64 per cent to 57 per cent, although it continues to comprise the overwhelming majority of workers in the country, including the self-employed

Object of Study

Objects of Study are as follows :

1. To know about Economic inequality
2. To know causes of Economic inequality in India
3. To know Measures taken by Government to reduce economic inequality in India

Causes of Economic Inequality in India

In India, inequality in the distribution of income has increased for various reasons. Some are as following :

1. Unemployment : The main reason for low level of income of the majority of Indian people is unemployment and underemployment and the consequent low productivity of labour. Low labour productivity implies low rate of economic growth which is the main cause of poverty and inequality of the large masses of people. In fact, inequality, poverty and unemployment are inter-related. Since sufficient employment could not be created through the process of planned economic development, it was not possible to increase the income levels of most people.

2. Inflation : Inflation is major cause of Inequality in India. During inflation, few profit earners gain and most wage earners lose. This is exactly what has happened in India. Since wages have lagged behind prices, profits have increased. This has created more and more inequality. Moreover, during inflation, money income increases no doubt but real income falls. And this leads to a fall in the standard of living of the poor people since their purchasing power falls.

3. Tax Evasion : In India, the income tax rates are very high. High tax rates encourage evasion and avoidance and give birth to a parallel economy (Black Money). This is exactly what has happened in India during the plan period. Here, the unofficial economy is as strong as (if not stronger than) the official economy. High tax rates are responsible for inequality in the distribution of income and wealth. This is due to undue concentration of incomes in a few hands caused by largescale tax evasion.

4. Regressive Nature of Indirect Tax : The indirect taxes give maximum revenue to the government. But they are regressive in nature. Such taxes have also created more and more inequality over the years due to growing dependence of the Government on such taxes.

5. Green revolution : No doubt, India's new agricultural strategy led to the Green Revolution and raised agricultural productivity. But the benefits of higher productivity were enjoyed mainly by the rich farmers and landowners. At the same time, the economic conditions of landless workers and marginal farmers deteriorated over the years. Most farmers in India could not enjoy the benefits of higher agricultural productivity. As a result, inequality in the distribution of income in the rural areas has increased.

6. Lack of involvement of Women in Work : The general invisibility of women's work is an indication of their status in society. Where women's official work involvement is low, this is usually a sign of their lack of freedom and progress, low status and low empowerment. Where more women are active in the labour market and are employed (especially in formal activities), the share of unpaid work tends to fall and even this work is more likely to be recognized and valued. Female labour participation rates in India have historically been significantly lower than male rates, and are among the lowest rates in the world, even the developing world.

Measures Adopted by Government to Reducing Inequality

Various measures have been adopted by the Government during the plan period to reduce inequality in the distribution of income.

1. Payment of Bonus : Firstly, the payment of bonus (called annual payment) has been made compulsory in every industry.

2. Ceiling on Land Holding : Secondly, a ceiling on landholdings has been imposed in the rural areas. Each household (or family) is allowed to hold a certain amount of land. Any surplus above this is taken over by the Government and is redistributed among the landless workers and marginal farmers. Moreover, in 1976 a ceiling on urban property has also been imposed.

3. Increases Entrepreneurship : Moreover, various self-employment projects have been taken both in rural and urban areas to solve the growing unemployment problem.

4. Security of Welfare by transfer payment : Finally, various types of transfer payments (such as unemployment, compensation, soft loans, pensions to freedom fighters, concessions to senior citizens, etc.) have been made for improving the welfare of certain weaker sections of the society.

Conclusion

The economy's capacity to create jobs has been low even during periods of rapid growth. It has declined further as a result of India's exposure to global competition, which forced enterprises to adopt the latest labour-saving technologies developed in the advanced economies. In addition, a significant portion of the GDP increase was due to services that are not very employment-intensive. Manufacturing's share in both economic output and employment has not moved from rather a low

level. Low-paid, low-productivity work continues to dominate employment; on the whole, there is little evidence of labour moving to higher-productivity activities. Interestingly, this is true across all sectors: low-productivity employment coexists with some high value-added activities in all of the major sectors. So finally it can be said that causes of inequality in India is inflation and unemployment. So government should take initiative to develop employment generation programs to reduce inequality.

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श्याम जी कृष्ण वर्मा का भारतीय स्वतन्त्रता आन्दोलन में योगदान एक ऐतिहासिक अध्ययन

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हिन्दुस्तान की स्वतन्त्रता के लिए हर वर्ग जाति के लोगों ने अपने-अपने स्तर से योगदान दिया तथा बुद्धिजीवी वर्ग ने देश-विदेश में अनेक क्रान्तिकारी संगठनों का गठन किया। विदेशों में क्रान्तिकारी संगठनों की स्थापना की शुरुआत इंग्लैण्ड से हुई, क्योंकि तत्कालीन समय में ज्यादातर भारतीय नवयुवक वहाँ आधुनिक शिक्षा ग्रहण करने जाते थे।

श्याम जी कृष्ण वर्मा का प्रारम्भिक जीवन एवं शिक्षा

हिन्दुस्तान की स्वतन्त्रता के लिए विदेशों में क्रान्तिकारी संगठनों की स्थापना में सबसे पहला नाम श्याम जी कृष्ण वर्मा जी का आता है। वर्मा का जन्म 4 अक्टूबर, 1857 को कच्छ के मन्दावी गाँव में एक गरीब परिवार भानाली परिवार में हुआ था। बाल्यावस्था से ही वर्मा जी तीव्र बुद्धि के थे, पढ़ाई में भी उत्तम रहे विशेषकर संस्कृत में बहुत निपुण थे। 1857 में उनका विवाह भानुमती नामक लड़की से हुआ जिन्होंने उनका जीवन के पथ पर सहयोग एवं साथ दिया। हालांकि वे संस्कृत प्रकाण्ड पण्डित थे फिर भी उनके विचार आधुनिक थे और 18 वर्ष की छोटी सी आयु में उनकी ख्याति बम्बई में फैल गई, बम्बई के समाज सुधारकों को उनकी विद्वता से बहुत लाभ पहुँचा, क्योंकि वे शास्त्रों की प्रगतिशील व्याख्या करते थे। वे धारा प्रवाह संस्कृत में भाषण देते थे।

इंग्लैण्ड को प्रस्थान

वर्मा जी की ख्याति जब ऑक्सफोर्ड विश्वविद्यालय के संस्कृत के प्रवक्ता मोनियर विलियम्स के पास पहुँची और उन्होंने जब 1857 में भारत की यात्रा की तब उनकी भेंट श्याम जी कृष्ण वर्मा से हुई और उन्होंने वर्मा जी के समक्ष प्रस्ताव रख दिया कि (वर्मा जी) इंग्लैण्ड आना होगा, ताकि विश्वविद्यालय के छात्रों को आपके ज्ञान से लाभ पहुँचे। मार्च 1897 को याम जी कृष्ण वर्मा एस. एस. सिन्धिया स्टीमर से इंग्लैण्ड पहुँचे। इसके बाद वे ऑक्सफोर्ड गये और मोनियर विलियम्स की सहायता से एक परीक्षा देकर वलिपोल कॉलेज में भर्ती हो गये। साथ ही बैरिस्टरी भी पढ़ते रहे। उसी वर्ष ऑक्सफोर्ड में मोनियर विलियम्स ने इंडियन इन्स्टीट्यूट एण्ड लाइब्रेरी की स्थापना की, जिसमें श्याम जी उनके प्रधान

सहायक रहे। मोनियर विलियम्स के प्रयासों से श्याम जी को कच्छ स्टेट से तीन साल के लिए 100 पौंड की वृत्ति भी मिल गई। इसके अलावा सहकारी के रूप में भी कुछ धन उन्हें प्राप्त होता रहा। दूसरी तरफ ऑक्सफोर्ड में उनकी ख्याति फैल गई और वे निजी तौर पर अंग्रेज छात्रों को संस्कृत पढ़ाने लगे, जिससे उन्हें कुछ ओर आय होने लगी। इसके अतिरिक्त श्याम जी के मन में अन्य भाषाओं में रुचि बढ़ने लगी और उन्होंने ग्रीक और लैटिन भी सीखना प्रारम्भ कर दिया।

1881 में भारत सचिव ने श्याम जी की बर्लिन की ओरिएण्टल कांग्रेस में अपने प्रतिनिधि के रूप में भेजा था। 1883 में श्याम जी ने ऑक्सफोर्ड विश्वविद्यालय में बी.ए. की उपाधी प्राप्त की और साथ-साथ विश्वविद्यालय में संस्कृत, मराठी और गुजराती भाषाओं के अध्यापक भी नियुक्त किए गए।

ओरिएण्टल कांग्रेस में भारत का प्रतिनिधित्व (हॉलैण्ड 1883)

1883 में ही उन्होंने हॉलैण्ड के लाउडेन में होने वाली ओरिएण्टल कांग्रेस में भी भारत के प्रतिनिधि बनकर गये। इससे श्यामजी कृष्ण वर्मा की प्रसिद्धि, ख्याति फैलने लगी, श्याम जी ऐसे पहले भारतीय थे, जिन्हें ऑक्सफोर्ड विश्वविद्यालय से स्नातक की उपाधी प्राप्त हुई और साथ ही अध्यापक के पद को गौरवान्वित किया। सन् 1884 को इंग्लैण्ड से ही उन्होंने बैरिस्टर की उपाधी प्राप्त की और भारत आकर बम्बई हाई कोर्ट में वकालत करने लगे। रतलाम के राजा ने उन्हें अपने यहाँ दीवान के पद पर नियुक्त किया, जिस पर वे 1888 तक रहे। श्याम जी ने कुछ दिन अजमेर में भी वकालत की और 21 दिसम्बर, 1893 में उदयपुर के कैंसिल ऑफ स्टेट के दीवान बने, पर जल्दी ही उन्होंने अनुभव किया कि उदयपुर की बात और थी, यहाँ का वातावरण उनके प्रतिकूल न था। अतः 1897 में दीवानी इस्तीफा देकर इंग्लैण्ड चले गये।

श्याम जी को एकाएक हिन्दुस्तान छोड़कर हमेशा के लिए इंग्लैण्ड क्यों चले गये। इसका मुख्य कारण था, उस समय बम्बई में क्रान्तिकारी गतिविधियाँ तेज थीं और शासन को भी उन पर सन्देह था। श्याम जी ने जुलाई 1907 में इण्डियन

सोशियोलॉजिस्ट पत्र में कहा था। “1897 में नाट बन्धुओं को अंग्रेजी सरकार ने पकड़ा और तिलक पर मामला चला तो मुझे यकीन हो गया कि ब्रिटिशों के भारत में व्यक्तिगत स्वतन्त्रता का कोई मूल्य नहीं है और न समाचार-पत्रों को ही कोई स्वतन्त्रता है। ब्रिटिश नयाय भी महज एक ग है। इसी कारण मैं स्वदेश छोड़कर इंग्लैण्डवासी बन गया और अब जब कि मैंने देखा कि इंग्लैण्ड में भी मेरे निर्विधनता के साथ रहना सम्भव नहीं है, तो मैं इंग्लैण्ड छोड़कर पेरिस चला आया और इसी को मैंने अपना कार्यक्षेत्र बनाया।” श्यामजी कृष्ण वर्मा ने लन्दन पहुँच कर हरबर्ट स्पेन्सर आदि विद्वानों से मिलने लगे और साथ ही राजनैतिक कार्य करने लगे। इसी समय उनकी मुलाकात सरदार सिंह राणा जी से हुई सरदार सिंह का जन्म सौराष्ट्र के लिम्बडी राज्य के कन्यारा नामक ग्राम में हुआ था। इन्होंने मुम्बई से स्नातक की डिग्री प्राप्त की थी और उनके पश्चात् लन्दन पहुँचे। सरदार सिंह के नाम के साथ राणा की उपाधी के पीछे भी एक रोचक कहानी है। सरदार सिंह के एक पूर्वज राणा प्रताप की सेना में थे। वे उन थोड़े से सिपाहियों में से थे जिन्होंने राणा प्रताप का कभी साथ नहीं छोड़ा। तभी से इस परिवार में राणा की उपाधी चली आ रही थी। छात्र जीवन में ही उनका विवाह हो गया था और दो पुत्र रत्न भी प्राप्त हुए, लेकिन लन्दन में उन्होंने एक जर्मनी लड़की से शादी कर ली जो एक आदर्श पत्नी ही नहीं उनके सब कार्यों में सहयोगिनी भी थी।”

महात्मा गाँधी जी से असन्तुष्ट

उन दिनों जो लोग मजदूर आन्दोलन में काम कर रहे थे, उनसे भी श्याम जी अक्सर मिलते रहते थे। डॉ. भट्टाचार्य ने श्याम जी के विषय में एक घटना का उल्लेख किया है, वह यह है कि, “उन्हीं दिनों कुछ ऐसे घटनाचक्र हुआ कि श्यामजी को गाँधी जी का मुखर विरोध करना पड़ा कारण उन दिनों ट्रान्सवाल बुअरों का स्वतंत्र राष्ट्र था, फिर भी अंग्रेज उसके राष्ट्रपति जनरल कुगर पर इतना ज्यादा दबाव डाल रहे थे कि अन्त में बुअरों ने अंग्रेजों के विरुद्ध युद्ध की घोषणा कर दी। जर्मन-सम्राट विल्हेल्म द्वितीय ने तार से कुगर के साथ सहानुभूति जताई। स्वतन्त्रता के दीवाने आयरिशों ने तो एक स्वयं सेवक सेना भेजी। इसके अतिरिक्त सारी दुनिया ने जनरल कुगर के पक्ष में मत प्रस्तुत होने लगे। यहाँ तक कि इंग्लैण्ड के विरोधी दल ने भी इस युद्ध का विरोध किया।” भट्टाचार्य आगे वर्णन करते—“उन्हीं दिनों नैटालवासी मिस्टर मोहन दास करमचन्द गाँधी, जो नैटाल में वकालत कर रहे थे और यथेष्ट सम्मान के अधिकारी हुए थे, एक स्वयं सेवक सेना तैयार करके ब्रिटिश मर्यादा की रक्षा के लिए रणक्षेत्र में पहुँच गये। इससे बुअर सेनापति जनरल बोथा और दूसरे सेनापति बहुत व्यथित और क्षुब्ध हुए। यह खबर पाते ही श्याम जी

पागल से हो गये कि जो जाति अन्यायपूर्वक भारत पर अधिकार करके यहाँ की आवाम का खुले तौर पर शोषण कर रही है और इस समय भी वह एक छोटी सी जाति को पैरों तले रौंदने के लिए तैयार है। उसी ब्रिटिश जाति की सहायता के लिए गाँधी जी का यह कार्य बिल्कुल ही बुद्धि के विपरीत और न्याय-विरुद्ध था। उन्हीं दिनों अमेरिका के आयरिश प्रजातंत्र दल के मुख्य समाचार-पत्र गैलिक अमेरिकन ने यह लिखा था—नैटाल के भारतीयों का आचरण इतना निन्दनीय है कि भाषा में उसका वर्णन नहीं हो सकता भारतीयों पर अत्याचार करने वाले अंग्रेजों की ही भारतीयों ने इस समय सहायता की, इससे भारतीयों का माथा नीचा हो गया।” यह दृष्टव्य है कि हमारे इतिहासों में इस घटना का इस रूप में उल्लेख नहीं मिलता और न ऐसा दिखाया जाता है कि गाँधी जी के इस कार्य का उस युग की स्वतन्त्रता संग्रामकारी विभिन्न जातियों के मन पर क्या असर हुआ। ‘इण्डियन सोशियोलॉजिस्ट’ जनवरी 1905 में श्याम जी कृष्ण वर्मा ने इण्डियन सोशियोलॉजिस्ट नाम से एक पत्रिका निकाली जिस पर लिखा होता था। ‘स्वतन्त्रता और राजनैतिक, सामाजिक तथा धार्मिक सुधार का मुखपत्र’ पत्र की बहुत प्रशंसा हुई।

इण्डियन होमरूल सोसायटी तथा इण्डियन हाउस की स्थापना

18 फरवरी, 1905 को 20 भारतीयों ने मिलकर श्याम जी के नेतृत्व में इण्डियन होमरूल सोसायटी की स्थापना की, जिसका उद्देश्य रखा गया। भारतीयों के लिए भारतीयों द्वारा भारतीय सरकार की स्थापना। यह तय हुआ कि इस उद्देश्य को सफल बनाने के लिए ब्रिटेन में सब तरह के कार्य किए जाएं और भारतीय जनता में स्वतन्त्रता और राष्ट्रीय एकता के सम्बन्ध में ज्ञान का विस्तार किया जाये। इण्डियन होमरूल सोसायटी के सभापति श्यामजी कृष्ण वर्मा और सरदार सिंह राणा, जेमपरिख, गाडरेज, डॉ. अब्दुल्ला सुहारवर्दी इसके सरकारी सभापित हुए और जे.सी. मुखर्जी इसके अवैतनिक मंत्री बने। जल्द ही सोसायटी मशहूर हो गई और इण्डियन सोशियोलॉजिस्ट की तरफ लोगों का ध्यान आकर्षित हुआ।

मई 1905 में एक त्र में घोषणा की गई कि भारतीय छात्रों के लिए एक बोर्डिंग हाउस की स्थापना की जायेगी। 1 जुलाई को ‘ब्रिटिश सोशल डेमोक्रेटिक फेडरेशन’ के मिस्टर हाइडमैन ने इण्डियन हाउस का उद्घाटन किया। इस सम्मेलन में ब्रिटिश पॉजिटिविस्ट सोसायटी के मि. स्विनी, ‘जस्टिस’ पत्र के सम्पादक मि. क्वेल्स, आयरिश रिपब्लिक और सफरेजिस्ट दल की नेत्री मैडम डिस्पाट, दादा भाई नौरोजी। लाला लाजपत राय, भीका जी कामा, हंसराज, दोस्त मोहम्मद और अन्य भारतीय शास्त्र छात्र मौजूद थे। इण्डियन सोशियोलॉजिस्ट में बराबर भारतीय स्वतन्त्रता के सम्बन्ध में निबन्ध और लेख प्रकाशित

होते थे और इण्डिया हाउस में भारत की एक अंग्रेजी उपनिवेश के रूप में आलोचनाएं होती थीं। मई 1906 को इण्डियन हाउस में एक सभा हुई, जिसमें विट्टल भाई टेल, भाई परमानन्द तथा अन्य भारतीय मौजूद थे। इसमें बारिशाल में बंगाल प्रादेशिक सम्मेलन को भंग करने का और सुरेन्द्र नाथ बनर्जी को गिरफ्तार करने का विरोध किया गया और इन घटनाओं के सम्बन्ध में एक प्रस्ताव पास किया गया।

श्यामजी कृष्ण वर्मा द्वारा छात्रवृत्तियों का वितरण

श्यामजी कृष्ण वर्मा ने 14 दिसम्बर 1903 को स्पेन्सर की समाधी पर भाषण देते हुए कहा कि स्पेन्सर लेक्चरशिप के लिए वे 1000 पाँड का दान देंगे, इसके साथ ही वे स्पेन्सर के मतवाद की भारीय शास्त्रों के तुलनात्मक आलोचना भी करना चाहते थे। 1904 में भारतीय कांग्रेस का जो अधिवेशन होने वाला था, उसके लिए सर विलियम्स वेडरबर्न लण्डन से बम्बई आ रहे थे। उनके जरिए से श्याम जी ने कांग्रेस में यह घोषणा करानी थी कि वे भारत से इंग्लैण्ड में आकर पढ़ने वाले छात्रों को दो हजार रुपयों की छः फेलोशिप देना चाहते हैं। ये फेलोशिप हरबर्ट स्पेन्सर तथा स्वामी दयानन्द के नाम पर होने वाले थे। फेलोशिप लेने वालों के लिए यह जरूरी था कि वह लौट कर अंग्रेजों की नौकरी न करने की प्रतिज्ञा करें। पर वेडरबर्न ने कांग्रेस में यह सूचना पढ़कर नहीं सुनाई। केवल यही नहीं यह भी कहा कि यह बहुत ही अनुचित है। जो कुछ भी हो श्याम जी को पहले से ही सन्देह था। इसलिए उन्होंने इस विज्ञप्ति की प्रतिलिपि भारत के पत्रों में अलग से भेज दी थी।

श्याम जी कृष्ण वर्मा ने युवाओं का भारत की ओर ध्यान आकर्षण कराने हेतु इनामी प्रतियोगिताओं का आयोजन किया। श्याम जी कृष्ण वर्मा ने 1000 रु. का एक पुरस्कार की घोषणा इसलिए की जो भी भारतीय “भारत स्वतंत्र होने पर उसका संविधान क्या होगा” इस पर निबन्ध लिखेगा, उसी को यह पुरस्कार मिलेगा। कुछ आठ दस निबन्ध आए थे, जिसमें से एक निबन्ध आगा खां का लिखा हुआ था। उसमें यह कहा गया था कि भारत स्वतन्त्रता के लिए बिल्कुल उपयुक्त नहीं है, क्योंकि यहाँ साम्प्रदायिक विद्वेष बहुत ज्यादा है, जबकि बाकि निबन्ध दूसरे मत के थे। निबन्ध के परीक्षकों में स्वयं श्यामजी, सरदार सिंह राणा, गोदरेज, वीरेन्द्र चट्टोपाध्याय और दूसरे व्यक्ति थे। निबन्धों की संख्या कम होने के कारण पुरस्कार किसी को नहीं दिया गया।

विनायक दामोदर सावरकर का श्याम जी कृष्ण वर्मा से सम्पर्क

श्याम जी कृष्ण वर्मा की ख्याति चारों ओर फैलने लगी। येवाओं का एक बहुत बड़ा शिष्य समाज उनके चारों ओर इकट्ठा हो गया। इन युवाओं में विनायक दामोदर सावरकर भी

थे। श्याम जी कृष्ण वर्मा ने इस प्रकार कई ऐसे व्यक्तियों को एकत्रित किया, जो विद्वान्, बुद्धिमान होने के साथ ही एक निष्ठा देशभक्त थे। सावरकर जैसे व्यक्ति किसी भी क्षेत्र में जाकर चमक सकते थे। यह ‘इण्डिया हाउस’ विदेश में देशभक्तों का एक अच्छा केन्द्र हो गया। थोड़े ही दिनों में पुलिस की इस पर दृष्टि पड़ गई। सन् 1907 ई. को जुलाई में किसी मनचले सदस्य ने पार्लियामेन्ट में यह प्रश्न पूछा कि क्या सरकार कृष्ण वर्मा के विरुद्ध कुछ करने का इरादा कर रही है ? इस प्रश्न के फलस्वरूप परिस्थिति ऐसी हो गई कि श्याम जी ने इंग्लैण्ड से अपना डेरा उठा लिया और पेरिस चले गये। पेरिस में उनको लन्दन से कहीं अधिक स्वतन्त्रतापूर्वक काम करने का मौका मिला। किन्तु उनका अखबार इण्डिया सोशियोलॉजिस्ट पहले की भाँति लन्दन से ही निकलने लगा। ब्रिटेन की सरकार इस बात को भला कहाँ सह सकती थी ? जुलाई 1909 ई. को इसके मुद्रक के ऊपर मुकदमा चला और उसे सजा दी गई। छपाई का भार दूसरे व्यक्ति ने अपने ऊपर ले लिया। किन्तु उसे सितम्बर 1909 ई. में एक वर्ष की कड़ी सजा हुई। उसके बाद अखबार मजबूरी वश पेरिस से निकलने लगा और श्याम जी सरदार सिंह राणा के द्वारा अपना सम्बन्ध ‘इण्डियन हाउस’ से बनाए रखा।

श्याम जी के अखबार में कैसी-कैसी राजद्रोहात्मक बातें निकलती थीं, यह दिखलाने के लिए रौलेट साहब ने अपनी रिपोर्ट में उसके दिसम्बर 1907 वाले अंक से यह भाव उद्धृत किया है—ऐसा मालूम होता है कि भारत वर्ष के किसी भी आन्दोलन के लिए गुप्त होना अनिवार्य है। इसके अतिरिक्त ब्रिटिश सरकार को होश में लाने का एकमात्र उपाय रूसी तरीकों का प्रयोग जोर-जोर से और लगातार करना ही है। यह प्रयोग भी तब तक किया जाए जब तक कि अंग्रेज यहाँ अत्याचार करना न छोड़ दें और देश से न भाग जाएँ। कोई भी नहीं बता सकता कि किन परिस्थितियों में हम अपनी नीति में क्या परिवर्तन करेंगे। यह तो शायद बहुत कुछ स्थानीय परिस्थितियों पर निर्भर हैं साधारण सिद्धांत के तौर पर फिर भी हम कह सकते हैं कि रूसी तरीकों का प्रयोग पहले भारतीय अफसरों पर लागू होगा न कि गोरे अफसरों पर।

उपसंहार

संक्षेप में यहाँ यह बताना आवश्यक है कि श्याम जी कृष्ण वर्मा जो यूरोप में रह गये उन्होंने बाद में क्या किया। सितम्बर 1909 में श्याम जी ने लाला लाजपत को पेरिस में बुलाकर एक अंग्रेज पत्र ‘वन्दे मातरम्’ नाम से निकालने का प्रयास किया था। इसके अतिरिक्त जब सावरकर को गिरफ्तार करके भारत लाया जा रहा था, तो उन्हें बीच रास्ते से ही भागने का षड्यन्त्र भी श्याम जी ने रचा था, परन्तु वह षड्यन्त्र सफल न हो सका सावरकर पुनः गिरफ्तार कर लिये गये। बाद में भी श्याम जी

कृष्ण वर्मा बराबर कुछ न कुछ अपने देश की स्वाधीनता के लिए करते रहे। प्रथम महायुद्ध छिड़ने के बाद श्याम जी के लिए पेरिस में रहना भी असम्भव हो गया था। इसलिए जेनेवा पहुँचे ओर वही उनका। 30 मार्च, 1930 को देहान्त हो गया। विदेशी धरती पर रहकर अपने राष्ट्र की जो सेवा श्याम जी कृष्ण वर्मा ने की वह अतुलनीय है। वे हिन्दुस्तान के प्रथम क्रान्तिकारी नेता थे जिसने इंग्लैण्ड में रहकर अंग्रेजों के खिलाफ वैचारिक क्रान्ति एवं सशस्त्र क्रान्ति का उद्घोष किया ऐसे क्रान्तिकारी नेता को शत-शत प्रणाम।

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भारत में पर्यावरणीय आन्दोलन का वर्णन

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सारांश : भारत के साथ-साथ पर्यावरण आधारित संघर्ष भी बढ़ते जा रहे हैं। ये आम आदमी के परम्परागत अधिकारों की रक्षा के लिए संघर्ष और आन्दोलन करने को मजबूर किया है। ये आन्दोलन जहाँ एक ओर पर्यावरण संरक्षण की लड़ाई लड़ रहे हैं वहीं आम आदमी के परम्परागत अधिकारों की रक्षा की बात भी कर रहे हैं, क्योंकि मूलतः दोनों एक-दूसरे पर निर्भर हैं जोकि वस्तुतः भारतीय प्राचीन संस्कृति की विशेषता रही है। इन्होंने विकास के वर्तमान मॉडल को वैचारिक चुनौती भी दी है। पर्यावरण आन्दोलन ने भारतीय लोकतंत्र तथा नागरिक समाज को एक नया आयाम दिया है। पर्यावरण आन्दोलनों के उदय का मुख्य कारण पर्यावरण विनाश है। भारत में पिछले 200 वर्षों से अपनायी गए विकास प्रक्रिया का ही यह परिणाम है कि आज हमारी वायु जहरीली हो गई है, नदियाँ, नालों में तब्दील हो गई, बढ़ता शोर प्रदूषण हमें मानसिक रूप से विकलांग बना रहा है, विभिन्न जीव जंतुओं की अनेक प्रजातियाँ लुप्त हो रही हैं, वनों का अंधाधुंध कटाव हो रहा है, जिसका परिणाम हमें मौसमी परिवर्तन, धरती के ता में बढ़ोतरी, ओजोन परत में छेद आदि में देखने को मिल रहा है। विकास की इस प्रक्रिया के कारण मनुष्य और जीवों पर निरंतर संकट आ रहा है।

प्रस्तावना

हमारी विकास प्रक्रिया ने हजारों लोगों को जल, जंगल और जमीन से बेदखल किया है। विकास प्रक्रिया के इन्हीं दुष्प्रभावों ने आम आदमी को पिछले कुछ समय से एकजुट होने तथा विकास को पर्यावरण संरक्षण आधारित करने के लिए अनेक आन्दोलन चलाने को प्रेरित किया है जिन्हें हम पर्यावरण आन्दोलन कहते हैं। इनमें मुख्य हैं चिपको आन्दोलन, नर्मदा आन्दोलन, चिपको आन्दोलन, आदि। माधव गाडगीत तथा रामचन्द्र गुहा, भारतीय पर्यावरण आन्दोलनों में मुख्यतः तीन वैचारिक दृष्टिकोण रेखांकित करते हैं—गाँधीवादी, मार्क्सवादी तथा उपयुक्त तकनीकी दृष्टिकोण। गाँधीवादी दृष्टिकोण पर्यावरणीय समस्याओं के लिए मानवीय मूल्यों में हो रहे अवमूल्यन को तथा आधुनिक उपभोक्तावादी जीवन शैली को जिम्मेदार मानते हैं। इस समस्या की समाप्ति के लिए वे प्राचीन भारतीय सांस्कृतिक मूल्यों की पुनः स्थापना करने पर जोर देते हैं। यह दृष्टिकोण पूर्व औपनिवेशिक ग्रामीण जीवन की ओर लौटने को आह्वान करता है, जो सामाजिक तथा पर्यावरणीय सौहार्द पर आधारित था। दूसरी ओर मार्क्सवादी दृष्टिकोण में पर्यावरणीय संकट को राजनीतिक तथा आर्थिक पहलुओं से जोड़ा जाता है। इसका मानना है कि समाज में संसाधनों का असमान वितरण पर्यावरणीय समस्याओं का मूल कारण है। अतः मार्क्सवादियों के अनुसार पर्यावरणीय सौहार्द पाने के लिए आर्थिक समानता पर आधारित समाज की स्थापना एक अनिवार्य शर्त है। तीसरी ओर उपयुक्त तकनीकी दृष्टिकोण औद्योगिक और कृषि, बड़े तथा छोटे बाँधों, प्राचीन तथा आधुनिक तकनीकी परम्पराओं के मध्य सामंजस्य लाने का प्रयत्न

करता है। यह दृष्टिकोण व्यावहारिक स्तर पर गाँधीवादी तकनीकों तथा रचनात्मक कार्यों से बहुत मेल खाता है। इन तीनों दृष्टिकोणों की एक झलक हमें विभिन्न विभिन्न पर्यावरण आन्दोलन में देखने को मिलती है जो निम्न प्रकार से है—

पर्यावरणीय आन्दोलन

अप्पिको आन्दोलन—वनों और वृक्षों की रक्षा के सन्दर्भ में गढ़वाल हिमालय वासियों का 'चिपको' आन्दोलन का योगदान सर्वविदित है। इसने भारत के अन्य भागों में भी अपना प्रभाव दिखाया। उत्तर का यह चिपको आन्दोलन दक्षिण में 'अप्पिको' आन्दोलन के रूप में उभरकर सामने आया। अप्पिको कन्नड़ भाषा का शब्द है जो कन्नड़ में चिपको का पर्याय है। पर्यावरण सम्बन्धी जागरूकता का यह आन्दोलन अगस्त 1983 में कर्नाटक के उत्तर कन्नड़ क्षेत्र में शुरू हुआ। यह आन्दोलन पूरे जोश से लगातार 38 दिन तक चला रहा। युवा लोगों ने भी जब पाया कि उनके गाँवों के चारों ओर के जंगल धीरे-धीरे गायब होते जा रहे हैं, तो वे इस आन्दोलन में जोर-शोर से लग गये। लोगों ने पाया कि कागज पर तो प्रति एकड़ दो पेड़ों की कटाई दिखाई जाती है, लेकिन असल में काफी अधिक पेड़ काटे जाते हैं और कई क्षतिग्रस्त कर दिये जाते हैं, जिससे वनों का सफाया होता जा रहा है। सितम्बर 1983 में सलकानी तथा निकट के गाँवों से युवा तथा महिलाओं ने पास के जंगलों तक 5 मील की यात्रा तय करके वहाँ के पेड़ों को गले लगाया। उन्होंने राज्य के वन विभाग के आदेश से कट रहे पेड़ों की कटाई रुकवाई। लोगों ने हरे पेड़ों को कटाने पर प्रतिबन्ध की माँग की। उन्होंने अपनी आवाज

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बुलंद कर कहा कि हम व्यापारिक प्रायोजनों के लिए पेड़ों को बिल्कुल भी नहीं कटने देंगे और पेड़ों पर चिपककर हठधर्मिता अपना कर बोले कि पेड़ काटने हैं, तो पहले हमारे ऊपर कुल्हाड़ी चलाओ। वे पेड़ों के लिए अपनी जान भी देने को तैयार हो गये। जंगल में लगाए 38 दिनों तक चले विरोध आन्दोलन ने सरकार को पेड़ों की कटाई रुकवाने का आदेश देने के लिए मजबूर किया। यह आन्दोलन इतना लोकप्रिय हो गया कि पेड़ काटने आये मजदूर भी पेड़ों की कटाई छोड़कर चले गये।

अहिंसा के इस आन्दोलन ने अन्य स्थानों के लोगों को भी आकर्षित किया। अक्टूबर में यह आन्दोलन बेनगाँव के आदिवासी आबादी क्षेत्र में फैल गया। यहाँ लोगों ने देखा कि बाँस के पेड़ जिनसे वे रोजमर्रा के जीवन की अनेक उपयोगी चीजें जैसे टोकरी, चटाई, घर निर्माण करते हैं उनकी ट्रैक्टर से अंधाधुन्ध कटाई हो रही है और वे लुप्त होते जा रहे हैं। इस बार आदिवासी लोगों ने पेड़ों की रक्षा के लिए उन्हें गले से लगाया। इस आन्दोलन से प्रेरित होकर हरसी गाँव में कई हजार पुरुषों और महिलाओं ने पेड़ों के व्यावसायिक कार्यों के लिए काटे जाने का विरोध किया। जहाँ सरकार व्यावसायिक पेड़ों को उगाने पर जोर देती थी लोगों ने उन पेड़ों को उगाने की बात की जो उन्हें ईंधन तथा उनकी रोजमर्रा की जरूरतों की पूर्ति करते थे। नवम्बर में यह आन्दोलन निदगोड (सिददापुर तालुक) तक फैल गया जहाँ 300 लोगों ने इकट्ठा होकर पेड़ों को गिराये जाने की प्रक्रिया को रोककर सफलता प्राप्त की। लोगों ने पाया कि जहाँ-तहाँ चोरी-छिपे पेड़ों की कटाई और वनसंहार होता रहता है। मिसाल के तौर पर सिददापुर तालुक के केलगिरि जही वन में लाईवुड फैक्टरी वालों ने 51 पेड़ काट गिराये तथा इस कटाई के दौरान 547 अन्य पेड़ों को नुकसान पहुँचता है। इस क्षेत्र में दूसरी समस्या यह थी कि वनों को एक ही जाति के वनों में रूपांतरित किया जा रहा था, जिससे परिस्थितिक स्थितियों को हानि पहुँच रही थी। नवीजतन लोगों को वनों से खाद और चारा नहीं मिल पा रहा था। मधुमक्खी के छत्ते गायब हो गये थे। हर परिवार वाले पहले विभिन्न प्रकार के पेड़ों से प्रतिवर्ष कम-से-कम चार टिन शहद इकट्ठा कर लेते थे, लेकिन उद्योगों के लिए अन्य पेड़ों को काटकर यूकेलिप्टस के पेड़ लगाने से अब वे शहद आदि से वंचित हो जाते थे। इस प्रकार कई अन्य समस्याएं उठ खड़ी हो गयीं जिनसे लोगों की परेशानियाँ हर तरह से बढ़ गई थीं।

अपिचको आन्दोलन दक्षिणी भारत में पर्यावरण चेतना का स्रोत बना। इसने इस बात को उजागर किया कि किस प्रकार वन विभाग की नीतियों से व्यापारिक वृक्षों को बढ़ावा दिया जा रहा है जो आम आदमी को दैनिक जीवन में उपयोग होने वाले कई आवश्यक संसाधनों से वंचित कर रहा है। उसने उन

ठेकेदारों के व्यावसायिक हितों के लालच का पर्दाफाश किया जो वन विभाग द्वारा निर्धारित संख्या से अधिक पेड़ काटते थे। इसने इस प्रक्रिया में लिप्त ठेकेदारों, वन विभाग तथा राजनीतिज्ञों की साँठ-गाँठ का भी पर्दाफाश किया। अपिचको आन्दोलन अपने तीन प्रमुख उद्देश्यों में सफल रहा। मौजूदा वन क्षेत्र का संरक्षण करने, खाली भूमि पर वृक्षारोपण करने, तथा प्राकृतिक संसाधनों के संरक्षण को ध्यान में रखकर उनका सदुपयोग करने। इन उद्देश्यों को हासिल करने में स्थानीय स्तर पर स्थापित एक लोकप्रिय संगठन 'परिसर संरक्षण केन्द्र' ने महत्वपूर्ण भूमिका अदा की। अपिचको आन्दोलन ने लोगों के जीवन में उपयोग की जाने वाली चीजों की रक्षा की जैसे— बाँस के वृक्ष, जिनका उपयोग हस्तशिल्प की वस्तुओं के बनाने में होता है जिन को बेचकर स्थानीय लोग अपनी आजीविका चलाते हैं। इस आन्दोलन ने पश्चिमी घाट के सभी गाँवों में व्यापारिक हितों से उनकी आजीविका के साधन, जंगलों तथा पर्यावरण को होने वाले खतरे से सचेत किया। अपिचको ने शांतिपूर्ण तरीके से गांधीवादी मार्ग पर चलते हुए एक ऐसे पोषणकारी समाज के लिए लोगों का पथ-दर्शन किया जिसमें न कोई मनुष्य का और न ही प्रकृति का शोषण कर सके। वंदना शिवा के शब्दों में "यह मानव अस्तित्व के खतरे को रोकने में सभ्य समाज का सभ्य उत्तर था।"

चिपको आन्दोलन एक पर्यावरण-रक्षा का आन्दोलन था। यह भारत के उत्तराखण्ड राज्य (तब उत्तर प्रदेश का भाग) में किसानों ने वृक्षों की कटाई का विरोध करने के लिए किया था। वे राज्य के वन विभाग के ठेकेदारों द्वारा वनों की कटाई का विरोध कर रहे थे और उन पर अपना परम्परागत अधिकार जता रहे थे। यह आन्दोलन तत्कालीन उत्तर प्रदेश के चमोली जिले में सन् 1973 में प्रारम्भ हुआ। एक दशक के अन्दर यह पूरे उत्तराखण्ड क्षेत्र में फैल गया था। चिपको आन्दोलन की एक मुख्य बात थी कि इसमें स्त्रियों ने भारी संख्या में भाग लिया था। इस आन्दोलन की शुरुआत 1970 में भारत के प्रसिद्ध पर्यावरणविद् सुन्दरलाल बहुगुणा, कामरेड गोविन्द सिंह रावत, चण्डीप्रसाद भट्ट तथा श्रीमती गौरादेवी के नेतृत्व में हुई थी। यह भी कहा जाता है कि कामरेड गोविन्द सिंह रावत ही चिपको आन्दोलन के व्यावहारिक पक्ष थे, जब चिपको की मार व्यापक प्रतिबंधों के रूप में स्वयं चिपको की जन्मस्थली की घाटी पर पड़ी तब कामरेड गोविन्द सिंह रावत ने झपटो-छीनो आन्दोलन को दिशा प्रदान की। चिपको आन्दोलन वनों का अव्यावहारिक कटान रोकने और वनों पर आश्रित लोगों के वनाधिकारों की रक्षा का आन्दोलन था रेणी में 2400 से अधिक पेड़ों को काटा जाना था, इसलिए इस पर वन विभाग और ठेकेदार जान लड़ाने को तैयार बैठे थे जिसे गौरा देवी जी के नेतृत्व में रेणी गाँव की 27 महिलाओं ने प्राणों की बाजी लगाकर असफल कर दिया था।

इस आन्दोलन की मुख्य उपलब्धि ये रही कि इसने केन्द्रीय राजनीति के एजेंडे में पर्यावरण को एक सघन मुद्दा बना दिया चिको के सहभागी तथा कुमाऊँ विश्वविद्यालय के प्रोफेसर डॉ. शेखर पाठक के अनुसार, “भारत में 1980 का वन संरक्षण अधिनियम और यहाँ तक कि केन्द्र सरकार में पर्यावरण मंत्रालय का गठन भी चिको की वजह से ही सम्भव हो गया।” उत्तर प्रदेश (वर्तमान उत्तराखण्ड) में इस आन्दोलन ने 1980 में तब एक बड़ी जीत हासिल की, तब तत्कालीन प्रधानमंत्री इंदिरा गांधी ने देश के हिमालयी वनों में वृक्षों की कटाई पर 15 वर्षों के लिए रोक लगा दी। बाद के वर्षों में यह आन्दोलन पूर्व में बिहार, पश्चिम में राजस्थान, उत्तर में हिमाचल प्रदेश, दक्षिण में कर्नाटक और मध्य भारत में विंध्य तक फैल गया था। उत्तर प्रदेश में प्रतिबंध के अलावा यह आन्दोलन पश्चिमी घाट और विंध्य पर्वतमाला में वृक्षों की कटाई को रोकने में सफल रहा। साथ ही यह लोगों की आवश्यकताओं और पर्यावरण के प्रति अधिक सचेत प्राकृतिक संसाधन नीति के लिए दबाव बनाने में भी सफल रहा।

चिलका बचाओ आन्दोलन

चिलका झील उड़ीसा के पूर्वी तट पर स्थित है। यह एशिया की सबसे बड़ी प्राकृतिक झील है और अन्तर्राष्ट्रीय महत्व की सजल भूमि के रूप में प्रसिद्ध है। हाल की ‘विकास सम्बन्धी’ गतिविधियों के कारण तेजी से गाद बन रही है, झील के पानी की लवणता कम हो रही है और पानी की गहराई भी धीरे-धीरे कम होती जा रही है। यह उद्योगों की बढ़ती संख्या का नतीजा है। एक सौंदर्य प्रसाधन बनाने वाली क्षारीय इकाई अपने द्रवों को सीधे झील में छोड़ती है, जिसके कारण झील की परिस्थितिकीय व्यवस्था में पारे का जमाव हो गया है। इसके अतिरिक्त, वनोन्मूलन भूमि कटाव हुआ और झील में गाद बनी। टाटा समूह ने झींगा मछली का काम फैलाया तो समस्या और बढ़ गई। इन सारी स्थितियों का मिला-जुला असर यह हुआ कि झील का जीवन कम हो गया। यह परिणाम है निर्यात विकास से अभिप्रेरित विकास की दिशा को प्रोत्साहन अथवा संरक्षण देने का, जिसमें अपार महत्व की एक झील के पर्यावरणीय स्तर और सुरक्षा की ओर कोई ध्यान ही नहीं है। इस झील का लम्बा इतिहास रहा है और इसने कई सत्ता परिवर्तन देखे हैं स्थानीय मछुआरे इस झील पर निर्भर थे और उन्हें इस पर पारम्परिक अधिकार प्राप्त थे। किन्तु वहाँ बिचौलियों का एक समूह भी था जो इन मछुआरों का शोषण करता था। 1950 के दशक में मछुआरों को इन बिचौलियों के चुंगुल से छुड़ाने का प्रयास हुआ था। उन्हें एक सहकारिता के झंडे तले संगठित किया गया। इससे मछुआरों की दशा सुधारने में मदद मिली। किन्तु यह अधिक समय तक नहीं चला। 1970 के दशक के प्रारम्भ तक झींगा निर्यात की एक

महत्वपूर्ण वस्तु बन गई और इससे बाहरी लोगों को यहाँ आने का प्रलोभन मिला और चिलका झील के संकट की यहीं से शुरुआत हो गई। यह वही चिलका झील थी जिस पर मछुआरे लोग अपनी रोजी-रोटी के लिए निर्भर थे। 1880 के दशक तक झील की मछलियों पर बाहरी लोगों का कब्जा हो गया। इन बाहरी लोगों ने ताकत और पैसे के बल पर स्थानीय मछुआरों को धीरे-धीरे संसाधनों से वंचित कर दिया।

कृषि मंत्रालय ने 1984 में एक मंच गठित करने का असफल प्रयास किया और भारत के एक प्रमुख औद्योगिक समूह टाटा का प्रवेश हो गया। उड़ीसा सरकार ने झील का सार्वजनिक नीलाम कर दिया था और इस तरह आर्थिक विकास के नाम पर, इस क्षेत्र में बड़े व्यापारिक घरानों का प्रवेश हो गया। दरअसल, केन्द्र और राज्य सरकारों ने निर्यात नीति विकास के एक हिस्से के तौर पर उत्पादन व्यवस्था के आधुनिकीकरण को प्रोत्साहित करना इस आधार पर जारी रखा कि इससे बहुत सारी विदेशी मुद्रा अर्जित की जा सकती है। किन्तु, आधुनिक तरीकों और विशाल धनराशि का इस क्षेत्र पर उलटा असर हुआ और चिलका बचाओ आन्दोलन खड़ा हो गया। आसपास के गाँव, 1990 के दशक के प्रारम्भ तक, सरकारी नीति का विरोध शुरू कर चुके थे। झील की सेहत का सवाल महत्वपूर्ण हो गया। इन सवालों को एक जन संगठन उड़ीसा कृषक महासंघ ने उठाया। बड़े व्यापारिक समूहों द्वारा भाड़े पर लिए गए निजी समूहों ने आन्दोलनकारियों और लोगों को आतंकित करना शुरू कर दिया। इन धमकियों के बावजूद, एक सशक्त जन आन्दोलन उठ खड़ा हुआ। सभी जगहों के मछुआरों ने एकजुटता दिखाई और वे इस आन्दोलन में शरीक हो गए। विभिन्न राजनीतिक दलों ने भी आन्दोलन को अपना समर्थन दिया। इसकी पराकाष्ठास्वरूप, एक व्यापक आधार वाला आन्दोलन बन गया और 1992 में राज्य स्तर का एक विशाल आन्दोलन हुआ। अंततः भारत सरकार ने हस्तक्षेप किया और आधी दूरी तय कर चुकी परियोजना रोक दी गई, क्योंकि पर्यावरण तथा वन मंत्रालय ने उसे हरी झंडी नहीं दी। पाँच सौ से भी अधिक वर्षों बाद टाटा समूह को अपना हाथ वापस खींचना पड़ा।

नर्मदा बचाओ आन्दोलन

नर्मदा बचाओ आन्दोलन एक बार और मेरे भारत में चल रहे पर्यावरण आन्दोलन की परिपक्वता का उदाहरण है। इसने पहली बार पर्यावरण तथा विकास के संघर्ष को राष्ट्रीय स्तर पर चर्चा का विषय बनाया जिसमें न केवल विस्थापित लोगों, बल्कि वैज्ञानिकों, गैर सरकारी संगठनों तथा आम जनता की भी भागीदारी रही। नर्मदा नदी पर सरदार सरोवर बाँध परियोजना का उद्घाटन 1961 में पंडित जवाहर लाल नेहरू ने किया था। लेकिन तीन राज्यों—गुजरात, मध्य प्रदेश, महाराष्ट्र तथा

राजस्थान के मध्य एक उपयुक्त जल वितरण नीति पर कोई सहमति नहीं बन पायी। 1969 में, सरकार ने नर्मदा जल विवाद न्यायाधिकरण का गठन किया, ताकि जल सम्बन्धी विवाद का हल करके परियोजना का कार्य शुरू किया जा सके। 1979 में न्यायाधिकरण सर्वसम्मति पर पहुँचा तथा नर्मदा घाटी परियोजना ने जन्म लिया जिसमें नर्मदा नदी तथा उसकी 41 नदियों पर दो विशाल बाँधों—गुजरात में सरदार सरोवर बाँध तथा मध्य प्रदेश में नर्मदा सागर बाँध, 28 मध्यम बाँध तथा 3000 जल परियोजनाओं का निर्माण शामिल था। 1985 में इस परियोजना के लिए विश्व बैंक ने 450 करोड़ डॉलर का लोन देने की घोषणा की सरकार के अनुसार इस परियोजना से मध्य प्रदेश, गुजरात तथा राजस्थान के सूखा ग्रस्त क्षेत्रों की 2-27 करोड़ हेक्टेयर भूमि को सिंचाई के लिए जल मिलेगा, बिजली का निर्माण होगा, पीने के लिए जल मिलेगा तथा क्षेत्र में बाढ़ को रोका जा सकेगा। नर्मदा परियोजना ने एक गम्भीर विवाद को जन्म दिया है। एक ओर इस परियोजना को समृद्धि तथा विकास का सूचक माना जा रहा है जिसके परिणामस्वरूप सिंचाई, पेयजल की आपूर्ति, बाढ़ पर नियंत्रण, रोजगार के नये अवसर, बिजली तथा सूखे से बचाव आदि लाभों को प्राप्त करने की बात की जा रही है वहीं दूसरी ओर अनुमान है कि इससे तीन राज्यों की 37000 हेक्टेयर भूमि जलमग्न हो जाएगी जिसमें 13000 हेक्टेयर वन भूमि है। यह भी अनुमान है कि इससे 248 गाँव के एक लाख से अधिक लोग विस्थापित होंगे। जिनमें 58 प्रतिशत लोग आदिवासी क्षेत्र के हैं। अतः प्रभावित गाँवों के करीब ढाई लाख लोगों के पुनर्वास का मुद्दा सबसे पहले स्थानीय कार्यकर्ताओं ने उठाया। इन गतिविधियों को एक आन्दोलन की शक्ल 1988-89 के दौरान मिली जब के स्थानीय स्वयंसेवी संगठनों ने खुद को नर्मदा बचाओ आन्दोलन के रूप में गठित किया।

इस परियोजना के विरोध ने अब एक जन आन्दोलन का रूप ले लिया है। 1980-87 के दौरान जनजातियों के अधिकारों की समर्थक गैर-सरकारी संस्था अंक वाहनी के नेता अनिल पटेल ने जनजातीय लोगों के पुनर्वास के अधिकारों को लेकर हाई कोर्ट व सर्वोच्च न्यायालय में लड़ाई लड़ी। सर्वोच्च न्यायालय के आदेशों के परिणामस्वरूप गुजरात सरकार ने दिसम्बर 1987 में एक पुनर्वास नीति घोषित की। दूसरी ओर 1989 में मेघा पाटकर द्वारा लाए गए नर्मदा बचाओ आन्दोलन ने सरदार सरोवर परियोजना तथा इससे विस्थापित लोगों के पुनर्वास की नीतियों के क्रियान्वयन की कमियों को उजागर किया है। शुरू में आन्दोलन का उद्देश्य बाँध को रोककर पर्यावरण विनाश तथा इससे लोगों के विस्थापन को रोकना था। बाद में आन्दोलन का उद्देश्य बाँध के कारण विस्थापित लोगों को सरकार द्वारा दी जा रही राहत कार्यों की देख-रेख तथा उनके अधिकारों के लिए न्यायालय में जाना बन गया।

आन्दोलन की यह भी माँग है कि जिन लोगों की जमीन ली जा रही है उन्हें योजना में भागीदारी का अधिकार होना चाहिए, उन्हें अपने लिए न केवल उचित भुगतान का अधिकार होना चाहिए, बल्कि परियोजना के लाभों में भागीदारी होनी चाहिए। इस प्रक्रिया में नर्मदा बचाओ आन्दोलन ने वर्तमान विकास के मॉडल पर प्रश्न चिन्ह लगाया है। नर्मदा बचाओ आन्दोलन जो एक जन आन्दोलन के रूप में उभरा, कई समाजसेवियों, पर्यावरणविदों, छात्रों महिलाओं, आदिवासियों, किसानों तथा मानव अधिकार कार्यकर्ताओं का एक संगठित समूह बना। आन्दोलन ने विरोध के कई तरीके अपनाए जैसे—भूख हड़ताल, पदयात्राएं, समाचार-पत्रों के माध्यम से, तथा फिल्मी कलाकारों तथा हस्तियों को अपने आन्दोलन में शामिल कर अपनी बात आम लोगों तथा सरकार तक पहुँचाने की कोशिश की। इसके मुख्य कार्यकर्ताओं में मेघा पाटकर के अलावा अनिल पटेल, बुकर सम्मान से नवाजी गयी अरुंधती रॉय, बाबा आम्टे आदि शामिल हैं। नर्मदा बचाओ आन्दोलन ने 1989 में एक नया मोड़ लिया। सितम्बर 1989 में मध्य प्रदेश के हारसूद जगह पर एक आम सभा हुई जिसमें 200 से अधिक गैर-सरकारी संगठनों के 45000 लोगों ने भाग लिया। भारत में पहली बार 'नर्मदा' का प्रश्न अब एक राष्ट्रीय मुद्दा बन गया। यह पर्यावरण के मुद्दे पर अब तक की बससे बड़ी रैली थी जिसमें देश के सभी बड़े गैर-सरकारी संगठनों तथा आम आदमी के अधिकारों की रक्षा में लगे समाजसेवियों ने हिस्सा लिया। हारसूद सम्मेलन ने न केवल बाँध का विरोध किया, बल्कि इसे 'विनाशकारी विकास' का नाम भी दिया। पूरे विश्व ने इस पर्यावरणीय घटना को बड़े ध्यान से देखा।

दिसम्बर 1990 में नर्मदा बचाओ आन्दोलन द्वारा एक 'संघर्ष यात्रा' भी निकाली गई। पदयात्रियों को आशा थी कि वे सरकार को सरदार सरोवर बाँध परियोजना पर व्यापक पुनर्विचार के लिए दबाव डाल सकेंगे। लगभग 6000 लोगों ने राजघाट से मध्य प्रदेश, गुजरात तक पदयात्रा की। इसका सकारात्मक परिणाम भी देखने को मिला। जन भावनाओं को ध्यान में रखते हुए विश्व बैंक ने 1991 में बाँध की समीक्षा के लिए एक निष्पक्ष आयोग का गठन किया। इस योजना ने कहा कि परियोजना का कार्य विश्व बैंक तथा भारत सरकार की नीतियों के अनुरूप नहीं हो रहा है। इस प्रकार विश्व बैंक ने इस परियोजना से 1994 में अपने हाथ खींच लिए। हालांकि राज्य सरकार ने परियोजना जारी रखने का निर्णय लिया। इस पर मेघा पाटकर के 1993 में भूख हड़ताल रखी जिसका मुख्य उद्देश्य बाँध निर्माण स्थल से लोगों के विस्थापन को रोकना था। आन्दोलनकर्ताओं ने जब देखा कि नर्मदा नियंत्रण निगम तथा राज्य सरकार द्वारा 1987 में पर्यावरण तथा वन मंत्रालय द्वारा दिये गये दिशा-निर्देशों को नहीं लागू किया जा रहा है, तो 1994 में नर्मदा बचाओ आन्दोलन ने सर्वोच्च न्यायालय में एक

याचिका दर्ज की तथा न्यायपालिका से केस के निपटारे तक बाँध के निर्माण कार्य को रोकने की गुजारिश की। 1995 के आरम्भ में सुप्रीम कोर्ट ने आदेश दिया कि सरकार बाँध के बाकी कार्यों को तब तक रोक दे जब तक विस्थापित हो चुके लोगों के पुनर्वास का प्रबंध नहीं हो जाता। 18 अक्टूबर, 2000 को सर्वोच्च न्यायालय ने बाँध के कार्य को फिर शुरू करने तथा इसकी ऊँचाई 90 मीटर तक बढ़ाने की मंजूरी दे दी। इसमें कहा गया कि ऊँचाई पहले 90 और फिर 138 मीटर तक जा सकती है, लेकिन इसके लिए कदम-कदम पर यह सुनिश्चित करना होगा कि पर्यावरण को खतरा तो नहीं है और लोगों को बसाने का कार्य ठीक तरीके से चल रहा है, साथ ही न्यायपालिका ने विस्थापित लोगों के पुनर्वास के लिए दिशा-निर्देश दिए जिनके अनुसार नये स्थान पर पुनर्वासित लोगों के लिए 500 व्यक्तियों पर एक प्राईमरी स्कूल, एक पंचायत घर, एक चिकित्सालय, पानी तथा बिजली की व्यवस्था तथा एक धार्मिक स्थल अवश्य होना चाहिए। अप्रैल 2006 में नर्मदा बचाओ आन्दोलन में एक बार फिर से उग्रता आई, क्योंकि बाँध की ऊँचाई 110 मीटर से बढ़ाकर 122 मीटर तक ले जाने का निर्णय लिया गया। मेघा पाटकर जो पहले से ही विस्थापित हुए लोगों के पुनर्वास की माँग को लेकर संघर्ष कर रही थीं, अनशन पर बैठ गयीं। 17 अप्रैल, 2006 को नर्मदा बचाओ आन्दोलन की याचिका पर उच्चतम न्यायालय ने सम्बन्धित राज्य सरकारों को चेतावनी दी कि यदि विस्थापितों का उचित पुनर्वास नहीं हुआ तो बाँध का और आगे निर्माण कार्य रोक दिया जाएगा।

विष्णोई आन्दोलन

मध्यकालीन राजस्थान से हमें पर्यावरण चेतना का एक सुदूर उदाहरण मिलता है। विष्णोई सम्प्रदाय के संस्थापक जाम्भोजी (1451-1536 ई.) द्वारा अपने अनुयायियों के लिए 29 नियम दिए गए थे। इन्हीं 29 नियमों अर्थात् बीस और नौ के कारण ही इस सम्प्रदाय का नाम विष्णोई पड़ा, इनमें से अधिकांश पर्यावरण के साथ सहचारिता बनाये रखने पर बल देते हैं जैसे हरे-भरे वृक्षों को काटने तथा पशुवध की पाबंदी। उस समय राजस्थान के जो कल्बुध थे, वे खेजड़ी के पेड़ थे, जो रेगिस्तानी परिस्थितियों में भी पनप जाते थे। उनसे केवल पशुओं को चारा ही नहीं मिलता था, उनकी फलियों से मनुष्यों को खाना भी मिलता था। ऐसा भी माना जाता है गुरु जम्मेश्वर भगवान ने 'ऊँ विष्णु' का मंत्र दिया था एवं भगवान विष्णु की उपासना करने के कारण जाम्भोजी द्वारा प्रवर्तित नवीन सम्प्रदाय 'विष्णोई सम्प्रदाय' कहलाता है। इस सम्प्रदाय के लोगों को युक्तिपूर्वक जीवन जीते हुए मुक्ति की ओर अग्रसर होने के निमित्त 29 नियमों का पालन करने का उपदेश।

आगे चलकर जाम्भोजी का प्रभाव लोगों के हृदय पर काफी गहराई पर पड़ा। सन् 1970 में जोधपुर के महाराजा अजय सिंह ने एक विशाल महल बनाने की योजना बनाई। जब महल के लिए लकड़ी की बात आई तो यह सुझाव दिया गया कि राजस्थान में वृक्षों का अकाल है, लेकिन केवल एक ही जगह है जहाँ बहुत मोटे-मोटे पेड़ हैं वह है बिश्नोई समाज का खिजड़ी गाँव। महाराजा के हुकुम महल के लोगों को कुल्हाड़ियों के साथ उस गाँव भेजा गया। वे लोग गए और कुल्हाड़ियों से सीधे खेजड़ी के मोटे-मोटे पेड़ काटने लगे। उसी समय एक बहन अमृता देवी छाछ विलो रही थी। उसके कानों में अजीत सी आवाज आई, पेड़ काटने की आवाज जो उसने कभी सुनी नहीं थी। वह बाहर आई। उसने कहा— क्या कर रहे हो ? रुको! पेड़ काटने वालों ने कहा कि राजा का हुक्म है। इस पर अमृता देवी ने कहा राजा का हुक्म भले ही हो, लेकिन यह हमारे पंथ के खिलाफ है। पेड़ काटने वालों के नहीं मानने पर अमृता देवी ने फैसला लिया कि यदि धर्म की रक्षा के लिए, पेड़ की रक्षा के लिए, प्राणों की आहुति भी देनी पड़े, तो वह कम है। वह पेड़ से लिपट गई और उसने अपना बलिदान दे दिया। उसकी तीनों बेटियाँ भी पास ही खड़ी थीं वे बारी-बारी से पेड़ों से लिपट गई और उन्होंने भी अपना बलिदान दे दिया। यह खबर सारे क्षेत्र में फैल गई और देखते ही देखते 363 बिश्नोइयों ने इस स्थान पर अपना बलिदान दे दिया। जब वृक्ष-प्रेमी रिचर्ड बरवे बेकर भारत आए और उन्होंने यह कहानी सुनी, तो वह गदगद हो गए। उन्होंने विश्व के सभी देशों में वृक्ष मानव संस्था के माध्यम से इस कहानी को प्रचारित किया। उन्होंने कहा, यह भारत की महान् संस्कृति है और दुनिया के सामने आज तो संकट है, उसका उत्तर इसमें छिपा हुआ है। आगे चलकर इस आन्दोलन ने भारत में लोगों को चिपको आन्दोलन के लिए प्रेरित किया।

साइलेंट घाटी आन्दोलन

साइलेंट घाटी केरला में स्थित है। यह एक विशाल जंगल है जो केरला के पालघाट जिले में स्थित है। इस जंगल में कुंथीपुज्हा नदी मुख्य रूप से बहती है। 1928 में कुंथीपुज्हा नदी के निकट सैरध्री स्थान को राज्य सरकार ने बिजली उत्पादन के लिए चिन्हित किया। यह जगह उनको बिजली उत्पादन के लिए आदर्श लगी। 1970 में केरला राज्य विद्युत् बोर्ड ने इस स्थान पर जल विद्युत् बाँध (हाइड्रो इलेक्ट्रिक डैम) बनाने का प्रस्ताव रखा जिससे 8.9 किलोमीटर का क्षेत्र पानी में डूब जाता। योजना आयोग ने इस बाँध को बनाने के लिए 25 करोड़ की धनराशि स्वीकृत कर दी। जैसे ही बाँध बनने की घोषणा हुई लोगों ने उसका विरोध शुरू कर दिया। शांति घाटी (साइलेंट वैली) अपने हरियाली ढ़ पौधों और जंगल के लिए जानी जाती है। यह क्षेत्र जैव विविधता से

सम्पन्न है, इसलिए लोगों ने इसका विरोध शुरू कर दिया। शांति घाटी में लम्बी पूंछ वाले मकाक बंदर भी पाए जाते हैं, जिनको दुर्लभ प्रजाति समझा जाता है। रोमुलस वीटाकर जिन्होंने मद्रास सर्प उद्यान की स्थापना की थी, उन्होंने सबसे पहले बाँध योजना का विरोध करना शुरू किया। 1977 में केरला वन रिसर्च संस्थान ने सर्वे करना शुरू किया कि बाँध बनने के बाद पर्यावरण को कितना नुकसान होगा। शांति घाटी को बचाने के लिए 'केरला शस्त्र साहित्य परिषद्' ने महत्वपूर्ण भूमिका निभाई। उन्होंने कई पब्लिक मीटिंग की, इसमें लोगों को बाँध बनने के बाद पर्यावरण को होने वाले नुकसान के बारे में विस्तार से जानकारी दी। सुगाथा कुमारी जो केरला की विख्यात कवित्री थी, वह भी इस आन्दोलन में जुड़ गई। उन्होंने 'शांति घाटी बचाओ' का नारा दिया। शांति घाटी को बचाने के लिए उन्होंने कई कविताएँ भी लिखीं जिन्होंने आन्दोलन में लोगों को जागरूक बनाया। डॉक्टर सलीम अली जो एक प्रसिद्ध पक्षी विज्ञानी थे और मुम्बई नेचुरल हिस्ट्री सोसायटी के सदस्य थे उन्होंने इस जलविद्युत बाँध परियोजना को बन्द करने की अपील की।

शांति घाटी के पेड़ों को काटने को रोकने के लिए केरला हाई कोर्ट में याचिका दायर की गई। डॉ. एम. एस. स्वामीनाथन जो एक जाने-माने कृषि वैज्ञानिक थे और कृषि विभाग के सचिव थे उन्होंने शांति घाटी को एक आरक्षित पर्यावरण पार्क बनाने की बात कही। उन्होंने कहा कि शांति घाटी के 8.9 किलोमीटर वर्ग क्षेत्र और इससे लगे हुए अमाराबालम (80 वर्ग किमी), अट्टापट्टी (120 वर्ग किमी), जैसे क्षेत्रों को मिलाकर एक प्राकृतिक पार्क बनाने की बात कही। 1980 जनवरी महीने में केरला हाईकोर्ट में फिर से शांति घाटी के पेड़ों को काटने की अनुमति दे दी, लेकिन तत्कालीन प्रधानमंत्री इंदिरा गाँधी ने केरल सरकार से इस जलविद्युत बाँध परियोजना को बन्द करने की बात कही। उन्होंने कहा कि इस पर विस्तार से विचार करना चाहिए, उसके बाद ही बाँध बनाना चाहिए। 1982 में एक कमेटी बनाई गई, जिसका चेयरमैन एन.जी. के मेनन और माधव गडगिल, दिलीप के विश्वास को बनाया गया। कुछ अन्य लोग इस कमेटी में शामिल थे। 1983 में मेनन कमेटी ने अपनी रिपोर्ट प्रस्तुत की। रिपोर्ट को अच्छी तरह पढ़ने के बाद तत्कालीन प्रधानमंत्री श्रीमती इंदिरा गाँधी ने शांति घाटी में बनने वाले जलविद्युत बाँध परियोजना को बन्द करने का आदेश दे दिया। 15 नवम्बर, 1984 को इसे एक राष्ट्रीय उद्यान का दर्जा दे दिया गया और इसे संरक्षित पार्क बना दिया गया। 7 सितम्बर, 1985 को तत्कालीन प्रधानमंत्री राजीव गाँधी ने शांति घाटी नेशनल पार्क का उद्घाटन किया और सैरेंथ्री में इंदिरा गाँधी का मेमोरी भी इस पार्क में बनाया गया। वर्तमान में यह घाटी नीलगिरी जैव विविधता पार्क के अंतर्गत संरक्षित कर ली गई है।

निष्कर्ष

भारतीय पर्यावरण आन्दोलन को मुद्दों के आधार पर तीन वर्गों में बाँटा जा सकता है। प्रथम समूह में जल से जुड़े आन्दोलन हैं जिनमें मुख्य हैं—नर्मदा-टिहरी बचाओ आन्दोलन, चिलका बचाओ आन्दोलन, गंगा मुक्ति आन्दोलन, पानी पंचायत आदि। इनका उद्देश्य जल को प्रदूषण मुक्त करना, पेयजल की प्राप्ति तथा जल संरक्षण की परम्परागत तकनीकों को प्रयोग में लाना है। दूसरे वर्ग में जंगल से जुड़े आन्दोलन हैं। इनमें मुख्य हैं—विष्णुई आन्दोलन, चिपको-अपिको आन्दोलन, साइलेंट घाटी आन्दोलन आदि। इनका मुख्य उद्देश्य वनों को संरक्षित करना, जैव विविधता की रक्षा करना तथा वन संसाधनों में आम आदमी की भागीदारी सुनिश्चित करना है। तीसरे समूह में जमीन से जुड़े आन्दोलन हैं जो मिट्टी की उर्वरा शक्ति बढ़ाने, मिट्टी का कटाव रोकने तथा बड़ी परियोजनाओं के कारण विस्थापित लोगों के अधिकारों को बचाने के लिए संघर्षरत हैं। इनमें मुख्य हैं—बीज बचाओ आन्दोलन, नर्मदा तथा टिहरी बचाओ आन्दोलन। इस शृंखला में मुख्यतः इन सभी आन्दोलनों में उद्देश्यों, कार्यक्रमों तथा इनके संघर्षों को विस्तार से रखने की कोशिश की गई है।

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लोकनाट्य एक परिचय

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लोक नाटक आम जनता अपने लिए अपनों के द्वारा अभिनीत वह परम्परा है जो सहज मनोरंजन करने में समर्थ तो है ही साथ ही लोक शिक्षा का एक सशक्त माध्यम भी है। इसे दूसरों में कहें तो गीत, नृत्य और संगीत से युक्त लोकानुरंजक कथावस्तु का लोक भाषा में अभिनीत होना लोकनाट्य है। सामान्य जीवन में अवकाश के समय लोकनाट्य सार्वजनिक मनोरंजन का सर्वोत्तम साधन होता है। दिन भर की रीश्रम जन्य क्लान्ति, उलझनों और अवसाद का परिहार मनुष्य इस प्रकार के मनोरंजक कार्यक्रमों में पाता है। हर एक देश का लोक जीवन-लोक नाट्यों की झंकार से गूजता है।

लोक-नाट्य की परम्परा बहुत प्राचीन है। वैदिक काल से ही नाटकों की उत्पत्ति का इतिहास शुरू होता है। भरतमुनि के 'नाट्य शास्त्र' में नाटक की उत्पत्ति के सम्बन्ध में एक कथा का उल्लेख है कि इन्द्र तथा अन्य देवताओं ने ब्रह्मा से मनोविनोद का ऐसा साधन उत्पन्न करने की प्रार्थना की जो श्रव्य और दृश्य दोनों हो और जिससे सभी वर्गों के लोगों का मनोरंजन हो। चारों वेदों का पठन-पाठन शूद्रों के लिए निषिद्ध था, इसलिए पंचमवेद की आवश्यकता हुई। ब्रह्मा ने ऋग्वेद से पाठ्य, सामवेद से गान, यजुर्वेद से अभिनय तथा अथर्ववेद से रस लेकर नाट्यवेद की रचना की। इस तरह नाटक समस्त व्यक्तियों के मनोरंजन का साधन हुआ।

नाटकों की वेदों की सहभागिता	
ऋग्वेद	पाठ्य
यजुर्वेद	अभिनय
सामवेद	गान
अथर्ववेद	रस

वेदों में नाटकीय तत्वों के बीज प्राप्त होते हैं। ऋग्वेद की संवादात्मक ऋचाएं नाटकीय संवादों का मूल रूप है। गीत नृत्य और अभिनय के तत्व वेदों में प्राप्त होते हैं। उन्हीं के योग से नाटक का जन्म हुआ है। ईसा पूर्व तीसरी शताब्दी में सरगुजा रियासत की पहाड़ी में सीता बैंगा और जोगीभरा गुफाओं में स्थित प्रेक्षागृह प्राप्त होता है, जो तत्कालीन नाट्य विलास का परिचायक है। पाणिनी के अष्टाध्यायी में अभिनेताओं का उल्लेख मिलता है। पतंजलि के महाभाष्य में 'कंस वध' और

'अलिबन्ध' नाटकों के अभिनीत होने का वर्णन मिलता है। पालि ग्रन्थों में बौद्ध, भिक्षुओं के लिए नाटक देखना निषिद्ध है। कोटागिरि की रंगशाला में नृत्य देखने के अपराध में दो भिक्षुओं को दण्ड देने का भी उल्लेख हुआ है। संस्कृत साहित्य में नाटकों का पूर्ण रूप से विकास हुआ है। भास, अश्वघोष नाटकों का विकास लगातार चलता रहा है। मुगल शासन काल में यह परम्परा नष्ट हो गई। इस समय भक्ति आन्दोलन प्रवर्तित हो गया और राम तथा कृष्ण के जीवन चरित प्रकाश में आए। सगुण ब्रह्म के उपासकों ने राम तथा कृष्ण के स्वरूप का प्रसार करने के लिए कृष्ण लीला और राम लीला का जन्म किया। इस तरह भक्ति आन्दोलन के प्रभाव से उत्तर भारत में लोक धर्मी नाट्य परम्परा की शुरुआत हुई। अलग-अलग जगह पर धार्मिक भावना से प्रेरित होकर भगवत लीलाओं का प्रचार होने लगा और लोकनाटकों के विकास में तेजी होने लगी।

लोक नाटकों के समाज में अनेकानेक स्वरूप प्रचलित हैं—

1. रास
2. स्वांग
3. मंडैली या नकल
4. भगत या नौटंकी
5. संगीत स्वांग
6. खोइया
7. शारीरिक या कायिक।

इनमें से कुछ प्रहसनात्मक होते हैं और कुछ नृत्य नाट्यात्मक। प्रहसनात्मक में किसी कथा या घटना को अभिनय का विषय बनाया जाता है और नृत्य नाट्यात्मक में अभिनय के साथ-साथ संगीत तथा नृत्य का प्रभाव भी रहता है। भारत के अलग-अलग प्रदेशों में अलग-अलग प्रकार के लोक-नाटक प्रचलन में हैं। उत्तर भारत में रामलीला तथा रासलीला प्रचलित हैं, तथा पश्चिमी जिलों में नौटंकी अत्यधिक प्रचलित है मध्य भारत में मांच नामक लोकनाट्य प्रसिद्ध है। मांच शब्द 'मांच' का अपभ्रंश रूप है। राजस्थान में ख्याल कठपुतली के रूप में इसका प्रचार है। गुजरात में 'भवाई' नामक लोकनाट्य लोकप्रिय है। बंगला में 'जावा' तथा 'गंभीरा' प्रसिद्ध है। महाराष्ट्र में तमाशा, ललित, गोधल, बहुरूपिया और दशावतार प्रख्यात है।

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निम्नलिखित लोकनाट्यों की कुछ विशेषताएँ हैं जिनमें लोक-समुदाय की प्रवृत्तियाँ समाहित हैं—

2. सामूहिक अभिनय—लोकनाट्यों में व्यक्ति विशेष का महत्व नगण्य होता है। सम्पूर्ण नाटक मंडली के संयुक्त अभिनय के द्वारा समूह, जाति अथवा समाज की भावनाएं व्यक्त होती हैं।

2. आडम्बर-हीन रंगमंच—लोकनाट्य अधिकतर खुले हुए रंगमंच पर हुआ करते हैं। जनता नाटक खुले मैदान में जमीन पर बैठकर देखती हैं। रंगमंच का निर्माण चबूतरों पर अथवा तख्त बिछाकर किया जाता है। रंगमंच पर पदों का अभाव होता है। कथा अविच्छिन्न रूप से अभिनीत की जाती है। पद्यमय कथन से दृश्य-परिवर्तन की सूचना समझायी जाती है। किसी दीवाल या पेड़ की आड़ में पात्रगण अपना प्रसाधन करते हैं।

3. कथाओं का विकृत रूप—लोक-नाटकों का आधार जिन पौराणिक, ऐतिहासिक या धार्मिक कथाओं को बनाया जाता है, उनमें समुचित अनुकरण कौशल के अभाव में विकृति आ जाती है। लोक अभिनेता यदि कथा के प्रसंगों का ठीक आविर्भाव नहीं कर पाते तब भी दर्शकों के मनोरंजन व्यापार में इस कथा विकृति से कोई व्यवधान उत्पन्न नहीं होता।

4. पात्र—लोकनाट्यों में प्रायः पुरुष ही स्त्री-पुरुष दोनों का अभिनय करते हैं। इन अभिनेताओं में स्थानीय वैशिष्ट्य होता है। लोकनाट्यों के पात्र वेश-भूषा पर ध्यान नहीं देते, बल्कि अभिनय द्वारा जनता को प्रभावित करने की उपाय करते हैं।

5. चरित्र चित्रण—लोकनाट्यों में चरित्र-चित्रण बहुत ही स्वाभाविक होता है। प्रायः पौराणिक कथाओं के मुख्य पात्रों का चरित्र-चित्रण किया है या फिर समाज के परिचित चरित्रों पर प्रकाश डाला जाता है। पौराणिक पात्रों में मुख्य रूप से राम, लक्ष्मण, भरत, हनुमान, अंगद, रावण, दशरथ, जनक, कृष्ण, नन्द, कंस, अभिमन्यु, इत्यादि के विशिष्ट स्वरूप सम्मुख आते हैं और सामाजिक व्यक्तियों में कंजूस बनिया, पाखण्डी साधु,

अत्याचारी अफसर, शराबी पति, दुष्टा सास, कुलटा वधू इत्यादि के चरित्र उपस्थित होते हैं।

6. रूप योजना का अभाव—लोकनाट्यों में पात्र एवं देशकाल के अनुरूप प्रसाधन, अलंकार, वस्त्र आदि का अभाव रहता है। कोयल, काजल, अलंकार, खड़िया, गेरू रंग आदि के प्रलेपन एवं सामान्य वस्त्र-धारण से ही कार्य पूर्ण हो जाता है।

साहित्य के मंगल विधान में साहित्यकार की सामाजिक चेष्टा सदैव परिलक्षित होती रहती है। समाज में साहित्य सदा से हित साधन की परम्परा का पालन करता रहा है। हिन्दी साहित्य में भक्तिकाल को स्वर्ण युग की संज्ञा प्रदान की गयी है। इस युग के सर्वाधिक दैदीप्यमान नक्षत्र गोस्वामी तुलसीदास जी साहित्य की विशेषता को संदर्भित करते हुए लिखते हैं,

“कीरत भनिति भूति भलि सोई।

सुरसरि सम सब कहें हित होई॥”

समीक्षा के मानदण्ड स्थापित करने वाले हिन्दी के मूर्धन्य विद्वान् आचार्य रामचन्द्र शुक्ल ने लिखा है—“साहित्य जनता की चित्तवृत्तियों का संचित प्रतिबिम्ब है।” विशेषता—लोक अपने अनुरंजन का विधान सदैव से करता चला आया इसी अनुरंजन का परिणाम है कथा-कहानी, स्वांग, नाटक, गीत-कविता इत्यादि। लोक साहित्य अनुरंजन तो करता ही है साथ ही साथ सर्वे भवन्तु सुखिनः मा कश्चित् दुःख भाग्भवेत् की परिकल्पना को बल देने के साथ ही साथ सुख-दुख सहन करने की सामर्थ्य में वृद्धि भी करता है।

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मनू भण्डारी के कथा साहित्य में नारी

डॉ. मीरा कश्यप*

मनू भण्डारी समकालीन साहित्य का एक बड़ा हस्ताक्षर है और उनका लिखा हर शब्द हिन्दी पाठकों के लिए बड़े मायने रखता है, इसलिए उनका जीवन और उनकी रचनाओं की स्त्री का जीवन इतने घुले-मिले हैं, एक-दूसरे से इतने संक्रान्त हैं कि उन्हें अलगाया नहीं जा सकता, उन्होंने अपने जिए हुए को काफी हद तक स्वयं को अपनी रचनाओं में उपस्थित किया। वैवाहिक जीवन की नियमित पाठशाला में पितृसत्ता द्वारा सौंपे गए पाठ्यक्रम से अनुभवों के नये-नये चैप्टर खुले; मनू भण्डारी ने इन अध्यायों में जो पढ़ा जो भोगा, वह बैंक ग्राउण्ड म्यूजिक की तरह उनकी 'मन की परतों' पर निरन्तर बजता रहा। व्यग्रता और बेचैनी से सराबोर इसी बैंक ग्राउण्ड म्यूजिक की धुन उनके स्त्री पात्रों के मानसिक संघर्ष, चिन्ता और छटपटाहट के रूप में उनकी सृजनशीलता का अभिन्न हिस्सा बन गयी। साथ ही अपने इर्द-गिर्द स्त्री जीवन की विडम्बनाओं, अन्तर्विरोधों और विरोधाभासों ने मनू भण्डारी जैसी संवेदनशील रचनाकार को 'रानीमाँ का चबूतरा की गुलाबी नशा की आनन्दी', 'अकेली भी सोमा बुआ' जैसे जीवन्त चरित्र उपलब्ध कराये। इतनी विडम्बनाओं तकलीफों और अस्तित्व की लड़ाई के संघर्ष को उन्होंने इस तरह कहानियों में बुना, जहाँ स्वानुभूति और सहानुभूति का अन्तर पूरी तरह मिट गया—“यह कैसी विडम्बना है दूसरों की कहानियाँ रचते समय मुझे सामने वाले को उसकी सम्पूर्णता के साथ अपने में मिलाना पड़ता था और इस हद तक मिलाना पड़ता था कि 'स्व' और 'पर' के सारे भेद मिलकर दोनों एक लय एकाकार हो जाते थे।”

मनू भण्डारी की कहानियाँ छठे और सातवें दशक के पूर्वार्द्ध के उस दौर की कहानियाँ हैं, जब समाज के हर क्षेत्र में बदलाव हो रहा था। परिवर्तित होती हुई सामाजिक और आर्थिक स्थितियों विचारधारात्मक अधिरचना को प्रभावित कर रही थी, जिसके चलते सम्बन्धों में भावुकता का आधार खिसक रहा था। यह वह समय नहीं था, जहाँ प्रेम वचनबद्धता के आदर्श के लिए कोई अपनी जान गँवा देता था, व्यावहारिक और व्यावसायिक सम्बन्धों ने समाज में अपनी जड़ें जमानी शुरू कर दी थी। “सम्बन्धों की इस नयी पगडंड पर मनू भण्डारी की स्त्री दीपक जलाकर युग-युग प्रतिदिन, प्रतिक्षण प्रतिफल प्रियतम का पथ आलोकित करने वाली स्त्री नहीं है। बल्कि वह यथार्थ की गहरी सम्पृक्ति से निर्मित स्त्री है, जो

किसी नारीवाद सिद्धान्त की मुखापेक्षी नहीं है, वह वसतुतः आन्तरिक और बाह्य तनावों को जीकर फिर अभिव्यक्त होने वाली स्त्री है, जो यथार्थ के ठोस धरातल पर अस्मिता की रोशनी में स्त्री की त्रासदी को, उसकी नियति को सहजता और गम्भीरता से सामने रखती है, अपनी सहज स्वाभाविक स्थिति में वह स्त्री के प्रति संवेदनशील हो सकती है।”

मनू भण्डारी ने स्वतंत्र भारत में मुक्ति के लिए मचलती और तड़पती स्त्री की उद्विग्नता को व्यक्त किया, उनकी रचनाओं ने प्रथानुगामी अनुभव और आधुनिकता की टकराहट और असमंजस से पैदा हुई ऐसी स्त्री का निर्माण किया है, जो खुले आकाश में पंख फैलाकर उन्मुक्त उड़ने का विकल्प नहीं ढूँढ़ रही थी, बल्कि पारिवारिक व्यवस्था के भीतर रहते हुए असमानता की दूरी को कम करने की और अपने लिए सम्मान पाने की इच्छा पाल रही थी, जो सामाजिक स्तर पर नये सामाजिक सम्बन्धों और परम्परागत संस्थाओं के बीच गहरे असमंजस को झेल रही थी।

मनू भण्डारी की स्त्री परम्परा से संघर्ष की स्थिति में है, मगर परम्परा के केंचुल को तहस-नहस कर नया आकार नहीं लेती। वह आधुनिकता और संस्कारों के ऊहापोहों में फँसी, ऐसी स्त्री है जो उड़ना तो चाहती है मगर जड़ों को छोड़कर नहीं। उनके यहाँ सामयिक युग के दबाव के फलस्वरूप स्त्री-पुरुष के नये सम्बन्ध प्रथानुगामी अनुभव से टकराकर एक समस्या के रूप में व्यंजित होते हैं—“आज जिन्दगी का हर पहलू हर स्थिति और हर सम्बन्ध एक समाधानहीनता समस्या होकर ही आता है। जिसे सुलझाया नहीं जा सकता, केवल भोगा जा सकता है, जिसमें आदमी निरन्तर बिखरता और टूटता चलता है।”

मनू जी की रचनाओं के स्त्री-पात्र अपने-अपने तरीकों से अपनी-अपनी मनःस्थिति से संघर्ष करते हैं, स्त्री-पुरुष सम्बन्धों में पैदा होने वाले तनावों और दबावों की यहाँ यथार्थपरक अभिव्यक्ति है, उनकी स्त्री पात्र अपने अकेलेपन से लड़ते हुए दिखाई पड़ते हैं, गहरे असमंजस और द्वंद्व को झेलते हुए, चाहे वह 'एक कमजोर लड़की की कहानी' की रूप हो 'जीत का चुम्बन' की कनिका हो, 'बंद' दरवाजे का साथ' की मंजरी हो, यही सच है कि दीपा हो 'कील और कसक' की रानी हो, 'नशा' की आनन्दी हो, 'त्रिशंकु' की ममी हो, 'ऊँचाई' की

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शिवानी हो, 'एक इंच की मुस्कान' की रंजना या अमला हो या फिर 'आपका बंटी' की शकुन, ये सभी स्त्रियाँ हैं, यह असमंजस और द्वंद्व है प्रेम और विवाह का, नैतिकता-अनैतिकता का, मातृत्व और स्त्रीत्व का, परम्परा और आधुनिकता का स्वीकार-अस्वीकार का। तलाक की अर्जी पर दस्तखत करने के बाद 'शकुन' का मानसिक संघर्ष, उसका असमंजस उसका द्वंद्व और दर्द इस तरह फूटता है—“दस वर्ष का यह विवाहित जीवन एक अंधेरी सुरंग में चलते जाने की अनुभूति से भिन्न न था। आज जैसे एकाएक वह उसके अन्तिम छोर पर आ गयी है, पर आ पहुँचने का संतोष भी तो नहीं है। ढकेल दिए जाने की विवश कचोट भर है, पर कैसा है वह छोर ? न प्रकाश, न खुलापन, न मुक्ति का अहसास लगता है इस सुरंग ने उसे एक दूसरी सुरंग के मुहाने पर छोड़ दिया है—फिर एक और यात्रा वैसा ही अन्धकार, वैसा ही अकेलापन।” शकुन का द्वंद्व ही है जो उसे अंधेरी सुरंग से छुटने का सुख और त्रासदायक वैवाहिक सम्बन्ध से मुक्त होने का सुख नहीं लेने दे रहा, यह प्रबुद्धता की ओर कदम बढ़ा चुकी चेतना सम्पन्न मध्यवर्गीय ऐसी स्त्री है, जो अपनी मनःस्थिति और परिवेश से लगातार टकरा रही है।

मन्नू भण्डारी की स्त्री जीवन के अनेक स्तरों पर बहुआयामी संघर्ष को झेलती ऐसी स्त्री है जिसे मन के भीतर, परिवार के भीतर और समाज में किस्म-किस्म के युद्ध लड़ने पड़ते हैं, इस युद्ध भूमि में अपनी पहचान, अपने उत्पीड़न और अपने आहत स्वाभिमान की रक्षा के लिए वह सामन्ती विधानों और प्रवृत्तियों से टकराती तो जरूर है, लेकिन उसके विरुद्ध भीषण टंकार की अनुगूँज उसमें नहीं है, वहाँ मौजूद है, निषेध और अस्वीकार की शांत ध्वनि। पति के विवाहेतर प्रेम सम्बन्धों से आहत आत्मचेतना सम्पन्न, स्वावलम्बी मंजरी उससे ठेठ परम्परागत असहाय हिन्दुस्तानी औरत की तरह आँसुओं से तरबतर हो पर की भीख नहीं मांगती, बल्कि स्वयं उसे अस्वीकार कर अपने को मुक्त कर लेती है। “उस समय भीतर ही भीतर कुछ कसका भी था, दूसरे ही क्षण उसने अने को सहज बना लिया, यह सोचकर कि यह निरी भावुकता है और भावुकता को लेकर आदमी केवल कष्ट पा सकता है, जी नहीं सकता, मंजरी जीना चाहती थी, अपने लिए और अपने बच्चों के लिए।” “वेद दराजों का साथ” की मंजरी की तरह ‘आपका बंटी’ की शकुन, ‘नई नौकरी’ की रमा, ‘ईसा के घर इंसान’ की एंजिला की तरह मन्नू भण्डारी के अधिकांश स्त्री-पात्रों में अस्मिता की चेतना की कमी नहीं है, वे बराबरी वजूद की रक्षा, निर्णय के अधिकार आर्थिक आधार तथा अपनी भावनाओं को जीने की आकांक्षा रखती है, अपनी गरिमा के बचाव के साथ ही, स्वातन्त्र्य और न्याय की कामना भी उनमें भरपूर है और अन्याय के विरुद्ध अस्वीकृति के भाव से भी वे भरी हुई हैं। वे जिंदा रहना चाहती है, घुट-घुट कर मरना नहीं चाहती,

जीना तो चाहती है, लेकिन अपनी दृढ़ता और मुट्ठी भींच-भींच कर लिये गये संकल्प के बावजूद पितृसत्ता के आगे वे हार जाती हैं। आधुनिक बोध की चेतना से भरी पूरी स्त्री अपने अहम और बौद्धिकता के बावजूद परिवार के विरुद्ध नहीं है, वे व्यक्ति बदलती है, व्यवस्था नहीं, शकुन की जिन्दगी में ‘अजय’ की जगह डॉ. जोशी आ जाते हैं। वैवाहिक सम्बन्धों की ‘लाश से पैदा हुई’ नई मंजरी विपिन की जगह दिलीप का वरण कर लेती है, पुनः वे दोनों स्वयं को यातना की उसी जमीन पर खड़ा पाती है, साथ के बावजूद अकेलेपन की यंत्रण उनकी समूची स्वतंत्रता को लील जाती है। मातृत्व और स्त्रीत्व के द्वन्द्व से गुजरती मंजरी निर्णय लेती है कि, “वह असित को हॉस्टल भेज देगी वह अपना अकेलापन समता करने के लिए सही और स्वाभाविक मार्ग ही अपनायेगी, मगर उसका यह द्वंद्व थमता नहीं, टूटती मनःस्थिति में वह स्वीकार करती है, कि उसे सारी जिन्दगी ही इन टुकड़ों की अभिशप्त छाया में काटनी होगी कि वह अब भी अपनी सम्पूर्ण जिन्दगी नहीं जी जायेगी।”

मन्नू भण्डारी की स्त्री की निषेध और अस्वीकार की मुद्रा भी बेहद संयत और मुलामियत से सनी हुई हैं जैसे लगता है मन्नू जी के व्यक्तित्व की सहजता, सरलता, तरलता, कोमलता, विनम्रता और शालीनता ही उनके स्त्री पात्रों में रूपान्तरित हो गयी हो ‘एक बार और’ की मधु, ‘अधिकार शून्य’ पत्नीत्व को नहीं जीना चाहती, अपने और कुज के बीच बिन्नी की उपस्थिति के प्रति उसके अस्वीकार की मुद्रा बेहद संयत स्वरों में अपनी निर्णायक स्थिति को सामने रखती है—“तुमने विवाह से पहले एक बार मुझे भी बता दिया होता कि तुम किसी और का अधिकार छिने की मेरी आदत नहीं, पर जो अधिकार तुमने स्वेच्छा से दिया उसमें बंटवारा करना भी मेरे लिए सम्भव नहीं। आज भी अपना मत साफ करके मुझे बता दो, मैं चुपचाप लौट जाऊँगी, पर उस समय फिर गोद में मुँह छिपाकर आँसू मत बहाना, तुम जानते हो तुम्हारे आँसू मुझे कितना दुर्बल बना देती हैं मैं तुम्हारे निर्णय की प्रतीक्षा करूँगी, इधर या उधर।”

मन्नू भण्डारी की स्त्री भारत के परम्परावादी ट्रेड ओर आधुनिक जीवन के प्रस्फुटन से टकराकर पैदा हुई स्त्री है, जो अपनी अस्मिता को बचाना भी चाहती है, मगर पति के आँसुओं में उसके संकल्प वह जाने की पूरी सम्भावनाएँ भी मौजूद हैं। सामयिक सन्दर्भों से जुड़कर मन्नू भण्डारी की कहानियाँ पितृसत्तात्मक व्यवस्था की विसंगतियों बेनकाब करती ऐसी स्त्री के एहसास को भी जीवन्त अभिव्यक्ति देती हैं, जो प्रेम के खेल में ठगी जा चुकी हैं, मगर अब बड़ी शिद्दत से पुरुषों को देवता की कुर्सी अपदस्थ कर उसके छल-प्रपंच, धूर्तता, स्वार्थपरता तथा शोषणकारी बर्बर रूप को अपनी लाल आँखों से देख रही है—“पुरुष का इक्का यानि घर—उसके पास। तुरुप का बादशाह यानि बच्चा—उसके पास/तुरुप की बेगम यानि

बीबी और प्रेम करने के लिए एक प्रेमिका—उसके पास/तुरूप का गुलाम यानि नौकर-चाकर/गाड़ी बंगला—उसके पास।”

मन्नू भण्डारी की अधिकांश स्त्रियाँ पितृसत्तात्मक ढाँचे में अपनी अस्मिता की तलाश की उपक्रम करती हैं, पुरुष प्रेम और एक अदद पति उनके जीवन-मरण का प्रश्न बना रहता है, इस सोच के कारण उनकी स्वतंत्रता इस विशिष्ट व्यवस्था की सीमाओं के भीतर ही रह जाती है, ये स्त्रियाँ पितृसत्ता के शोषणमूलक दुष्चक्र को ध्वस्त करने में असफल रहती हैं। शराबी पति की प्रताड़ना को झेलती ‘नशा’ कहानी की कमाऊ आनंदी बेटे की जरा सी सहानुभूति पाकर मुक्ति की छटपटाहट में बेटे से कह उठती है—“मुझे यहाँ से ले चल किशनू—यहाँ से ले चल, मैंने बहुत सहा है और अब नहीं सहा जाता,—मुझे यहाँ से ले चल, मैंने बहुत सहा है, और अब नहीं सहा जाता, मुझे यहाँ से—चल आज ही।” मगर यही आनंदी बेटे के साथ पति दूर जाकर भी उससे मुक्त नहीं हो सकी, वह स्वयं पुत्र से छुपाकर पति को अपनी सिलाई-बुनाई से कमाएँ पैसे भेजने लगती है। अतः कहा जा सकता है कि मन्नू भण्डारी की स्त्रियाँ एक असंभव किस्म के ढाँचे से असफल होने के दबाव और दर्द को झेलती हैं, यातनामय संसार को अपनी नियति मानकर स्वीकार करती चलती हैं, न उस ढाँचे को छोड़ पाती हैं, और न उसके वर्चस्ववादी स्वरूप को तोड़ पाती हैं, मैं हार गयी कि प्रतिध्वनि देने लगती है। इस तरह देखा जाए, तो मन्नू भण्डारी की स्त्रियाँ एक असंभव किस्म के ढाँचे में असफल होने के दबाव और दर्द को झेलती रहती हैं, उसी यातनामय संसार को अपनी नियति मानकर स्वीकार करती चलती हैं, न उस ढाँचे को तोड़ पाती हैं, न उसके वर्चस्ववादी स्वरूप को तोड़ पाती हैं। इसमें कोई संदेह नहीं कि मन्नू भण्डारी में यथार्थ परिवेश में स्त्री और उसके जीवन को प्रस्तुत किया है—“मानवीय स्थितियों और अपने हक में अपनी लालसाओं को पोसने वाले उनके स्त्री चरित्र अनुभूति के धरातल पर बहुत मूल्यवान हैं। ऐतिहासिक, वर्जनाओं और ढाँचे से टकराकर लहलुहान होती उनकी स्त्री में अपने अधिकारों के प्रति ललकभरी दृष्टि तो है, लेकिन अधिकारों को छिने के एंग में चेतावनी भरी मुद्रा है, शोषण और अन्याय के प्रति कोई आक्रामक तेवर भी नहीं है, बल्कि वे पितृसत्ता के आगे टूटती-बिखरती, असंख्य-असंख्य तनावों और द्वन्द्वों को जीती ऐसी स्त्री हैं, जो परिवार और समाज में रहते हुए भी अकेली हैं।”

मन्नू भण्डारी के कथात्मक अनुभव फलक में स्त्री की त्रास भरी नियति, उसकी संघर्षपूर्ण स्थिति उसकी पीड़ा और आकांक्षा का एक स्वायत्त संसार है, इस संसार में स्त्री की उलाहना है, शिकायत है, कसक है, तड़प है, जिससे पाठक की बराबरी साझेदारी होती चलती है, स्त्रियों की समस्याएँ

व्यक्तिगत संदर्भों से चलकर सामाजिक संदर्भों से जुड़ती हैं, क्योंकि स्त्री समाज के बीच, व्यापक समुदाय के बीच अपनी हित चिन्ता को उठाना चाहती है, स्वयं मन्नू जी की अवधारणा भी यही है—“मैं समझती हूँ कि नारी अलग खड़ी कोई ऐसी थोरम या प्रॉब्लम नहीं है, जिसे चार आदमी बैठकर हल कर लेने का सन्तोष पायें, यदि समाज के प्रति उसके कर्तव्य और अपेक्षाएँ पुरुष के ही समान हैं, तो उसकी कोई समस्या उसकी अपनी समस्या नहीं है वरन् वह समाज की समस्या है।

मन्नू भण्डारी की कहानियाँ गलत और सही का निर्णय पाठक पर नहीं छोड़ती, बल्कि उनकी पक्षधरता अकेली, अतृप्त और त्यागी स्त्री की तरफ ज्यादा होती है। कमलेश्वर के शब्दों में मन्नू भण्डारी की कहानियाँ—“औरत के मानसिक शारीरिक और सांसारिक सत्य का बहुत गहरा और दाहक एहसास देती हैं।”

साहित्य या कला अपने समय के सामाजिक एवं सांस्कृतिक मूल्यों को ही समाहित करके अपना वैशिष्ट्य नहीं निरूपित करती है, बल्कि वह अगली पीढ़ी के लिए पगडंडी भी तैयार कर रही है, इस दृष्टि से मन्नू भण्डारी का कथात्मक संसार स्त्री की स्थिति और नियति को यथार्थवादी धरातल पर मुट्ठी और भिंची मुट्ठी की सार्थकता इस बात में है कि वे स्वतंत्र जीवन मूल्यों के प्रति आस्थावान हो उठी हैं। उनकी रचनाओं की स्त्रियों का अनुभूत सत्य आज भी सैकड़ों हिन्दुस्तानी औरतों के जीवन की त्रासदी का साक्ष्य है। सम्मान और अधिकार के लिए अपनी संघर्ष यात्रा में मानसिक चोटों से क्षत-विक्षत होती हुई मन्नू जी की स्त्री में मुक्ति की जो तड़प और छटपटाहट है, वही अंधेरे से उजाले की ओर जाती पगडंडी का संकेत है, और यही पगडंडी स्त्री को भावात्मक और व्यावहारिक दृष्टि से वयस्क बनाकर स्वयं अपनी आजादी का स्टेटमेंट लिखने के लिए सम्भावनाओं का मार्ग तलाशने के हौसले की बुनियाद भी है।

सन्दर्भ

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- ❑ मन्नू भण्डारी—बंद दराजों का साथ
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कोविड-19 और मानसिक स्वास्थ्य

डॉ. निधि मिश्रा*

सारांश : कोविड-19 महामारी ने पूरे जगत में लोगों के मानसिक स्वास्थ्य को काफी प्रभावित किया है। इस महामारी में सामाजिक दूरियाँ बढ़ने, अलगाव, आर्थिक परेशानी आदि के चलते लोगों में चिन्ता और तनाव का स्तर बढ़ा है। क्वारंटाइन और सोशल डिस्टेंसिंग जैसे शब्द लोगों में कुंठा एवं अवसाद पैदा कर सकते हैं। आर्थिक संकट के कारण देश की बहुत बड़ी आबादी का मानसिक स्वास्थ्य बुरी तरह प्रभावित हो रहा है। ऐसी स्थिति में धैर्य रखते हुए मानसिक रूप से अपने आपको मजबूत रखना चाहिए। सकारात्मक सोच बनाए रखें क्योंकि सकारात्मकता ही व्यक्ति को मानसिक रूप से मजबूत रखती है।

मुख्य शब्द : मानसिक स्वास्थ्य, डर, तनाव, अवसाद सकारात्मक सोच।

उद्देश्य : कोरोना महामारी के दौरान मानसिक स्वास्थ्य का अध्ययन करना।

मानसिक स्वास्थ्य

आज का मानव जीवन अन्तर्द्वन्द्व, कुण्ठा, चिन्ता, मानसिक-संघर्ष एवं प्रतिस्पर्धा के दायरे में सिमट कर रह गया है, जिसके परिणामस्वरूप लोगों में उत्पन्न मानसिक असंतुलन के कारण विभिन्न प्रकार की मानसिक विकृतियों का जन्म हो रहा है जो व्यक्ति के पारिवारिक व्यावसायिक, सामाजिक, शैक्षिक एवं सांस्कृतिक समायोजन को महत्वपूर्ण ढंग से प्रभावित कर रहा है। स्ट्रेन्ज (Strange) का विचार है कि मानसिक स्वास्थ्य से तात्पर्य वैसे सीखे गए व्यवहार से होता है जो सामाजिक रूप से अनुकूल होते हैं और जो व्यक्ति को अपनी जिंदगी के साथ पर्याप्त रूप से मुकाबला करने की अनुमति देता है। धनात्मक मानसिक स्वास्थ्य व्यक्ति के सफल समायोजन एवं विकास की कुंजी है।

कार्ल मेनिंग के अनुसार, “मानसिक स्वास्थ्य अधिकतम खुशी तथा प्रभावशीलता के साथ वातावरण एवं उसके प्रत्येक दूसरे व्यक्ति के साथ मानव समायोजन है—वह एक संतुलित मनोदशा, सतर्क बुद्धि, सामाजिक रूप से मान्य व्यवहार तथा एक खुश मिजाज बनाए रखने की क्षमता है।”

मानसिक स्वास्थ्य के अभाव में व्यक्ति के विकास का मार्ग अवरुद्ध हो जाता है। वह स्वयं तथा समाज पर बोझ बन जाता है। मानसिक रूप से स्वस्थ व्यक्ति अपने तथा वातावरण के साथ सामंजस्य स्थापित कर लेता है, और प्रतिकूल परिस्थितियों को भी अनुकूल बना लेता है। मानसिक रूप से स्वस्थ व्यक्ति विकास के नवीन मार्गों को खोजता है। मानसिक रूप से अस्वस्थ व्यक्ति में अनेक लक्षण पाये जाते हैं जैसे—चिड़चिड़ापन, अवसादी एवं निराशावादी दृष्टिकोण, उदासी, उत्साह का अभाव, अधैर्य, असुरक्षा की भावना एवं हीनता का भाव।

इस समय पूरा देश कोरोना महामारी से मुश्किल दौर से गुजर रहा है। इस देश की सरकार ने इससे निजात पाने के लिए पूरे देश में लॉकडाउन किया हुआ है, जिसके कारण सबके मन में डर, चिन्ता, तनाव, घबराहट बेचैनी जैसी भावनाएँ आ रही हैं, जिससे लोगों का मानसिक स्वास्थ्य प्रभावित हो रहा है।

यदि हमारा मन प्रसन्न होता है, तो आपके पास जो भी होता है, वही आपके लिए पर्याप्त होता है, पर आजकल की परिस्थितियों में हमारा मन प्रसन्न नहीं हो पा रहा है, जिसके चलते लोगों का जीवन अस्त-व्यस्त होत जा रहा है। लोग निजी जीवन में भी असंतुष्ट रह रहे हैं।

पहले की तरह सब कुछ कब ठीक होगा यह सवाल लोगों को अधिक बेचैन कर रहा है। बाहर काम पर निकलने और अव्यवस्थित दिनचर्या को ठीक-ठीक करने की छटपटाहट बढ़ गई है। किसी को काम छूट जाने की टेंशन है, तो कोई परीक्षा कब होगी, किस रूप में होगी, भविष्य क्या होगा इसे लेकर सभी वर्ग के लोग परेशान हैं। जिस कारण हमारा मानसिक स्वास्थ्य प्रभावित हो रहा है।

संक्रमण को रोकने के लिए लोगों को घर पर रहना पड़ रहा है और इससे बचने के लिए हर तरह की सावधानियाँ बरती जा रही हैं। फिर भी अधिकांश लोग कहीं न कहीं इसे लेकर भयग्रस्त हैं। अगर कोई पहले से मनोरोग से ग्रसित हैं, तो उनका इस माहौल में विशेष ध्यान रखने की जरूरत है। क्योंकि ऐसे लोग अन्य सदस्यों से किसी प्रकार की नकारात्मक चर्चा सुनकर शंकाग्रस्त हो जाते हैं और बहुत जल्दी ही उस समस्या में खुद को तलाशने लगते हैं। इससे उनकी मानसिक स्थिति बिगड़ने के साथ बीमारी की भयावह रूप लेने की सम्भावना बढ़ जाती है। यह समस्या उन लोगों में बहुत अधिक

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होती है, जो Anxiety Disorder की समस्या से ग्रसित होते हैं। इस तरह के रोगियों से छुपाकर किसी विषय पर चर्चा न करे, क्योंकि कई बार उन्हें यह लगता है कि कहीं उनसे कुछ छुपाया तो नहीं जा रहा है। ऐसे में उनकी मानसिक स्थिति खराब हो जाती है।

डर और चिन्ता ये दो ऐसी मानसिक अवस्था है जो धीरे-धीरे जीवन को खोखला कर देती है। वयस्क जीवन में ये समस्याएँ बहुत दिखायी दे रही हैं, क्योंकि वे अपने कैरियर सम्बन्धी, नौकरी, सुरक्षा स्वास्थ्य और आर्थिक स्थिति जैसे कतारणों के कारण उनके मन में डर या चिन्ता जैसी विकृतियाँ उत्पन्न हो रही हैं। जिसके कारण उनका मानसिक स्वास्थ्य प्रभावित हो रहा है। यही सही समय है जब हम समझ पाये कि शारीरिक स्वास्थ्य के साथ-साथ हम अपने मानसिक स्वास्थ्य पर भी फोकस करें।

विश्व स्वास्थ्य संगठन के अनुसार लोग इन दिनों आक्रामक और भयभीत हो रहे, तो इसका कारण समाचार माध्यमों को अधिक समय देना है। बेहतर होगा कि अधिक समय परिवार को दे और बस अपडेट होने के लिए मीडिया या सोशल मीडिया की ओर जाए।

स्वास्थ्य पत्रिका 'द लांसेट' के अनुसार कोरोना से ठीक हुए लोग मानसिक बीमारी के चपेट में आ रहे हैं। इस अध्ययन को 'द लांसेट' साइकियाट्रिक जर्नल में प्रकाशित किया गया। इसके अनुसार कोरोना से ठीक हुए करीब 20 फीसदी लोग 90 दिनों के अंदर साइकियाट्रिक डिसऑर्डर के शिकार हुए हैं। इस स्टडी के मुताबिक मानसिक बीमारी से जूझ रहे मरीजों में चिन्ता, अवसाद और अनिद्रा आम बात हो गई है।

इस महामारी का समाज के प्रत्येक नागरिक पर अत्यन्त गहरा प्रभाव पड़ा है। मेडिकल जनरल के शोध में "मेंटल हेल्थ केयर फॉर साइकेट्रिक इन पेशेंट ड्यूरिंग द कोविड" का हवाला देते हुए विशेषज्ञ कहते हैं कि 19.2 फीसद लोग कोरोना को लेकर मानसिक रूप से परेशान हैं। जिसके कारण हमारा मन कमजोर होने लगता है और मानसिक स्वास्थ्य प्रभावित होने लगता है। फलस्वरूप लोगों के मन में अनुचित विचारों के कारण उनके व्यवहारों में परिवर्तन आने लगता है, जैसे बार-बार हाथ धोने की प्रवृत्ति बढ़ गयी है, उनको हमेशा यह डर रहता है कि कहीं वह संक्रमितो नहीं हो जायेंगे, मुझे कोरोना हो गया, तो क्या होगा, आदि बातें उनके मन में बार-बार आकर परेशान करती है। जिसके कारण अनेक प्रकार की मानसिक विकृतियाँ उत्पन्न हो जाती है। जैसे—डर, अवसाद, नींद न आना, अकेलापन, तनाव, मनोग्रस्ति-बाध्यता रोग, भ्रम आदि।

कोरोना वायरस के संक्रमण को लेकर बुजुर्गों को सबसे ज्यादा सतर्क रहने के लिए कहा जाता है। अधिकतर बुजुर्ग

अपने तरीके से दिन बिताना अधिक पसंद करते हैं उनका हर काम निश्चित समय से होता है, जैसे—सुबह-शाम टहलना, अखबार पढ़ना अपने साथियों से बातचीत करना, परन्तु लॉकडाउन के कारण वह घर से बाहर नहीं निकल पा रहे हैं, जिसका असर उनके मानसिक और शारीरिक सेहत पर पड़ रहा है। बुजुर्गों को अपने साथियों के साथ टहलने की आदत होती है, परन्तु संक्रमण से बचने के लिए उन्हें बाहर जाने के लिए मना किया गया है। इस स्थिति में उनके दिमाग में नकारात्मक विचार अधिक आते हैं। बुजुर्गों में अकेलेपन की समस्या बढ़ रही है। परिवहन, मनोरंजन और अन्य गतिविधियों के कट जाने के कतारण उनमें अकेलापन और अवसाद का स्तर बढ़ गया है। आइसोलेशन की स्थिति में उनकी मानसिक सेहत का ध्यान रखा जाता है, ताकि अकेले रहने पर तनाव और अकेलेपन का उनके ऊपर नकारात्मक असर न पड़े। अगर उनके मानसिक स्वास्थ्य का ध्यान नहीं रखा गया, तो अवसाद की स्थिति में वह आत्महत्या भी कर सकते हैं। उनमें अलगाव का भाव बढ़ रहा है। सामाजिक दूरी बनाने जैसे नियमों का पालन करना उनके अंदर घबराहट पैदा कर रहा है। बुजुर्गों को यह भी डर सता रहा है कि कहीं अकेलेपन से उनकी जान न चली जाए। इस संकट की घड़ी में हमें अपने बुजुर्गों को प्यार, सम्मान और बातचीत करते रहना होगा, जिससे उनका मन खुश होगा और उनके अंदर नकारात्मकता कम होकर सकारात्मकता का सृजन होगा।

कोरोना वायरस का डर है उसकी वजह से भले शारीरिक रूप से बीमार न हो, लेकिन यह डर उनके मानसिक सेहत को कमजोर करने के लिए काफी है। कोरोना वायरस का डर युवाओं के बीच असुरक्षा का माहौल पैदा कर रहा है। इसकी वजह से युवा मनोदैहिक विकृति के मरीज बनते जा रहे हैं। इस विकृति से ग्रसित होने के कारण युवाओं की मानसिक सेहत प्रभावित हो रही है।

महामारी से बचने के लिए स्कूलों में छुट्टियाँ कर दी गई हैं, बच्चे घर से बाहर नहीं निकल पा रहे हैं और न ही दोस्तों से मिल पा रहे हैं। दिन भर घर में रहने के कारण उनके व्यवहार में परिवर्तन आ रहा है। बच्चों की दिनचर्या बिगड़ने के कारण उनके मानसिक स्वास्थ्य पर बुरा प्रभाव पड़ रहा है। घर के सदस्यों को चिन्ताओं के बीच घिरा देखकर वे भी एंजायटी के शिकार हो सकते हैं। दिन भर घर में रहने के कारण बच्चों में तनाव, चिड़चिड़ापन और गुस्सा बढ़ रहा है। दिन भर घर में रहकर टी.वी. मोबाइल व इंटरनेट गेम के जरिये समय बिताने के कारण बच्चों में गुस्सा और अनिद्रा जैसी परेशानियाँ हो रही हैं। बर्हिमुखी स्वभाव के बच्चे अपनी जिज्ञासा को शांत करने के लिए सवाल करते हैं, परन्तु अंतर्मुखी बच्चे चुपचाप सब कुछ सहन करते रहते हैं, जो उनके कोमल मन पर बुरा प्रभाव डालते हैं। शारीरिक गतिविधियाँ कम होने का प्रभाव

उनकी नींद और भूख पर पड़ रहा है। रात को देर तक टी.वी. देखने और सुबह देर तक सोने के कारण उनका पाचन तंत्र बिगड़ रहा है।

स्कूलों में ऑनलाइन कक्षाएँ शुरू कर दी गई हैं, परन्तु कुछ बच्चे ऑनलाइन पढ़ने और होमवर्क करने में रुचि नहीं ले रहे हैं, जिससे उनको डाँट पड़ती है। इससे भी उनमें चिड़चिड़ापन बढ़ रहा है।

द लांसेट में हाल ही में प्रकाशित सर्वेक्षण परिणामों से पता चला है कि रोजमर्रा के काम जैसे कि किसी दुकान पर जाना या दवा खरीदना कुछ लोगों के लिए चिन्ता का विषय बन गया है। कुछ लोग उदासी बोरियत, अकेलापन और निराशा से भी जूझते नजर आ रहे हैं।

अध्ययन यह भी बताते हैं कि अकेलापन से अवसाद, चिन्ता, तनाव, नींद की खराब गुणवत्ता और दिल की समस्याएँ जुड़ी हुई हैं। यह आपके मानसिक स्वास्थ्य तथा प्रतिरक्षा प्रणाली को भी प्रभावित करता है।

न्यू इंग्लैण्ड जर्नल ऑफ मेडिसल में एक रिसर्च पेपर प्रकाशित हुआ। इस रिसर्च पेपर में कुछ ऐसे कारकों की पहचान की गई जो लोगों में तनाव और निराशा बढ़ाने का काम भी करते हैं। क्वारंटाइन और सोशल डिस्टेंसिंग जैसे शब्द लोगों में निराशा का माहौल पैदा कर सकते हैं।

चीन में कोविड-19 मरीजों का इलाज कर रहे हेल्थ केयर वर्कर्स पर अध्ययन किया और पाया कि इन वर्कर्स ने चिन्ता, नींद न आने जैसे लक्षण की बात स्वीकारी है।

निष्कर्ष

चिकित्सकीय प्रणाली के साथ-साथ ही मनोवैज्ञानिक और सामाजिक समर्थन की आवश्यकता महत्वपूर्ण है। मानसिक विकृतियों से निजात पाने के लिए हमें तनाव से बचना चाहिए। तभी हम मानसिक रूप से स्वस्थ रह सकते हैं। हमें ऐसी पुस्तकें पढ़नी चाहिए जो हमारे मन मस्तिष्क को बल प्रदान

करे, दिल को सुकून प्रदान करें। सकारात्मक सोच रखनी चाहिए, क्योंकि सकारात्मक सोच हमारे इम्यून सिस्टम को बढ़ाती है। जो चीजें हमारे वश में नहीं हैं उनके बारे में ज्यादा नहीं सोचना चाहिए। ऐसी स्थिति में धैर्य रखते हुए मानसिक रूप से अपने आपको मजबूत रखना चाहिए। जितनी जानकारी आवश्यक है उस पर ध्यान दें ज्यादा जानकारी आपके मानसिक स्वास्थ्य को कमजोर कर सकती है। अपने मन को अध्यात्म की शक्ति से प्रफुल्लित रखें।

तनाव भरे जीवन में योग, शारीरिक और मानसिक स्वास्थ्य के लिए उपयोगी है। जो मन मस्तिष्क को स्वस्थ रखने के लिए आवश्यक है।

इस संकट की घड़ी में तनाव व अवसाद को अपने पास न आने दें। अपना तथा परिवार का ध्यान रखते हुए व्यस्त रहे और खुश रहे। सकारात्मक सोच बनाये रखें क्योंकि सकारात्मकता ही व्यक्ति को मानसिक रूप से मजबूत रखती है।

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संगीत सम्मेलन

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सारांश : इतिहास के पन्नों में एक समय वह भी था जब संगीत अपना स्वर्ण युग समाप्त कर महागर्त में पड़ा था कलाकार दुर्दशा के शिकार थे। परन्तु साधारण जनता को पुस्तकों के माध्यम से इतना ज्ञान तो हो ही चुका था कि स्वर ही ईश्वर है, और संगीत मोक्ष प्राप्ति का सर्वश्रेष्ठ साधन। धर्मभीरू समाज में धर्मगुरुओं की कुंठित विचारधारा ने संगीत के स्वरूप को बदल दिया था। चाटूकार दरबारियों की अधिकता में संगीत रूपी पुष्प की सुगन्ध मानव सदृश भ्रमरों की जीवन सुरक्षित करने में अपने को असहाय पा रही थी। भारत में यवनों के आगमन से पूर्व संगीत के कार्यक्रम मुख्यतः मंदिरों में आयोजित किए जाते थे और जनता संगीत को ईश्वरोपासना का सर्वोत्तम साधन मानती थी। मध्यकाल में यवनों ने भारत पर प्रमुख स्थापित करना प्रारम्भ कर दिया और धीरे-धीरे करके देश के शासक बन बैठे। उनके शासन काल में संगीत साधारण जनता से दूर हटती गई और केन्द्रित हुई राजमहल की चार दीवारियों में, फलस्वरूप जनता से शनैः-शनैः संगीत का लोप होने लगा। संगीत की इस स्थिति में महान् संगीत उद्धारक पं. विष्णु नारायण भटखण्डे को अवश्य ही कष्ट हुआ होगा। उसी के निवारण हेतु उन्होंने बड़ौदा नरेश के सहयोग से सन् 1916 ई. में प्रथम “अखिल भारतीय संगीत सम्मेलन” का आयोजन बड़ौदा में कराया संगीत सम्मेलन की परिपाटी अब चल निकली और आज तो देश के बड़े-बड़े नगरों में प्रतिवर्ष संगीत सम्मेलनों का आयोजन आवश्यक सा हो गया।

इतिहास के पन्नों में एक समय वह भी था जब संगीत अपना स्वर्ण युग समाप्त कर महागर्त में पड़ा था। कलाकार दुर्दशा के शिकार संगीत अपने जीवन के स्वर्ण युग को समाप्त कर जब अपने जीवन के महागर्त में पड़ा था, कलाकार कीचड़ में फँसे थे। परन्तु साधारण जनता को पुस्तकों के माध्यम से यह ज्ञान था कि स्वर ही ईश्वर है और संगीत मोक्ष का सर्वोत्तम साधन है धर्मभीरू समाज में धर्मगुरुओं की कुंठित विचारधारा ने संगीत के स्वरूप को बदल दिया। आज से अस्सी वर्ष पूर्व हमें एक भी ऐसा उदाहरण नहीं मिलता है। जहाँ संगीत के कार्यक्रम का आयोजन साधारण संगीत प्रेमी जनता के लिए सार्वजनिक रूप से किया हो। भारत में यवनों के आगमन से पूर्व संगीत को ईश्वर की उपासना का सर्वोत्तम साधन माना जाता था। मध्यकाल में यवनों ने भारत पर प्रभुत्व स्थापित करना प्रारम्भ कर दिया और धीरे-धीरे करके देश के शासक बन बैठे। उनके शासन काल में संगीत साधारण जनता से दूर हटती गई और केन्द्रित हुई राजमहल की चार दीवारियों में। धर्मगुरुओं की कुंठित विचारधारा ने संगीत के स्वरूप को बदल दिया था उस समय संगीत का प्रदर्शन केवल एक विशेष वर्ग द्वारा एक विशेष वर्ग के लिए ही किया जाने लगा। स्पष्ट है कि उस बादशाहों के रंग महलों में तथा राजाओं के मनोरंजन ग्रहों में साधारण जनता का प्रवेश पाना सम्भव न था।

धीरे-धीरे जनता से संगीत का लोप होने लगा। संगीत की इस स्थिति में महान् संगीत उद्धारक पं. विष्णु नारायण भटखण्डे को अवश्य ही कष्ट हुआ होगा उसी के निवारण हेतु उन्होंने

बड़ौदा नरेश के सहयोग से सन् 1916 ई. में प्रथम ‘अखिल भारतीय संगीत सम्मेलन’ का आयोजन, बड़ौदा में करवाया उसके बाद धीरे-धीरे पाँच छोटी बड़ी संगीत सम्मेलनों का आयोजन कराया जिसमें संगीत के कार्यक्रमों के अतिरिक्त संगीत गोष्ठियाँ भी सम्मिलित थीं। संगीतिक जीवन को प्रभावशाली और गौरवपूर्ण बनाने में संगीत सम्मेलन का अपना मूल्य है। इसके अभाव में संगीतकार की प्रतिभा ऐसी मालूम पड़ती है, मानो किसी सरोवर को चारों तरफ से सीमित कर दिया गया हो तथा जिसमें पानी के बहने का कोई साधन न हो और ही पाने आने का संगीत सम्मेलन संगीत की उन्नति का कोई माध्यम है। संगीत सम्मेलन के साथ संगीत के गोष्ठियाँ भी आवश्यक हैं। जिसमें आमंत्रित है कलाकार संगीत के विवादग्रस्त विषयों पर विचार विनिमय करते थे। आज तो देश के बड़े-बड़े नगरों में प्रतिवर्ष संगीत सम्मेलनों का आयोजन आवश्यक है। आज तो देश के बड़े-बड़े नगरों में प्रतिवर्ष संगीत सम्मेलनों का आयोजन आवश्यक हो गया है। संगीत सम्मेलन और संगीत गोष्ठियाँ संगीतकारों के लिए विशेष उपयोगी है।

आज के संगीत सम्मेलनों का श्रेय संगीत संस्थाओं तथा संगीत प्रेमियों को है। इन संगीत सम्मेलनों के आयोजन से साधारण जनता भी बड़े-से-बड़े कलाकारों के सम्पर्क में आकर उनके संगीत का रसास्वादन करती है। संगीत सम्मेलन में विभिन्न प्रकार के गायन, वादन तथा नृत्य के कार्यक्रमों से प्रत्येक रुचि की जनता को संतुष्टि प्राप्त होती है।

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इसी कड़ी में पंडित पल्लुस्कर का नाम भी उल्लेखनीय है जिन्होंने भारतीय संगीत के जनसामान्य में प्रचार-प्रसार के लिए संगीत सम्मेलनों और सांगीतिक गोष्ठियों का आयोजन किया, परन्तु संगीत की महत्ता यह रही है कि माँ वाग्देवी सरस्वती का भण्डार फिर भी अक्षुण्ण और अखण्ड बना रहा।

संगीत सम्मेलन ही एक आयोजन है जो जातीयता, प्रान्तीयता आदि की भावनाओं से परे है। कलाकार है, भले ही वह हिन्दू, मुसलमान, सिक्ख या ईसाई हो जिस समय वह माँ सरस्वती की वन्दना के लिये मंच पर आता है, वह संकीर्णता से दूर हर जाता है, और रह जाता है। केवल एक कलाकार संगीत-सम्मेलन में बंगाल का कलाकार हो या मद्रास का, महाराष्ट्र का हो या उत्तर प्रदेश का, समान सम्मान पाता है। अतः इस प्रकार के सम्मेलनों से देश में राष्ट्रीय एकता की वृद्धि होती है।

संगीत सम्मेलन और संगीत गोष्ठियाँ कलाकारों के लिए विशेष उपयोगी है, क्योंकि गोष्ठियों के अवसर पर अनेक कलाकारों का मिलन होता है, विचार-विमर्श होता है और होता ही रहता है। कलाकारों का परस्पर आदान-प्रदान, जिससे संगीतकारों के वातावरण में एक नूतन चेतना का सृजन होता है। जो संगीत के विकास का प्रतीक है। सफल संगीत सम्मेलन और संगीत गोष्ठियों का आयोजन संगीत के विकास के पथ में प्रकाश दीप के समान है।

जनता के अतिरिक्त कलाकारों को भी इस सम्मेलनों में अपनी संगीत साधना का परिचय देने का अवसर प्राप्त होता है। कलाकार को ऐसी जनता चाहिए जो उसकी कला को धैर्यपूर्वक देख सुनकर उसका सही मूल्यांकन कर सके। इसके अतिरिक्त कलाकारों का आर्थिक पक्ष भी बहुत कुछ इन सम्मेलनों से मजबूत होता है। देश में कितने कलाकार हैं जो इन सम्मेलनों की आय र निर्भर रहते हैं।

यह तो हुई संगीत सम्मेलन की विशेषतायें इसमें अतिरिक्त आज के संगीत सम्मेलन में कुछ ऐसे दुर्गुण भी आ गये हैं, जिससे संगीत में आपेक्षित उन्नति नहीं हो रही है। आर्थिक समस्या आज के कलाकार की सबसे बड़ी समस्या है। हर कलाकार अरण्यवासी, हरिदास, मतंग या भरत नहीं बन सकता। इस समस्या के कारण कलाकारों को सस्ते संगीत में बहुत सा समय नष्ट करना पड़ता है। आज बहुत से संयोजक संगीत सम्मेलनों में संगीत का तो कम धनोपार्जन का अधिक ध्यान रखते हैं। कीर्ती-कभी टिकट के दर इतने ऊँचे रख दिए जाते हैं कि साधारण जनता प्रवेश पाने में अपने को असमर्थ पाती है।

ऐसे आयोजकों की कमी नहीं है जो न स्वयं संगीत जानते हैं, न संगीतज्ञों की सलाह मानते हैं। न ही संगीत की उन्नति चाहते हैं। कला की अपेक्षा यह नगर के प्रतिष्ठित व्यक्तियों,

अपने व्यवसाय से सम्बन्धित अधिकारियों पर प्रभाव जमाने और कही-कही मुख्य व्यवसाय के विज्ञापनार्थ संगीत सम्मेलन आयोजित करते हैं, इसमें उन्हें चाहे जो भी करना पड़े। कलाकारों के चुनाव में तथा कार्यक्रम रखने के क्रम में ऐसी गड़बड़ी कर देते हैं कि बड़े कलाकार को अपमानित होना पड़ता है और जनता को भी संगीत से पूर्ण सन्तोष नहीं मिल जाता आवश्यकता इस बात की आयोजक भले ही कलाकार न हो, परन्तु संगीत का जानकार तो अवश्य हो।

आज कल संगीत सम्मेलनों में पार्श्व गायक गायिकाओं को अधिक धन प्राप्त होने की दृष्टि से बुलाया जाता है। संगीत से कोसों दूर जन साधारण उन्हें देखने के लिए घुस पड़ा सम्मेलन में ऐसे सम्मेलन का उद्घाटन भी प्रायः ऐसे राजनीतिक एवं सत्तारूढ़ नेता अथवा ऐसे व्यक्ति से कराया जाता है। जिससे किसी न किसी रूप में लाभ हो सके। भले ही संगीत में एक दम निरक्षर हो।

इस बात का ध्यान रखना चाहिए कि उनसे कार्यक्रम से दूसरे शास्त्रीय कलाकारों के कार्यक्रम नष्ट न हो पाये ऐसा करने के लिए केवल एक ही सुझाव है कि संगीत सम्मेलन में एक ही प्रकार के कलाकार आमंत्रित किए जाएं। कुछ व्यक्ति यह तर्क रखते हैं कि जनता की रुचि शास्त्रीय संगीत की आकर बहुत कम है अतः ऐसा करना पड़ता है। संगीत सम्मेलन के आयोजकों को चाहिए कि वह जनता की रुचि पर ध्यान दे। उनको स्वस्थ मनोरंजन के लिए अच्छे और स्वस्थ संगीत कार्यक्रमों को रखकर जनता की रुचि को अच्छे संगीत की ओर ले जाने में योगदान देना चाहिए।

राजनीति वाली दलबन्दी संगीत जैसी पवित्र कला में भी प्रविष्ट करती जा रही है। इस दलबन्दी को संगीत सम्मेलन के आयोजक भली-भाँति देर कर सकते हैं। आकाशवाणी में इसका एक विभाग स्थापित हो गया है। उस विभाग के द्वारा प्रतियोगिता एवं सम्मेलन के कार्यक्रम प्रसारित किए जाते हैं और कलाकारों रूप से पुरस्कृत किया जाता है।

निष्कर्ष

संगीत अपने जीवन के स्वर्ण युग को समाप्त कर जब अपने जीवन के महागर्त में पड़ा था, कलाकार कीचड़ में फँसे थे। जनता को यह तो ज्ञान था कि स्वर ही ईश्वर है और संगीत मोक्ष का सर्वश्रेष्ठ साधन है, परन्तु सब कुछ मौखिक था केवल पुरानी पुस्तकों के आधार पर धर्मभीरू समाज, संगीत को उस गर्त से निकालने का साहस नहीं कर पाता था। धर्मभीरू समाज में धर्मगुरुओं की कुंठित विचारधारा ने संगीत के स्वरूप को बदल दिया। चाटूकार दरबारियों की अधिकता में संगीत रूपी पुष्प की सुगन्ध मानव सदृश भ्रमरों का जीवन सुरक्षित करने में अपने को असहाय महसूस कर रही थी। ऐसे समय में संगीत

श्रवणीयता का भाव जगाने के लिए पं. भातखंडे रूपी मूर्त संवेदना प्रकट हुईं जिनके अथक प्रयास ने श्रद्धा से गायन, वादन के सुन्दर तत्वों को चुनकर गुलदस्ते का निर्माण किया। प्रत्येक गायक की नवीन ध्वनि व गायकी गुलदस्ते के विभिन्न पुष्पों की सुगन्ध के समान थी। इसी कड़ी में पंडित पलूस्कर का नाम भी उल्लेखनीय है, जिन्होंने भारतीय संगीत के जन सामान्य में प्रचार एवं प्रसार के लिए संगीत सम्मेलन और संगीतिक गोष्ठियों का आयोजन किया, परन्तु संगीत की महत्ता यह रही कि माँ वाग्देवी सरस्वती का भण्डार फिर भी अक्षुण्ण और अखण्ड बना रहा। सबसे पहले उन्होंने बड़ौदा नरेश के सहयोग से सन् 1916 ई. 'अखिल भारतीय संगीत सम्मेलन' का आयोजन बड़ौदा में कराया। इसके बाद धीरे-धीरे पाँच छोटी बड़ी संगीत सम्मेलनों का आयोजन कराया जिसमें संगीत के कार्यक्रमों के अतिरिक्त संगीत गोष्ठियाँ भी शामिल थीं। उसमें आये कलाकार संगीत के विवाद ग्रस्त विषयों पर विचार विनियम करते थे। संगीत सम्मेलन की यह परिपाटी अब चल

पड़ी और आज तो देश के बड़े-बड़े नगरों में प्रतिवर्ष संगीत सम्मेलन का आयोजन आवश्यक सा हो गया है।

सन्दर्भ

- ❑ ताल परिचय भाग-2 गिरीशचन्द्र श्रीवास्तव पृष्ठ-112
- ❑ संगीत निबन्ध संग्रह—प्रो. हरिश्चन्द्र श्रीवास्तव पृष्ठ-62
- ❑ संगीत निबन्ध माला—प्रो. जगदीश नारायण पाठक पृष्ठ-118
- ❑ संगीत विशारद—बसंत पृष्ठ-12
- ❑ ताल परिचय भाग-2 गिरीश चन्द्र श्रीवास्तव पृष्ठ-113, 114
- ❑ संगीत निबन्ध माला—प्रो. जगदीश नारायण पाठक पृष्ठ-119
- ❑ वही—बसंत पृष्ठ-13
- ❑ संगीत निबन्ध संग्रह—प्रो. जगदीश नारायण पाठक पृष्ठ-63, 64



A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BRANDS IN DISTRICT MUZAFFARNAGAR

Naina Bansal*, Dr Saurabh Mittal**

Abstract : *In the new era of technology advancement the mobile phone manufacturing companies are introducing various new features in their brands. Mobile Phones are very convenient for travelling, the wide range of users for Mobile Phones. The objective of the study is to find the customer satisfaction level of mobile phone design and preference. The primary research was done through questionnaire survey in Muzaffarnagar Town, using convenient sampling of 50 respondents. Majority of the respondents are at the student. Majority of the respondents are having HP Mobile Phones. Majority of the respondents are seeing quality factor while purchasing the mobile phone. Majority of the respondents are buying the mobile phone for Rs.25,000 to 50,000 price ranges. Our entire research has been states that looks, design, brand name, price and other features are very important factors, which affect the customers satisfaction level. So the mobile phone manufactures should focus on these features as well as on other features influence to satisfy the customers expectations.*

Keywords : *Customer Satisfaction level, Mobile Phones, Preference, Brands*

Introduction

A mobile phone computer, sometimes called a notebook computer by manufacturers, is a battery- or AC-powered personal computer generally smaller than a briefcase that can easily be transported and conveniently used in temporary spaces such as on airplanes, in libraries, temporary offices, and at meetings. A mobile phone typically weighs less than 5 pounds and is 3 inches or less in thickness. Today, a bundle of brands is available with several options such as lower price, higher quality, better performance and world-class services along with the power efficiency, touch screen functions, etc. and various companies are coming with various attractive promotional schemes with added features to their Mobile Phones. Apart from the rapidly falling prices of Mobile Phones and new technologies being packed into an ultra-slick Mobile Phones, the entry of non-traditional players to develop wireless infrastructure has given the market a further boost. Education sector, though slower initially is caught up with the trend and today there is an emphasis on students owning/using their Mobile Phones in their various programs for presentations, project work with colleges/universities providing Wi-Fi facility has added to the usage of Mobile Phones by faculties as well as students. This eventually resulted in increased usage of online technology in classroom teaching and learning process.

Statement of The Problem

In the modern world everything depends on the Mobile phone. The mobile phone users have increased in the recent years. Customers will not be discriminating products based on its functionally, instead they will select the product on the brand name. The company wants to know how to increase its market share and improve its sales. Thus it is imperative that the company should information pertaining to customers satisfaction about the customer service, performance of mobile phone and also after sales service.

Objectives of The Study

- To analyse the customers satisfaction for mobile phone design and preference.
- To find out the satisfaction of the customers towards the charges, the quality, the provisions, the after sales service and others by the dealers.
- To offer various suggestions for the improvement of supply and service of Mobile Phones.

Research Design

Research design is purely and simply the frame work or plan for a study that guide the collection. Descriptive research technique is adopted in this report.

Sampling Method

The study covers the customers of Mobile phone Brands in Muzaffarnagar town. A group of 50 respon-

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dents will be surveyed for this study. The researcher will adopt convenient sampling for selecting the samples.

Sampling Size

Only 50 respondents have been selected through Primary sampling method.

Statistical Tool Used For Analysis

1. Percentage Method
2. Spearman's Rank Correlation Coefficient

Data Analysis And Interpretation

Table 1

Occupation of The Respondents				
S.No	Occupation	Respondents	Cumulative	Percentage
1	Student	29	29	58%
2	Homemaker	5	34	10%
3	Private Employee	10	44	20%
4	Government Employee	2	46	4%
5	Professionals	4	50	8%
	Total	50	50	100%

Interpretation:

The above table highlights that out of 50 respondents, 58% of the respondents are at the student, 20% of the respondents are the private employee, 10% of the respondents are the homemaker, 8% of the respondents are at the professionals and 4% of the respondents are the government employee.

Table 2

Mobile Phone Brand Based On Respondent				
S.No	Brand	Respondents	Cumulative	Percentage
1	REALME	10	10	20%
2	SAMSUNG	16	26	32%
3	REDMI	20	46	40%
4	Other	4	50	8%
	Total	50	50	100%

Sources: Primary Data

Interpretation:

The above table shows that 40% respondents are having Redmi Mobile Phones, 32% respondents are having Samsung mobile phone, 20% respondents are having Realme mobile phone and finally 8% respondents are having other brand Mobile Phones.

Table 3

Factor Influencing To Purchase Of Mobile Phone

S.No	Factor	Respondents	Cumulative	Percentage
1	Price/Costing	10	10	20%
2	Advertisement	4	14	8%
3	Quality	30	44	60%
4	Others	6	50	12%
	Total	50	50	100%

Sources: Primary Data

Interpretation:

In this table explain that the 60% respondents are seeing quality factor for the mobile phone, 20% respondents are seeing the price/costing factor for the mobile phone, 12% respondents are seeing other factors for the mobile phone and 8% respondents are seeing advertisement factor for the mobile phone.

Table 4

The Price Ranges For Buying The Mobile Phone

S.No	Price Ranges	Respondents	Cumulative	Percentage
1	Below Rs.25000	9	9	18%
2	Rs.25000-50000	30	39	60%
3	Rs.50000-70000	9	48	18%
4	Above Rs.70000	2	50	4%
	Total	50	50	100%

Interpretation:

The above table shows that 60% respondents are buying the mobile phone for Rs.25,000 to 50,000 price ranges, 18% respondents are buying the mobile phone for below Rs.20,000 price ranges, 18% respondents are buying the mobile phone for Rs.50,000 to 70,000 price ranges and 4% respondents are buying the mobile phone for above Rs.70,000 price ranges

Findings

- Majority (58%) of the respondents are at the student.
- Majority (40%) of the respondents are having HP Mobile Phones.

- Majority (60%) of the respondents are seeing quality factor while purchasing the mobile phone.
- Majority (60%) of the respondents are buying the mobile phone for Rs.25, 000 to 50,000 price ranges.

Conclusion

The main purpose of this study is to collect information about the mobile phone users among the different groups of youngsters in Villupuram Town. Our entire research has been states that looks, design, brand name, price and other features are very important factors, which affect the customer's satisfaction level. So the mobile phone manufactures should focus on these features as well as on other features influence to satisfy the customers' expectations.

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INFORMATION TECHNOLOGY, MARKETING AND SOCIAL MEDIA : A CASE STUDY

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Abstract : *Information technology commonly known as IT is a very important and widely used technology in innovation. This innovation has played an important role in the growth of business. Today, not a single business in India that are not using Information technology in day to day work, policy making and development of skills in human resource. Information technology is based upon software and hardware. By the introduction of these software and hardware can help endeavor reduce their operational costs. Any business is generally governed by fulfilling the demands of customers and generates revenue through uplifting the society. Businesses are using the tools of information technology to enhance customer relations and strengthen great relationship with customers. Every company has developed a medium to interact with the customers for solving the problems after using their product or services. So we can say information technology is becoming the tool to connect common man with the business. In this article, we will explore the different application of information technology in business and scope of connectedness through social media.*

Keywords : *Information Technology, Applications, Software and Hardware, Social Media*

Introduction

Information technology is not only a combination of information and technology but an application of technology in the field of business and society. After the introduction of computing, lots of phases have seen in this area like development of computer software, programme and hardware, introduction of internet, mobile technology, automation, social networking and robotics. If we take the example of banking sector: IT was started from the introduction record keeping in personal computer and now it is becoming the intelligent information system known as centralized banking system spreading worldwide through Internet. This is the end of passbook system and generated green statements. So we can say by the help of information technology, common man got benefited and save the time to complete the transactions through UPI, NEFT or RTGS. This is only one example of application of information technology in business for the simplification of operations for common man. The main problem in India is the diversity and big population. Today the population of India is around 140 crores. About 15 percent of India's population is living in multidimensional poverty and about 48 percent (759 million) of peoples of India are not using internet services that means only 52 percent of population is using technol-

ogy in any type (2022). As per the report "Internet in India Report, 2022" out of 759 million 'active' internet users, 399 million are from rural India, while 360 million are from urban India, indicating that the growth of the internet in the country. Now the target is about 600 million peoples, not using Internet in any form. If a person is not using internet i.e. he is out of the circle and he will not benefited from new products, innovations and government initiatives. The of this study is to explore and study the current situation of IT Industry, business applications and social media in India. It is also the core objective to know how information technology support and enhancement of overall growth of the business and satisfy common man by providing correct information timely through social media, so that they can take advantage of new innovations.

Software, Hardware and Networking

Software is the bundle of instruction or programs used for completion and execution in defined tasks. It is intangible in nature but the core activity in computing and guided the operations and applications. There are two types of software, one is application software and other is system software. These application software are very common in the use of common man through mobile devices and personal computer. This

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application software is working on system software as window or android. Window and android is very common word for the users.

On the other side hardware are the devices like mobile phones and personal computer, tangible in nature. Without hardware, we can not use software for accomplishing the task. For example, if we want to send money to our friend, at least we must have one device and application. One more thing is the networking like Internet. Networking is the way to connect two or more than two devices by different methods in a defined manner by using physical or non physical medium. Physical medium covers the satellites, cables, routers, hub etc. and non physical medium is different protocols, which make connection easy and differentiate devices by allocating addresses and internet protocols.

Information Technology and Social Media

This is the time to make new relationship with known and unknown persons and the personalities. In past few years we are not depend upon the call waiting, high tariff charges and other limitations of communication devices because of a new type of communication channel came into light and that is social media or social sites. Social media is a new way to communicate and interact with each other with the world. Social media depends on user created messages and require a channel known as social networking sites. But as with other media before it, social media's rise to prominence has experienced some very serious problems. This is the challenge before social networking sites to make a balance between the interaction and profit. Facebook, Google+, Twitter (Now X), Whatsapp are very common name in society. Every generation of today's era feel pride to share their views through these websites or applications. These types of channels of communication are known as social sites or social media. The speed of spreading information is very fast on social media due to its popularity and availability of internet. A wrong event or false statement about any product or services could harm the image of company in minutes. Promotion of any product or services is a great challenge in front of companies in this changing scenario. Now, Corporate sector is targeting their customer through community based input, interaction, content sharing and voice messages on social media. In this article we explore and analyze the Impact of social media in the field of advertising and sales promotion of products and services and their effect on society and business environment. By the

help of the study we explore some of the issues related to social media, and a new communication and interaction medium link society and other pillars of the environment interlined through social sites like Facebook, WhatsApp, Google Plus and LinkedIn and others.

Social Networking Platforms

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience

Social Media and Business

Social media is a powerful tool to give messages to a individual, groups, organizations in written or spoken form. Social sites are conduits for dialogues between many to many, held in a very visible format. By this new method we can change our business policy like change in advertising, sales promotion, relationship management and fabricate and build virtual personalities. As in other communication channels made distance relatives, social media has made cultures and companies relative. These sites works to make small families, villages and cities on a single platform. According to Malcolm Gladwell, the characteristic that wins people over and keeps our loyalty is personality traits. In turn, the most successful brands and companies can be categorized by personalities. So, we could understand the importance of networking in marketing of products and services. Companies could gain and win the loyalty of customers by making friendly relationship with customers. The most important part

of the relationships between customers and companies are networks. We can understand the importance by an example: A customer wants to know about a product and send few words on twitter about their questions and doubts, the company representative immediately sent their number, connect through whatsapp and sent the picture of the product, other specifications and nearest outlet of the company.

By introducing new promotional offers on the use of socially related consumers with the sites. The company Jet Blue is followed by just over 106 million people, and employees of the company complaints of their followers, creating a literal dialogue between customer and company. and to make their followers feel like they are gaining something, the something, they often post limited-time deals on flights. The brand Jet Blue becomes mixed in with the tweets of your close friends, and there becomes a natural sense that you have meaningful interaction with the company. Social networking sites do not only seek out new customers, but they also keep their customers coming back. However, marketing through social networking is not always successful. In starting of the social networking, orkut was the breakthrough social networking website. It was relatively simple, and featured a mixture of user pages and band pages. However, within two years, many people simply stopped using it, making Facebook the most internationally popular social networking website on the Internet. Companies could advertise their products indirectly by producing additional schemes by referrals.

Businesses are also using online “chatting” networks, such as Whatsapp, facebook etc. as marketing tools. A very common platform is the most popular chat link on computers in Europe. Recently this link has been hacked into and there are advertisements containing viruses that pop out from nowhere while people talk with their friends. The person who is being “hacked” cannot see it but the person on the other end can and she or he will be hacked also. Not having control over these pop-up advertisements can be frustrating annoying to the social media user, after all, no one goes on the internet to anticipate looking at hundreds of ads and commercials.

One can only imagine where the future of marketing on social media sites will take us. There are new forms of advertisements on these sites everyday from pop-ups, to commercials, to interactive games and surveys. Before we know it advertisements will start taking over your computer screen and the only way to

make it stop will be to shut down the computer entirely, who knows? Advertisers do and will do anything they can to get the attention of the consumer and sell their products.

The advertisements on the website have to be created in such a way that they are both efficient and effective, in other words, that the content is relevant to users. This can be done by making sure that both the user and advertiser will benefit from the exposure of the advertisement

Social Media and Marketing

In marketing, we give preferences to the need of the customers. To know the needs of the customers we have to conduct research and , Besides research tools, there are many companies providing specialized platforms/tools for social media marketing, such as tools for:

- Social Media Innovations
- Social Media Market Segmentation
- Social Satisfaction
- Online Campaigning
- Social Integration
- Social Media Monitoring
- Social Aggregation
- Social Book Marking and Tagging
- Social Analytics and Reporting
- Automation
- Social Media Blog
- Marketing Validation

Social Media: Marketing and Society

As marketers are always interested to grab the attention of the consumer. People have embraced new media and technologies to such an extent like smart phone etc. has given marketers the opportunity to reach consumers in a 24/7 capacity through a variety of mediums. It enhances the chances of messaging being seen. Therefore it is obvious to allure the marketers towards social media. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to very competitive market. The problem lies with the change in the consumer’s mindset. Social media has led to a culture of active engagement, immediate access to anyone and for anything and constant communication. This is of course something that the traditional advertisement and other marketing methods could not ever achieve. Whereas

social media like Face book page, Twitter and YouTube etc. Impact of social media on public relation can be tracked by looking at how social media has affected the costs of marketing efforts. This can be accomplished by utilizing a few standard metrics like online advertising, public relations, and search engine optimization. There are few bases to calculate relationships:

1. Cost per Impression
2. Cost per engagement
3. Cost per site visitor
4. Cost per click
5. Cost per inbound link
6. Cost per subscriber

Criticism

As the social media has grown in popularity, multiple concerns have emerged regarding technology. If comments and tweets are posted in haste, it can lead to some marketing disasters that can damage both the client and their agencies reputation. The moment consumer finds a brand's social networking activity intrusive or annoying then consumer is lost. There are many instances where brands try to abuse the system thorough fake comments. Since marketers are directly dealing with the public can not lurk behind the scene but have to become more accountable for the brand. Other concerns of social media are social media stalkers, child predators and privacy concerns. In spite of potential drawbacks of social media, popularity of social media is overtaking traditional forms of marketing. If compare TV commercials with online virals promoted through social media, TV commercials can cost millions; are poorly targeted and do not enable data capture where as cost on social media is almost nothing. That is why social media become popular among marketers. Companies can manipulates the messages or feedback of the customers and can circulate a bed messages among publics.

Conclusions

Social Media is the demand of marketers, consumers and organization. Besides the business activities, a nation and world family also requires networking. Because of the popularity and entertaining facilities and its fast growing following, companies could use their advertising activates through social media and social networking sits. They can earn by creating new ideas and innovations on these sites. As the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to a large extent. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

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COMPARATIVE STUDY OF FAMILY ENVIRONMENT OF FEMALE COLLEGE TEACHERS WORKING IN PUBLIC AND PRIVATE SECTOR

Mukesh Kumar*, Khushboo Chaudhary**

Abstract : *The present study is an attempt to check the impact of demographic factors like type of college, income and family type on family environment of female college teachers. The population for this research was the female college teachers working in public and private sector colleges. The research work presents the status of female college teacher's working in public and private sector in Udaipur, Jaipur and Jodhpur. The well documented model was used as conceptual framework for understanding the theoretical background of the study. The measuring instrument in this research was Family Environment Scale modified by Professor Mohan Chandra Joshi and Dr. Om Prakash R Vyas (1987). The tool used to gauge the situation was structured and well tested in academics. To achieve the objectives primary research was conducted constituting 378 respondents from the desired area and snowball technique was used to collect the data.*

The data was analysed through Microsoft Excel-2019 and appropriate hypothesis tools like students t-test and ANOVA was used for data analysis.

Keywords : *Family Environment, College Teachers, Teachers, Educators, Female.*

Introduction

The expression "family environment" incorporates the conditions and social environment condition inside the family. As creation of every family is unique; in this way, family climate contrast from numerous points of view. Each family climate is exceptional. A few families carry on with sumptuous life while others have low financial status. The family climate is unequivocally identified with person's prosperity. As indicated by Business Dictionary, "Family is a social unit of at least two people related by blood, marriage, or reception and having a common obligation to the shared relationship."

Family climate implies the enthusiastic climate in a family where there is an adoration, harmony and backing for one another. From relational connections in a family, the family climate creates. Sociologists commented that home and family is the primary objective from common man and lady. There is a solid connection between family climate and ladies' vocation improvement.

The family climate straight forwardly impacts the individual's trademark example of Behavior and his acclimation to life. Family climate additionally relies on the local area or gathering it has a place. Family units have ended up being more suitable than joint families.

In the event that family climate is good, it could make an normal individual into an unmistakable character, how ever then again, helpless family climate annihilates every one of the opportunities for accomplishment of a splendid individual.

As indicated by conventional sexual orientation job standards, ladies are the "kinfolk's guardian" of the family and in this way feel committed to give care. Moderately aged grownups may encounter parental figure trouble mental pain related with requests of giving care for somebody with physical or intellectual impedances. This synchronous tension from youths or youthful grown-up youngsters, and maturing guardians might add to pressure in cent adulthood.

Various societies see their family surroundings in an unexpected way. (Bhatia & Chadha, 1993) had given following different aspects of family environment

1. Cohesiveness : Cohesiveness is portrayed by the level of responsibility, help and backing relatives accommodate each other.

2. Expressiveness : Expressiveness is described by the degree to which relatives are urged to act transparently and express their sentiments and considerations straight forwardly.

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3. Conflict : Themeasureof transparently communicatedanimosity and struggle among the relatives

4. Acceptanceand Caring : Extentto which the in dividu alsareunequivocally acknowledged and howmuch the caringis communicated in the family.

Over foursubscales are inrelationship measurement.

1. Independence:Extenttowhichrelatives areself-assuredandfreelysettle ontheirownchoices.

2. Active Recreational Orientation : Extent of investment in friendly and sportingexercises. Over two subscales arein self-improvement measurement.

3. Organization:Degreeof clearassociationst ructureinarranging familyexercisesandobligations.

4. Control:Control isportrayed by level of cut of fsettinginsideafamily.

Family Environment Scale:

Family Environment Scaleismodifiedby Professor Mohan Chandra Joshiand Dr. Om Prakash RVyas (1987). FES is utilized to gauge the social-ecological attributes of family. The scale is a 79 thing stock that has 10subscalesestimatingRelationalDimensions. ThePersonal Growth andtheSystemMaintenance.

The Relationship measurementin corporate sestimation sofunion, expressive ness, and struggle Cohesionis the level of responsibility and backing relatives accommodate each other, expressiveness is the degree to relativesare urged to communicate their sentiments straightforwardly, and struggle is the measure of transparentlycommunicatedoutrageand struggle among relatives.

Fivesubscalesreferto Personal Growth : indepe ndence, achievement orientation, intellectual culturalorientation, active-recreational orientation, and moral-religious emphasis. Independence evaluates the degree to which relatives are emphatic, independent and settleon their own choices. Achievement Orientation reflectshow much exercises are projected into an accomplishment arranged or serious system. Intellectual-culturalorientation estimates the degree of interest in political, scholarly, and social exercises. Active-recreationalorientation estimates the measure of cooperation in friendly and sporting exercise. Moral-religious surveys theaccentuationon moral and strict issues and qualities.

The final two subscales, organization and control, are for System Maintenance. These action how much arrang in gisplacedin to family exercises and obligations and how much set principles and techniquesareutilizedto run dayto daylife.

Research Methodology:

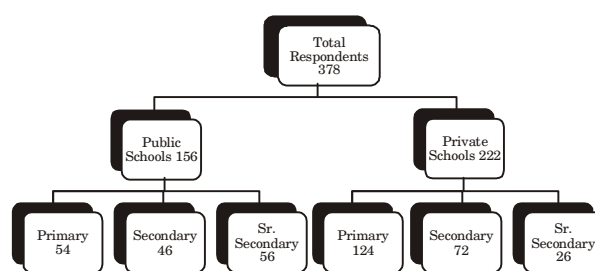
The primary objective of the study was to study the Family Environment of women working in public andprivatesector.

The universe for the study was the teachers working in the selected public and private sector colleges of theUdaipur, Jaipur and Jodhpur district. They were from different types of colleges like primary, secondary andseniorsecondary.

To achieve the desiredo bjective Purposive sampling wasused to collect the primarydata. Initially somecolleges were visitedto collectthedataan demployeeswerecontacted and requestedtoprovide the databutdue to poorres ponserate. Lateronsnow-ball sampling technique was used to collect the datainit there ference of the collegeteachers werecollected and then they were asked to provide the information and give new references. Total 378 responses were collected from the secolleges.

The data was analyzed withthehelpof MicrosoftExcel, SPSSandappr opriatehypothesisesting tool slikechi-squaretest wasapplied.

Figure No.1 Sample Distribution



Data Analysis:

Table No.1 Demographic Factors with Percentage

	Parti culars	No.of Respon dents	Percen- tage	Cumula- tive
College Type	Public	156	41.2698	41.2698
	Private	222	58.7302	100.0000
Level	Primary	178	47.0899	47.0899
	Secondary	118	31.2169	78.3069
	Sr.Secon dary	82	21.6931	100.0000

Age	<30	58	15.3439	15.3439
	31-40	138	36.5079	51.8519
	41-50	120	31.7460	83.5979
	>50	62	16.4021	100.0000
Marital Status	Single	38	10.0529	10.0529
	Married	330	87.3016	97.3545
	Divorced	10	2.6455	100.0000
Salary	<20000	92	24.3386	24.3386
	20000-30000	60	15.8730	40.2116
	30000-40000	48	12.6984	52.9101
	40000-50000	50	13.2275	66.1376
	50000-60000	44	11.6402	77.7778
	>60000	84	22.2222	100.0000
Education	Graduation	62	16.4021	16.4021
	Post-Graduation	276	73.0159	89.4180
	Ph.D.	22	5.8201	95.2381
	Other	18	4.7619	100.0000
Job Tenure	<5 years	86	22.7513	22.7513
	5-10 years	98	25.9259	48.6772
	10-15 years	78	20.6349	69.3122
	15-20 years	48	12.6984	82.0106
	>20 years	68	17.9894	100.0000

Analysis of Family Environment

There were 79 questions related to family environment of the female college teachers working in private and public colleges. The below table contains the average and standard deviation of the response of these respondents of female college teachers working in public and private colleges on 179 questions related to family environment:

**Table No. 2 Family Environment Score :
Public & Private Colleges**

	Public Colleges		Private Colleges	
	AVG.	Std.Dev.	AVG.	Std.Dev.
B-1	1.6	0.7	1.59	0.77
B-2	3.7	1.2	3.31	1.23
B-3	3.9	0.8	3.86	0.97
B-4	3.6	0.9	3.57	1.03
B-5	1.7	1	1.78	1.02
B-6	3.3	1.1	3.15	1.1
B-7	2.7	1	2.36	0.98

B-8	3.1	1	2.5	1.13
B-9	2.2	0.8	2.3	1.02
B-10	3.7	1	3.88	1.12
B-11	4.1	1.2	4.01	1.19
B-12	2.3	1.4	2.39	1.24
B-13	1.8	1	1.77	1.05
B-14	1.4	0.7	1.66	0.9
B-15	3.7	1.2	2.92	1.22
B-16	4.2	1.2	3.92	1.31
B-17	1.4	0.8	1.46	0.87
B-18	1.5	0.8	1.6	0.91
B-19	2.5	1.4	3.16	1.52
B-20	3.9	1.2	4.05	1.18
B-21	2.7	1	2.5	1.05
B-22	2.3	1.3	2.68	1.46
B-23	2.1	0.9	1.78	0.87
B-24	3.5	1	3.47	1.11
B-25	1.9	0.9	1.87	1.09
B-26	2.4	1.3	2.82	1.23
B-27	2.3	1.4	2.89	1.43
B-28	1.8	0.9	1.77	0.9
B-29	2	0.8	2	1.06
B-30	3.4	0.9	3.41	0.94
B-31	2.7	1.2	2.41	1.17
B-32	3.5	1.5	3.15	1.37
B-33	3.4	1.3	3.3	1.15
B-34	2.8	0.8	2.56	1.02
B-35	3.5	1.3	3.22	1.29
B-36	2.3	1.2	2.22	1.08
B-37	1.9	1.1	1.94	1.03
B-38	2.7	1.2	2.83	1.26
B-39	2.1	1	2.16	0.98
B-40	4.2	1	4.04	1.22
B-41	3.3	1.3	3.55	1.25
B-42	1.8	1	1.97	0.97
B-43	2.7	1.5	2.78	1.3
B-44	2.9	1.1	2.91	1.12
B-45	2.1	1.1	2.11	1.06
B-46	1.9	1	2.21	1.03
B-47	1.6	0.8	1.71	1.03

B-48	2.6	1	2.51	1.08
B-49	1.8	0.9	1.81	0.93
B-50	1.7	1	2.19	1.07
B-51	3.9	1.2	3.42	1.27
B-52	2.4	1.2	2.44	1.15
B-53	1.6	0.8	1.73	0.9
B-54	1.9	1.1	1.8	1.01
B-55	4.2	1.2	4.02	1.26
B-56	1.9	1	2.09	1.11
B-57	1.7	0.8	1.8	0.95
B-58	1.6	0.9	1.71	0.92
B-59	3.7	1.3	3.21	1.13
B-60	2.3	0.9	2.2	1.01
B-61	3	1.1	2.6	1.1
B-62	1.8	0.9	1.88	1.04
B-63	2.3	1	2.08	1.05
B-64	2.3	1.2	2.18	1.22
B-65	2.6	1.4	3.2	1.5
B-66	2.9	1.1	2.57	1.15
B-67	3.4	1	2.97	1.12
B-68	3.6	0.9	3.04	1.05
B-69	2.9	0.9	2.51	1
B-70	4.1	1.2	3.69	1.42
B-71	3.7	1.3	3.3	1.4
B-72	3.9	1	3.63	1.23
B-73	2.2	1.1	2.32	1.43
B-74	3.2	1.5	3.51	1.38
B-75	3.6	1	3.62	1.17
B-76	3	1	2.64	1.03
B-77	2.4	0.9	2.51	1.26
B-78	1.9	0.7	1.77	0.87
B-79	2.4	0.9	2.65	1.15

Table No. 3 Family Environment Average and Standard Deviation Score

	B	
	Average	Stdev
Public	2.689711	1.34864
Private	2.647052	1.342802

H. 1 The reisosignific antdifference indifferentdimen sions of family environment of women working in public and private sector Colleges.

H.1 The reissignificant differenceind ifferent di- mensions of family environment of women working in public and private sector Colleges.

To check the above hypothesis the t-Test: Two-Sample Assuming Unequal Variances and fallowing resultswereobtained.

Table No. 4 Hypothesis Testing : Type of Colleges on Family Environment

t-Test: Two-Sample Assuming Unequal Variances		
	Public	Private
Mean	2.689711133	2.647052115
Variance	0.680437043	0.532065869
Observations	79	79
Hypothesized		
Mean		
Difference	0	
Df	154	
t Stat	0.34433645	
P(T<=t)one-tail	0.365531513	
tCriticalone-tail	1.654808385	
P(T<=t)two-tail	0.731063027	
tCriticaltwo-tail	1.975488058	

On the basis of above analysis null hypothesis is accepted as the two tailed p-value (0.731) is more than 0.05 (at 5% level of significance). Soitcan beinferred that the reisosig nificant differenceindifferent dimen- sions of family environment of women working in public and private sector Colleges. The family envi- ronment is samewith public and privatesector college teachers.

H. 2 There is no significant difference in different dimensions of family environment of women with respecttomarital status.

H.2 There is significant difference in different di- mensions of family environment of women with re- spect tomaritalstatus.

Tocheckthe abovehypothesis theAnova:Single Factorwasappliedandfallowingresultswereobtained.

Table No. 5 Hypothesis Testing : Marital Status on Family Environment

Anova : Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance		
MaritalStatus 1	79	199.6315789	2.526982	0.355742		
MaritalStatus 2	79	211.430303	2.676333	0.607618		
MaritalStatus 3	79	221.4	2.802532	0.898968		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	Fcrit
Between Groups	3.006197902	2	1.503099	2.421323	0.091026	3.034414
Within Groups	145.2615789	234	0.620776			
Total	148.2677769	236				

On the basis of above analysis null hypothesis is accepted as the p-value (0.0910) is more than 0.05 (at 5% level of significance). So it can be inferred that there is no significant difference in different dimensions of family environment of working women of different marital status. The family environment is same with different marital status of female college teachers.

H.3 There is no significant difference in different dimensions of family environment of women with respect to salary.

H.3 There is no significant difference in different dimensions of family environment of women with respect to salary.

To check the above hypothesis the Anova: Single Factor was applied and following results were obtained.

Table No. 6 Hypothesis Testing: Salary on Family Environment

Anova: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance		
Salary1	79	206.1521739	2.609521	0.652046		
Salary2	79	219.4	2.777215	0.508164		
Salary3	79	210.125	2.65981	0.342345		
Salary4	79	208.52	2.639494	0.732164		
Salary5	79	204.1363636	2.584005	0.847483		
Salary6	79	213.6666667	2.704641	0.658025		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	Fcrit
Between Groups	1.930780552	5	0.386156	0.619464	0.685035	2.233275
Within Groups	291.7376723	468	0.623371			
Total	293.6684529	473				

On the basis of above analysis null hypothesis is accepted as the p-value (0.6850) is more than 0.05 (at 5% level of significance). So it can be inferred that there is no significant difference in different dimensions of family environment of working women of different salary structure. The family environment is same with different salary structure of female college teachers.

Conclusion:

From the above analysis it is clear that the family environment of women working in public and private sector colleges are independent with respect to the ownership of colleges, salary and family type.

From the data analysis it is also clear that whether the teacher is from private college or from public college the family environment is same and it needs the attention and to be healthy. With present situation it is tough to maintain good work life family balance.

Suggestions:

We must respect the college teachers as they are the nation builders by transferring the knowledge to the young minds. The society should thank and give respect and regards to the teachers for shaping the young minds in the positive direction.

Every individual is unique in nature so the problems need the special attention regardless of income, college type and family. Counselling and problem-solving sessions are the need of the hour. After COVID-19 the things become more problematic.

Train the teachers (TOT), In order to reorient and motivate the college teachers the seminars, conferences and workshops should be planned. The teachers should be invited to deliberate their problems which they face and should get experts advice to handle it.

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TRANSFORMING MANAGEMENT EDUCATION FOR 21ST CENTURY LEARNERS: A COMPREHENSIVE ANALYSIS OF THE RELEVANCE OF NATIONAL EDUCATION POLICY (NEP) 2020

Shruti Mittal*, Rajeev Rawal**

Abstract : *This research paper investigates the transformative impact of the National Education Policy (NEP) 2020 on Management Education, with a specific focus on its relevance for 21st century learners. NEP 2020, introduced by the Government of India, aims to revamp the entire education system, aligning it with the evolving needs of the contemporary world. In this context, the study delves into the key provisions of NEP 2020 & assesses their implications for the field of Management Education. The paper begins with an overview of NEP 2020, highlighting its foundational principles, including holistic & multidisciplinary learning, flexibility, & the integration of technology. Subsequently, it delves into the specific aspects of Management Education affected by the policy, exploring changes in curriculum design, teaching methodologies, & assessment strategies.*

A critical analysis is conducted to evaluate the incorporation of real-world applications, industry internships, & experiential learning in Management Education. The paper examines how these elements contribute to bridging gap between theoretical knowledge & practical application, fostering a more dynamic & adaptive learning environment.

Keywords : *Management Education, Multidisciplinary Learning, Experiential Learning, Holistic Learning, Adaptive Learning.*

Introduction

The National Education Policy (NEP) 2020 is a comprehensive and visionary policy framework introduced by the Government of India to revamp the country's education system. Enacted after a gap of over three decades, NEP 2020 replaces the National Policy on Education of 1986 and aims to address the evolving needs and challenges of the 21st century. Unveiled on July 29, 2020, by the Ministry of Human Resource Development (now Ministry of Education), the NEP 2020 is a result of extensive consultations and deliberations with educators, experts, and stakeholders across various sectors.

The overarching goal of NEP 2020 is to transform the Indian education system to be more inclusive, flexible, and aligned with global standards. It envisions an education system that not only imparts knowledge but also focuses on holistic development, critical thinking, creativity, and practical skills. The policy recognizes the importance of education in shaping the socio-economic fabric of the nation and places a strong emphasis on fostering a culture of innovation, research, and lifelong learning.

Key features of NEP 2020 include:

1. Foundational Changes: NEP 2020 proposes foundational changes in the education system, from the school level to higher education, with a focus on universalization of education, quality improvement, and equity.

2. Holistic Development: The policy advocates for a holistic and multidisciplinary approach to education, aiming to break down rigid subject barriers and promote a more integrated learning experience.

3. Flexibility and Choice: NEP 2020 introduces flexibility in the education system, allowing students to choose subjects based on their interests and providing multiple entry and exit points for various courses.

4. Technology Integration: Emphasizing the role of technology in education, NEP 2020 encourages the integration of digital tools and innovative teaching methods to enhance the quality of learning and make education more accessible.

5. Vocational Education: The policy emphasizes the importance of vocational education and aims to make it an integral part of the curriculum, ensuring that students acquire both academic and practical skills.

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6. Assessment Reforms: NEP 2020 proposes a shift in the assessment methods, moving away from rote memorization to focus on critical thinking, conceptual understanding, and application-oriented assessments.

7. Language Policy: The policy suggests a flexible approach to the choice of language of instruction, promoting the use of the mother tongue or local language as the medium of instruction at the early stages of education.

8. Global Engagement: NEP 2020 encourages internationalization and global exposure in education, fostering collaborations with international institutions and promoting a broader perspective among students.

In essence, the National Education Policy 2020 reflects a forward-looking vision to transform India's education system, making it more adaptable to the changing needs of the 21st century and equipping learners with the skills required for a rapidly evolving global landscape.

Comprehensive Analysis/ Review of Literature

The competence of the new education policy 2020 in achieving the aims was scrutinized by Subra Jyothsna A. and Aithal S. The study concentrated on the summary of the National Education Policy 2020 and compared it with prevailing education policy in order to classify the inadequacies of the concluding and tendencies that would be brought about by the new education policy 2020 in the future. Major recommendations from the research for the introduction of the new education strategy for 2020 were given to the departments of education, including encouragement for faculty development, Ph.D. requirements, and article distribution. Praveen J. and Pooja P. looked at the modifications made to the ministry of education's educational policies during the previous three years, and it also criticized the elements that are promoting the sector's all round development. The focus of the study was on the adjustments that educational institutions, including as colleges and universities, must make in order to effectively device the National Education Policy 2020. On the national education policy 2020, Muskan S. made a point. All areas of the education sector and their impacts on the economy were the focus of the investigator. The study primarily discussed the national education policy, from the moment the Prime Minister made the declaration until the numerous difficulties that academic institutions would have in making changes to their working environments based on the National education policy 2020. Universities, colleges, schools, teaching personnel, students,

and other participants face a variety of issues as a result of the new education policy that will be implemented. The total academic ecosphere needs to be overhauled this year in accordance with NEP 2020; yet, because many participants are unaware of how NEP 2020 operates, they may find it challenging to adapt to the changes. The benefits indicated with NEP 2020 must be understood by the participants.

National Education Policy 2020 concentrates on the education system, which connects directly to the transition of our nation's sustainability into an equitable and vivacious knowledge society by giving high-quality education to all. (2020, Ajay Kurien¹, Dr Sudeep B. Chandramana²) The global standard of Education in our Indian states and villages. This policy brings us to multi-disciplinary Institutes which help learners to revive their focus on the fields like Arts and Humanities. This form of educational system will help the students to learn holistically. As the finding from the analysis of Dr K. Meenakshi Sundaram¹ et al. by Implementing the new NEP 2020 multidisciplinary approach to student-centric learning with digital learning, autonomy to courses and curriculum and advanced technology, business and education globally enhance the student's skill set and leads to holistic development. Prominence is given to music, art, instruments, and vocational courses which were not in the NEP 1986. Competency-based credit systems provide the advantage of evaluating students' skill sets in addition to their knowledge and experience, unlike choose-based credit systems. Competence breeds confidence, which breeds Building confidence to recognize new obstacles and turn them into opportunities to tackle societal problems, is the goal of higher education, regardless of the subjects and fields of study.

Therefore, the goal of this study is to evaluate the advantages of the NEP 2020 for the fields of management so that the educational society may comprehend the results and effectively collaborate with the NEP 2020 to achieve the goal.

Impact of NEP on Management Education

The National Education Policy (NEP) 2020, which was introduced in India, encompasses various aspects of education, including management education. The policy aims to transform the education system in the country and make it more holistic, flexible, and relevant to the needs of the 21st-century learners and society. Here's how the NEP 2020 impacts management education:

Interdisciplinary Approach: The NEP 2020 promotes an interdisciplinary approach to education,

including management education. It encourages breaking down rigid silos between different disciplines and fosters integration across subjects. This approach allows students pursuing management education to gain a broader perspective and develop a well-rounded understanding of various aspects of business and management.

Flexibility and Choice: The policy emphasizes providing flexibility and choice to students, including those pursuing management educations. It encourages institutions to offer diverse management programs and specializations, allowing students to choose courses based on their interests, skills, and career aspirations.

Promotion of Entrepreneurship: NEP 2020 recognizes the importance of promoting entrepreneurship and innovation in the country. It aims to nurture an entrepreneurial mindset among students, including those studying management, by providing them with the necessary support, mentoring, and exposure to entrepreneurship-related activities.

Technology Integration: The policy emphasizes the integration of technology in education, and this includes management education as well. It encourages the use of technology in teaching and learning processes, which can enhance the overall learning experience, facilitate research, and prepare students for the digital economy.

Real-World Application & Experiential Learning: NEP 2020 encourages the integration of real-world applications, case studies, & Experiential learning in the curriculum. In management education, this involves incorporating practical experiences, industry internships, & hands-on projects to bridge the gap between theoretical knowledge & practical skills.

Research and Innovation: NEP 2020 emphasizes the importance of research and innovation in higher education, including management education. It encourages management institutions to focus on research activities, contribute to the development of management knowledge, and address real-world business challenges through research.

Professional Development of Faculty: The policy emphasizes the professional development of faculty members in higher education institutions, including those teaching in management schools. It aims to enhance their teaching skills, research capabilities, and industry exposure, ensuring that they provide high-quality education to students.

Industry-Academia Collaboration: NEP 2020 stresses the significance of collaboration between academia and industry. This is particularly relevant for management education, where industry exposure, internships, and practical projects play a crucial role in preparing students for the corporate world.

Emphasis on Skill Development: The policy focuses on developing both cognitive and practical skills among students. In the context of technical education, this means enhancing technical skills, problem-solving abilities, and critical thinking.

Quality Enhancement: The policy focuses on enhancing the quality of education in all domains, including management education. It encourages management institutions to maintain high standards of education and provides support for accreditation and quality assurance mechanisms.

It's important to note that the implementation of the NEP 2020 may vary across different states and institutions in India. Management education is a critical component of the education system, and the NEP 2020 aims to improve its effectiveness and relevance to meet the evolving needs of the business world and society.

Conclusion

To conclude this big policy that has been proposed by Indian government to improve the Indian Education System is a big task. There was the need for a big change after 34 years of education system there was the gap that could be seen between Industry and academia and this gap result into the production of the skilled and educated students that won't find their place in Industry or corporate results into unemployment scenario or if employed they are under paid. In both the situation a person gets frustrated and leads towards depression and similar other things. Mostly all the proposal that have been proposed in NEP 2020 are having great potential to give success to all the stakeholders in future. The New Education Policy 2020 proposes all the tools like choosing the right subject combination to study, introduction of vocational courses at early stages, changing the exam/ marking pattern, focus on learning according to the talent and many more. From this effort the industry will have the right people to fill the right position.

THE GLOBALIZATION OF SOCIAL MEDIA AND HOW IT AFFECTS INDIAN POLITICS

Pankaj Kaushik* , Nivedita Chaturvedi**

Abstract : *Global political systems have undergone radical change as a result of the growth of social media. This also applies to India. Social media influences the political climate of the nation. This study aims to offer an in-depth examination of the multilateral interactions between politics and social media. The political system, election propaganda, public involvement, and government-citizen communication were all explained by social media. Spreading false information about the democratic process.*

INTRODUCTION

Social media's explosive rise has transformed Indian politics by presenting previously unseen chances for interaction, knowledge sharing, and public investment. Politicians can now address closely related issues. So thanks to the digital revolution. As a result, the general public started speaking up. Information from political social media started to be more widely accepted. However, there are drawbacks to social media, including false information, echo chambers, and privacy issues. Social media's growing impact on Indian politics makes it crucial to comprehend how it uses democratic tendencies and develops a digital political landscape that will shape the country's political landscape in the future. The aim of this study article is to enhance comprehension of the distinct influence of social media on politics in India. This essay examines how democracy has become more polarized and how it has affected democratic prospects, difficulties, and the nation's social media landscape. It also looks at the search essay itself.

SUBJECT RELEVANCE

The influence of social media on Indian politics is becoming more significant, with potential consequences for the largest democracy globally.

This research holds significance for scholars, legislators, decision-makers, and anybody with an interest in the convergence of technology and politics in India.

What is social media?

People share ideas and information with each other through social media. The term "social media" de-

scribes the channels of communication that allow members of a network to communicate with one another virtually. The primary Facebook account is run by the Office of Communications and Marketing. accounts on YouTube, LinkedIn, Instagram, and Twitter. Social media offices, schools, and methods are all important topics to explore. Social media conversations, community development, audience connection, and relationship building are the main goals of current social media.

These are the only significant routes for sales and marketing, genuineness, integrity, and unrestricted connection. Blogs, Facebook, Twitter, YouTube / Vimeo, Flickr, Instagram, LinkedIn, and other popular social networking sites and tools.

Impact of social media on Society

- **Development of regional and local languages:** Social media platforms that support regional languages have emerged as a result of India's linguistic variety, increasing the accessibility and relevance of online information for non-English speakers. Due to their emphasis on local content, platforms such as Share Chat and Hello have become increasingly popular.
- **Economic and political influence:** Social media is a key tool for bringing together consumers and businesses and has a significant impact on politics. Since 2014, political parties and their leaders have been using this platform to interact with voters and conduct campaigns.

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- **Entertainment:** Influencer culture has grown as a result of the introduction of websites such as Instagram and TikTok, which are now blocked in India. As a result, a sizable following has been acquired.
- **Government and Social Media:** The Indian government has acknowledged the value of social media for citizen participation in governance and for communication. Social media sites like Twitter are now used as formal channels for communication and announcements.
- In India, social media's ascent has had a significant effect on politics, the economy, culture, and communication. It has given people a forum for communication and expression that transcends national borders. However, utilizing false information and privacy sensibly. Obstacles to come it take time and conversation to strike a balance between these platforms' benefits and drawbacks.

The Impact of Social Media on Political Communication—

Political communication has undergone a dramatic change thanks to social media. Social media has radically altered how public figures, political parties, and citizens interact with one another. The sharing of information, campaigning, voter turnout, political mobilization, and even policymaking have all been greatly impacted by social media.

Here are a few salient features of social media's influence on political communication.

- **Able to communicate directly with voters :** Through social media, politicians may communicate directly with citizens, activists, and resolve issues. Do not forget to take part in online discussions. This style of two-way communication makes people feel more at ease and responsive.
- **Greater participation from the public:** Compared to traditional media outlets, social media gives politicians access to a broader and more varied audience. For instance, interactive blogs, live streaming, and videos can all result in a high level of audience engagement.
- **Viral campaigns and trends:** By employing memes, hash tags, and challenges to increase

the virality of their content, politicians can aid in the dissemination of political discourse.

- **Young Political Activism and Participation:** Social media platforms are effective tools for raising young political activism and participation. Particularly among the younger age group. Younger people are more likely to use social media to campaign and participate in political discourse.
- **Personalization:** Politicians can use social media to target particular demographic groups with their message according to their location, interests, and behavior. A political leader may always improve political discourse by offering their own perspective.
- **Helpful for Online Donations and Fundraising:** Political figures and parties can utilize social media to raise money from their followers. Donation drives and crowd financing initiatives can raise money from a lot of people very rapidly.
- **Disaster Situations and Quick Reaction:** During emergencies, politicians have the ability to spread false or true information via social media.
When given the chance, social media may propagate false information fast, and it can also exacerbate political polarization and echo chambers.
- **Accountability and Transparency:** Social media helps increase accountability by empowering voters to hold public officials responsible for their words, deeds, and promises.
- **Fosters Global Political Connectivity:** Social media has the ability to cut across national boundaries and link politicians with audiences across the world. Ultimately, social media has a significant influence on political communication, presenting both advantages and disadvantages. Its influence on the exchange of information, participation, and communication is underscored once more in the structure and comprehension of politics. I think social media's contribution to political communication could grow in importance as technology and user behavior continues to change in today's democracy.

Democratization of Information Access and Political Discourse - Social media has been instrumental

in democratizing information access and political discourse by dismantling established boundaries and providing a voice to a wide range of people. The process of democratization bears significant consequences for civic engagement, openness, and collaborative governance. A study of the role social media has had in this transformation is provided below.

- **Inclusive Platform:** Social media provides a forum for people of all backgrounds, social classes, and geographic locations to voice their ideas, opinions, and viewpoints.
- **Citizen journalism:** By using social media, regular people may report news and happenings in real time, eclipsing traditional gatekeepers and encouraging more decentralized media.
- **Extension of Grassroots Movements:** Social media has made it possible for these movements to spread far more quickly, which has contributed to an increase in grassroots knowledge.
- **Collaboration and networking:** Social media platforms are crucial in making it possible for people and groups to work together, exchange resources, and plan for social and political change.

Lastly, social media access to information has democratized the flow of information that previously excluded voices could not access. Citizens now use this medium to shape it. Nonetheless, initiatives must also be taken to address disinformation in order to maintain an educated, candid, and productive dialogue.

Citizen Participation in Policy Discourse: Thanks to social media, people may now engage in policy discourse in ways never possible before, contributing to conversations, offering feedback, and influencing public policy. Social media can encourage citizens to participate more actively in policy talks.

Social media platforms offer citizens a handy means of expressing their opinions and engaging in policy debates. Additionally, elected leaders and government officials can engage in direct participation or interactions through public discussion forums like Twitter, where users can communicate with each other.

- Using social media to launch movements or submit online petitions on particular policy issues might help unite people in support of
- Social Networks When developing policies, government organizations can communicate with the public online through surveys and consultations; social media platforms facilitate

the creation of communities centered around certain strategic topics, enabling like-minded people to work together or plan.

- **Public knowledge:** People can increase the importance of policy concerns by using social media to spread knowledge of them to a wider audience. These issues may not receive much coverage in traditional media.
- **Supporting government activities :** Lawmakers can use social media to directly formulate policies by bringing the public into the decision-making process or to inform the public on changes, initiatives, and benefits of government agency policies.
- **Awareness campaigns:** People can start social media campaigns to raise public awareness of important topics like social justice, public health, and environmental protection.
- **Policy Education:** Through social media, people may understand more easily consumable material and gain knowledge about intricate policy matters.

Social media expressions of public opinion have the power to sway policy decisions by exerting pressure on decision-makers to adopt popular viewpoints.

Lastly, social media has made policy discourse more democratic by enabling people to actively engage in conversations, express their perspectives, and have an impact on the procedures involved in making decisions. This improves inclusiveness and transparency, but it takes work to make sure Conversations continue to be educated and productive.

Amplifying grassroots voices and underrepresented populations: Social media has become a potent instrument for bringing underrepresented communities' tales, worries, and dreams to a wider audience.

- **Global Visibility:** Through social media, marginalized communities and grassroots movements may share their local problems, victories, and goals with a worldwide audience.
- **Creating awareness:** Underrepresented groups can utilize social media to draw attention to the difficulties that they face, which often go unnoticed in traditional media.

Last but not least, social media has given voice to underrepresented groups and grassroots initiatives, fostering relationships across national boundaries.

Tailored messaging: Social media data allows campaigns to target particular demographic groups with messages customized by big data analytics, which has had a revolutionary impact on Indian politics. In this manner, Customization makes marketing content more relevant.

- **Interaction and engagement:** Social media promotes two-way communication, allowing candidates to speak with voters, respond to inquiries, and discuss pressing topics.
- **Content Diversity:** To effectively engage a varied audience and convey their message, campaigns can use a range of content formats, including as text, photographs, video, and live streams.
- **Quick reaction:** Social media gives campaigns the ability to immediately react to news or attacks, reshape the story, and successfully refute objections.
- Live Q&A sessions, town hall meetings, and video debates are available for candidates to participate in, giving voters a direct opportunity to engage with them.

Peer effects are facilitated by social media, since voters discuss candidates with their friends and followers on these platforms.

Lastly, social media has revolutionized voter participation and election campaigns by giving politicians access to dynamic and engaging venues.

Despite the many advantages, campaigns must also avoid false information, avoid online echo chambers, and deal with difficulties in preserving authenticity in the digital sphere.

Social Media and Public Records: The public can access government budgets, spending reports, and other financial data through social media platforms.

- **Access to Information:** Social media promotes open access to information by enabling citizens to view reports, documents, and public records from the government.
- Using social media, the public may report issues with public services, such as infrastructure, and hold the government responsible for resolving them.
- Public meetings, legislative sessions, and town halls can be streamed live on social media platforms, allowing citizens to watch government proceedings.
- Social media gives journalists and whistleblowers a platform to expose

corruption, inefficiency, and abuse in government.

- Social media may facilitate candid conversations between citizens and elected officials, promoting openness and confidence.

Lastly, the contribution of social media to increased government openness establishing a structure for governance that is more responsive, responsible, and participatory requires accountability. To guarantee that social media platforms are used sensibly and constructively to advance openness and enable meaningful communication, governments and individuals must collaborate.

False Information, Echo Chambers, and Fake News The spread of social media presents significant obstacles to the spread of false information, fake news, and Echo chamber development. These problems may have broad effects on civic engagement, public discourse, and the stability of democracy. False or inaccurate information that is purposefully presented is called misrepresentation. Because social media sites move quickly, disinformation can spread quickly on them.

- The purposeful fabrication of misleading information in order to mislead or influence the public is known as fake news. Fake news may be produced rapidly and shared widely thanks to social media.
- **Echo Chambers:** These online environments are places where people are mainly exposed to information that confirms their preexisting ideas and viewpoints. Social media frequently gives content priority based on users' previous connections, reinforcing limited viewpoints.
- Sensationalism or false information frequently travels farther and more quickly than true information, which contributes to the rapid spread of false information.

False information and fake news have the power to sway public opinion on important matters, and even alter election outcomes.

Political polarization and social media's role - It is well recognized that social media plays a major role in causing people and groups to grow increasingly separated along ideological lines. Media literacy initiatives, platform design adjustments, and a renewed dedication to civil and honest dialogue are all necessary to address social media's role in political polarization. In order to promote more impartial and productive online discussions, it is imperative to acknowledge the possi-

bility of polarization and proactively investigate various strategies.

Importance for studying Indian politics: Social media is now a significant platform for political engagement, activity, and discourse in India. Recognizing the manner in which it is necessary to comprehend the specifics of the changes that have occurred between political parties, candidates, and citizens. The use of social media in campaign tactics has changed Indian elections, which are renowned for their complexity and size. This study can clarify the ways in which political parties use social media to connect with voters, exchange ideas, and shape public perception. Social media has been crucial in uniting people for political objectives ever since social movements began. Gaining knowledge of this facet can help one comprehend the workings of contemporary Indian political mobilization.

Social media platforms have facilitated the expression of issues and opinions by marginalized groups, regions, and communities, hence democratizing political debate.

- Social media networks have a quick reach. This contains accurate news and analyses. The impact of these dynamics on political decision-making is examined in this study.
- **Digital citizenship and media literacy:** The study can emphasize the significance of media literacy and offer tactics to improve responsible digital citizenship as social media literacy grows in prominence.

Put simply, its goal is to acquire a thorough grasp of how social media is influencing the nation's political landscape, communication patterns, and levels of participation. Because of this, the study is now pertinent to Indian politics. By looking at the possibilities, this study, which outlines issues and potential answers, can help stakeholders, researchers, and policy makers understand how Indian politics are developing in the digital era.

Conclusion:

Ultimately, it is clear that the emergence of social media has altered the landscape of Indian politics by

raising political investment and creating more noise. Still, the outcome is a double sword, since it simultaneously poses the difficulties brought on by polarization and disinformation, while also providing a fresh avenue for engagement. It is crucial for the political climate in India to strike a balance between maximizing social media's positive effects and minimizing its drawbacks.

Difficulties and Concerns Challenges including disinformation, fake news, online harassment, and privacy concerns arose with the rise of social media. Talks concerning regulation and ethical platform usage were sparked by these concerns.

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