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RAINBOW

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From The Principal's Desk

Dear All

With a mixed feeling of contentment, anxiety and pride, I must confess that in the testing times of Pandemic driven society, we could succeed in bringing out Eighth issue of Rainbow, a multidisciplinary peer reviewed annual research journal.

Impact of COVID-19 pandemic in all academic disciplines is quite reflective in terms of social interactions, research, changing educational strategies that provides a deeper understanding of the way people react to different kinds of issues prevailing. With the outbreak of COVID-19 and it's long-lasting effects in almost all the walks of life, education too has changed dramatically. The glide from normal life to the so called 'New Normal' was quite difficult to be incorporated in daily affairs. And so is with the shift from 'New Normal' to normal. The pandemic changed the collective perspective with which the world was foreseen. The boom in the research based on pandemic driven topics, effects of COVID-19 on Economic development of the countries, sea-change in educational field, impact of pandemic on Tourism Industry need to be addressed in a very disciplined way. It has created vast area of Research that demands academic attention.

Being young scholars, entering into academic career in such hard times, you are put on test. Your authentic data, sincere efforts in interpreting the data and your systematic analysis of that data will help you leave your trails for the posterity by making significant contributions to various fields of knowledge and ideas. Through your well researched topics, society's welfare is substantiated. Well-designed, properly executed genuine research is the demand of time. With this minimal and modest expectation at the time of Rainbow's release, I grab this opportune time to congratulate all the contributors and the editorial team for their unshaken faith in themselves.

Happy Reading and researching!!

Dr. M. G. Chandekar

Principal

VMV Commerce JMT Arts & JJP Science College
Wardhaman Nagar, Nagpur.



Editorial

It is with great pride, enthusiasm, and anticipation that I invite you to read the Eighth issue of the “Rainbow Multidisciplinary Peer review Annual Journal”

An enormous amount of work has gone into the development of this journal and I believe you will see that effort reflected in this edition and in the impact it will have on the field.

The birth of this journal comes from a long process and we have taken necessary steps to make it a high quality publication. We are depending on the collaborative effort of our editorial board, reviewers and contributors to make it a contemporary publication.

We hope Rainbow Multidisciplinary journal will become the primary platform for researchers to share findings and discuss all aspects of commerce, social science and humanities that will benefit the researcher.

I am counting on your suggestions and feedback to enhance the quality of the journal.

Happy Reading!!!!!!

Dr. M. J. Kolhatkar
Editor

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A Study of Factors Influencing Buying Behaviour of Youth With Reference to Branded Clothing in Nagpur City

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Abstract:

Consumer is said to be the king of the market. But it is very difficult to understand the buying behavior pattern of any buyer specially youth. The buying behavior are influenced by number of factors. The current study will throw light on why the youth purchases branded clothing and what are the factors which affects their purchase decisions relating to branded clothing. The study reveals that the factors influencing buying behavior of youth includes – psychological, social, personal, cultural and economic factors. Apart from these factors e-media is also one of the significant factors of buying behavior of youth. Similarly, A youth looks for perfect fit, design, comfort and colour combination in branded clothing. The study reveals that about 80% of the respondent feel that branded clothing enhances their personality

Keywords: Buying Behaviour, Youth, E-media, social media, Social factors, cultural factors, economic factors.

Introduction:

Textile and apparel is the second largest employment provider sector in India. It is amongst the major contributor to the foreign exchange of our country. As per 2011 census, India has one of the youngest populations where 65% of the population is below 35 years and 54% below 24 years. A younger population and the increasing disposable income levels, along with higher aspirations, has tremendously affected the consumer spend. Youth have always have aspiration to look better and impressive than other. This factor drives them to purchase more branded clothes. Today's consumers are increasingly becoming brand conscious and are looking for products with design and quality.

According to Census 2011, India is the second most populated nation across asia and world, having a population of 1.34 billion (134 crores) in the year 2017. Out of this, 58 per cent are the youth and amid, who fall in the age group of 18–29 years. (S.A, 2011) The buying behaviour of the consumers is one of the most complex process. Buying behaviour is a comparatively new field of study. Buyer behaviour means all the psychological, social and physical behaviour of potential customers as they become

aware of, evaluate, purchase, consume and tell other about products and services. The buyer behaviour involves both individual (psychological) process and group (social) processes.

Buyer behaviour is a study of how individuals make decisions to spend their available resources (time, money and effort) on consumption related items (what do they buy, why do they buy, when do they buy, where do they buy, how often do they buy and use a product or service).

For the current study the meaning of youth is any person between the age group of 15 yrs– 24 yrs.(Meaning of youth NSSO Report Census 2011).

E-media have significant influence on buying behaviour of youth, because the youth spends a lot of time on mobile and other social networking site with the usage on internet. Electronic- media. or E-media is broadcast or storage media that take advantage of electronic technology. They include television, mobile, radio, any electronic device, internet, CD ROMs, DVD and any other medium that requires electricity or digital encoding of information.

Objectives of study:

- 1) To study the buying behavior of youth.
- 2) To study the factors influencing buying behavior of youth with reference to branded clothing.

Literature Review:

The present study aims to study the various factors influencing buying behavior of youth with reference to branded clothing in Nagpur city.

(Payal Upadhyay, March 2014,) In this survey based study of 50 samples, it was revealed that there are number of factors influencing the buying behavior of youth. One of the major findings suggest that due to increasing awareness the people are ready to spend more on branded clothing. Similarly comfort and to look smart and attractive are also influencing factors for buying of branded clothing among youth.

(Arpita Khare, March 2017), In the present study data collected from 889 respondents majority college going students from three metropolitan cities of India. The study reveals that Past environment-friendly behaviour influenced Indian youth's organic clothing purchase behaviour.

(Rahul Dhiman, 2018), The current study is based on convenient sampling of 273 respondents, The study reveals that style, fit, variety, comfort, durability and colour are the most important attributes in consumer purchase decision process. It is also found that younger generation tends to buy some specific brands,

(Acharya, 2016), The study is based on semi structured in-depth interviews were conducted using college students who wear and who do not wear branded fashion accessories. Interpretive phenomenological analysis (IPA) of the data revealed that

social belongingness, sense of completeness, self-confidence, and style and price are the important factors that play a vital role in affecting youth's self-image.

(S.F. Fernandes, 2018), The study reveals that Women are influenced by Informational reference group, Utilitarian reference group and Value-expressive reference group though their influence vary across different women segments. Results also indicated that younger women were more susceptible to reference group influences (their friends' opinion) as compared to older women.

(Bhatia, 2019), This is a study based on a sample of 275 people aged between 15 and 40 years across Mumbai city were assessed. The present research confirms that fashion interest, materialism and Internet addiction have an impact on the e-compulsive buying behaviour of apparel.

(Naser Valaei, 2017), It is a study based on 250 respondents, it reveals that brand and self-identity are the factors that most shape Gen-Y consumers' attitudes towards fashion apparel.. The findings also show that style, price, country of origin, and social identity are not relevant to Gen-Y consumers' attitudes towards fashion apparel.

Buying Behaviour:

(Syed Irfan Shafi, 2014), Consumer buying behaviour is the study of individuals and the procedure they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, Sabine 2012).

(clootrack, 2022), Consumer buying behavior studies about the various situations such as what do consumers buy, why do they buy, when do they buy, how often do consumers buy, for what reason do they buy, and much more.

(SA, 2011) Buyer behaviour is a process; potential customers are subjected to various stimuli. The consumer is regarded as 'Black box' as one cannot see what is going on in his mind. He or she responds to the stimuli or inputs and may purchase some product or service of interest.

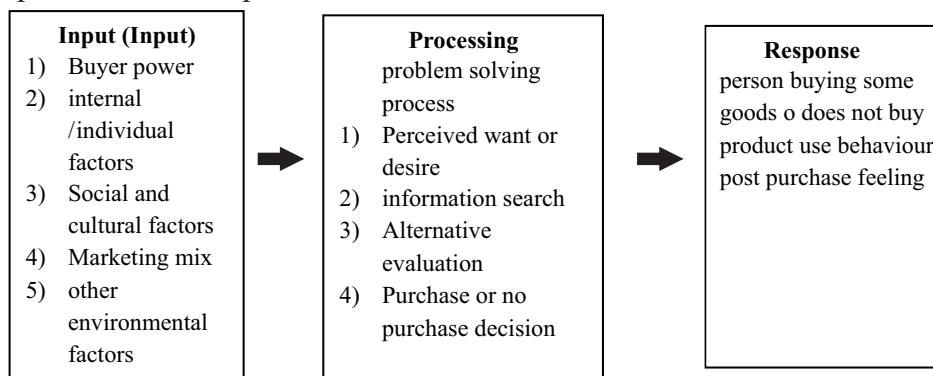
Input (Input)

- 1) Buyer power
 - 2) internal /individual factors
 - 3) Social and cultural factors
 - 4) Marketing mix
 - 5) other environmental factors
- The buyer behaviour can be explained with the help of following model under systems approach-

Input (Input)

- 1) Buyer power
- 2) internal /individual factors

- 3) Social and cultural factors
 - 4) Marketing mix
 - 5) Other environmental factors
- The buyer behaviour can be explained with the help of following model under systems approach-
The buyer behaviour is stimulus-response model. Response may be decision to purchase or not to purchase.



Advertisement media refers to the various media channels or vehicles through which promotional message is done. This media can be electronic media or print media. Electronic media includes TV, radio, internet, mobiles etc. Print media includes newspapers, journals, magazines etc. Advertisement media is used for showcasing promotional content which communicated in various forms such as text, speeches, images.

Research Methodology:

The present study is a descriptive study based on convenience samples of 100 respondents. Mostly the data collected from college going students of Nagpur city.

Branded clothing:

With small family with increasing income and exposure to corporate culture the market of branded clothing are ever expanding. Males prefer more branded clothing compared to females. But now with educational and economic empowerment women are also preferring branded clothing. The branded clothing can be- Formal, Semi-formal, Casual, and Fashion garments.

Currently, the branded apparel market in India is estimated to be around \$15 billion, with the total apparel market valued at around \$52 billion. By 2021, it may grow to \$30 billion with the total apparel market worth \$88 billion, the report said.

The popular brands of clothing mostly includes - Peter England, Levy, Flying Machine, Allen Solly, Numero Uno, Mufti, Wrangler, Pepe Jeans, Lee, Van Heusen, Monte carlo, Provogue, Park Avenue, Louis Philippe, Fabindia, Biba, Zodiac, Raymond, Colorplus, Parks, Adidas, Nike, GINI & JONY, W, AND, Indian

Terrain, Globus, Koai, Urban Suburban, Classic Polo and different local and regional brands available at big stores.

Factors affecting buying behavior of Youth:

(Juneja, n.d.) There are various factors affecting the buying behavior of youth these are as follows-

- **Psychological factor**-The buying behavior is affected by psychological factors, it includes-
 - **Perception** – Perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product.
 - **Motivation** – The consumer have some kind of needs to purchase a product. A person has many needs such as the social needs, basic needs, security needs, esteem needs and self-actualization needs..
 - **Attitude and belief**–A belief is a descriptive thought that a person holds about something. These in turn influence their buying behaviour. Consumers have certain attitude and beliefs which influence the buying decisions of a consumer.
- **Cultural** - Cultural factors comprise of set of values and ideologies of a particular strata or religious community or group of individuals. In India generally the members of joint family have impact of other family members in buying a particular product or service.
- **Social** – Social factors affect the buying behavior in a very significant way. The social factors includes-
 - **Household type**- Family plays an important role in influencing the buying decisions of individuals.
 - **Reference group** - Every individual has some people around who influence him/her in any way. Reference groups comprise of people that individuals compare themselves with..
 - **Role and status** - Each individual plays a dual role in the society depending on the group he belongs to.. The buying tendency of individuals depends on the role he plays in the society.
 - **Relatives and friends** – Every individual is surrounded by some relatives or friends. relatives and friends do have significant impact on purchase decisions of youth.
- **Economic**–The economic factors is the major influence on buying behavior. The economic factors includes the income level of individual, the income level of family, savings, future expenditure

- **Personal** – The nature and approach of individual towards self and life also affects buying behavior of youth. Some youth have more spending habits and wants to enjoy life. Some youth may have some futuristic view with some saving habits.
- **Electronic media** – The youth of today spends a lot of time on electronic media. The e media includes mobile TV radio and other social networking sites that uses internet. There is definitely some influence of advertisement on Facebook and advertisement on TV and radio on youth buying behavior.

Findings and Conclusion:-

- 1) The male and female composition of the survey-

Composition	Number of responses	%
Male	51	51%
Female	49	49%
Total	100	100

- 2) Income group (Family income):

Family income (Monthly income)	Number of responses	%
Less than Rs 20,000	25	25%
20,000 to 40,000	40	40%
40,000 to 60,000	18	18%
60,000 to 80,000	10	10%
More than 80,000	7	7%
Total	100	100%

- 3) Occupation details:

Occupation	Number of responses	%
Non working	85	85%
Salary	10	10%
Business	5	5%
	100	100

4) Do you purchase branded clothing?

Purchase decision	Number of responses	%
Branded clothing	61	61%
Non branded clothing	39	39%
Total	100	100%

5) Buying online or offline (Do you purchase branded clothing online or offline)

Purchase decision	Number of responses	%
Online	55	55%
Offline	45	45%
Total	100	100%

6) Do you watch advertisement of branded clothing on Facebook

	Number of responses	%
Yes	65	65%
No	35	35%
Total	100	100%

7) Do you watch advertisement of branded clothing on television

	Number of responses	%
Yes	68	68%
No	32	32%
Total	100	100%

8) Do you watch advertisement of branded clothing on television

	Number of responses (%)				
	Strongly disagree	disagree	Neutral	Agree	Strongly agree
1) Do you think branded clothing adds to your personality?	2%	18%	-	30%	50%
2) Do you feel prices of branded clothing are more	25%	20%	5%	30%	20%
3) Do you think branded clothing have better fitting, design and comfort	2%	10%	10%	38%	40%
4) Do you consult family members before purchase of branded clothing	2%	3%	-	25%	70%
5) Do you consult friends before purchase of branded clothing	12%	20%	8%	15%	45%
6) Do you think purchase of branded clothing is waste of money	24%	55%	6%	5%	10%
7) Do you purchase branded clothing after watching advertisement on electronic media	8%	10%	2%	38%	42%

- About 80% of the respondent feel that branded clothing enhances their personality
- 78% of the respondent agrees that branded clothing have better comfort, fitting and design.
- Before purchasing more than 90% of the respondent consult their family members.
- 80% of the respondent are influenced by the advertisement on electronic media like TV or mobile or social networking sites and they purchase branded clothing after watching advertisement on e-media.

Use of Artificial Intelligence In Business

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Abstract

Businesses and society as a whole will need to learn to use the new technology and make adjustments. Companies will need to incorporate AI to remain competitive, and workers may need to change their skill set to retain employment. Business intelligence applications are expected to be one of the fastest growing areas in AI technology over the next ten years. Businesses are taking advantage of business intelligence is in the use of business dashboards.

Keywords: Artificial Intelligence, business

Introduction

The initiative for developing Artificial Intelligence (AI) system starts in the 1950 year. With the appearance of the initiative there is also the appearance of several doubts about its application and its usage. So, scepticism as the result has so-called AI winter which in a significant way decreases the speed of the developing AI. At the beginning of the development of AI, there is a challenge related to the lack of computer systems as well as computer technologies. Furthermore, there is also a challenge related to the speed of such systems that are not good enough.

The main goal of developing an AI system is to create a system that will be able to substitute human beings in the context of the way of thinking and also creating alternatives for decision making. Furthermore, except for substituting human beings, AI is also aimed at supporting decision making or analyzing data in organizations. AI can be also related to the automated systems that have the possibility of thinking or have a significant level of intelligence based on which system can make decisions and adapt its behavior regarding the characteristics of the environment. In the practice, AI is often related to robots that have their drive system for moving and also sensors that system use for the scanning of the environment. Besides, with development of science and technology, AI finds new opportunities and possibilities in different kinds of softwares that are mostly used for analyzing data and also as the base for the decision making i.e. for the scenario analysis, different kinds of the simulations, etc.

AI is a new scientific discipline which is aimed at creating new theories, mechanisms and creating new application and possibilities of AI-based creating systems

that are similar to the human and inelegance that is similar to them. As science discipline, AI includes different kinds of systems that have characteristics similar to humans and also systems that are, in the context of the behavior, similar to humans.

Artificial Intelligence

Artificial intelligence (AI) refers to the “ability of a computer or a computer-enabled robotic system to process data and produce results in a manner similar to the thought process of humans in learning, decision making and solving problems”. In addition, the goal of AI systems is “to tackle difficult problems in ways similar to human logic and reasoning”.

The media regularly draws attention to innovative business solutions based on Artificial Intelligence. Venture capitalists are funding AI start-ups at a rapid pace. Technology companies are moving swiftly to create and capture value in this emerging area. High-profile acquisitions by Google, Apple and Facebook are piquing interest in Artificial Intelligence technologies such as robotics, expert systems, computer vision, and speech, gesture and facial recognition. Companies are creating new research labs devoted to innovating with these technologies, and the number of Artificial Intelligence vendors has increased dramatically.

Business

Business intelligence applications use algorithms to identify trends and create insights from a company's database or external inputs. Business intelligence applications are expected to be one of the fastest growing areas in AI technology over the next ten years. Businesses are taking advantage of business intelligence is in the use of business dashboards. Several software companies are creating analytical dashboards that can gather information from other sources to enable managers to make informed decisions. One such startup is called Domo. Domo is a cloud-based dashboard that can scale with the size of a company. It can be used for large or small organizations. Domo can pull data from sources such as Sales force, Square, Facebook, Shopify, and many other applications. The program can help companies gain insight into their customers, sales, or product inventory.

Benefits of Artificial Intelligence in Business

- Improved operational efficiency and increased productivity
- Enhanced customer services by using virtual assistant programs that provide realtime support to customers.
- Workload automation
- Make faster business decisions based on cognitive technologies.

- Predict customer preferences and provide better and personalized experience.
- Prevent and avoid mistakes and human error, provided that the artificial intelligence value for your business is set properly.
- Generate quality leads and increase the customer base by using data mining techniques.
- Identify and maximize sales opportunities to increase profit.

Current uses of AI in marketing

Marketing is defined as “The management process through which goods and services move from concept to the customer”. Taking an old-world view of marketing, to market would only be the act of getting the product or service to market. Today, due to the complexity of the market, the act of marketing is much more complex. The competition in the market is fierce and crowded. There are not too many products or services that are unique. Most people working in marketing find it is a struggle to identify customers and advertise to the correct audience. There are many different strategies for companies to obtain new customers. Competing for market advantage is the goal. One of the ways a company may determine their best strategy is to identify their market. Some basic questions need to be answered. Managers need to know who are the customer segments that they will serve, what are the customer's needs, wishes and desires, why are these particular needs the most appropriate for the organization, and how will the organization satisfy those needs.

Current use of AI in accounting and finance

Accounting firms are already using AI to slash the amount of time their accountants spend on complex audits and asset estimates. At Deloitte, auditors can use AI tools to interpret thousands of contracts or deeds. The programs can extract key terms and compile and analyze the information for risk assessments and other functions. The functions of AI for accountants are varied, and there are constantly new programs that may focus on one industry or another. One of the biggest benefits of AI is its ability to take large amounts of data and create information that is pertinent to the user. For accountants, this saves a vast amount of time. Every business can use AI applications for their financial and accounting decisions. Several analytical or business intelligence programs are in use to enable executives to make optimal business decisions. These programs are designed to take business financial information and display it on a dashboard as both visual and report widgets. This information will provide the executive the detailed information on the market, product, operations, and possible investment opportunities.

Artificial Intelligence challenges**Human capabilities**

Many people feel uneasy about robots or animations that are humanoid and that almost but not quite accurately appear real. The “almost” is what is unsettling for people (think zombies or automatons or some representations of people in a wax museum). Due to the “almost” phenomenon, businesses need to be selective in the solutions they choose to make sure their customers and employees have a pleasant experience, not an unnerving one.

Man and machine

Attitudes toward Artificial Intelligence are affected by longstanding attitudes toward intelligent systems and artificial intelligence, which are often portrayed as something to be feared. Artificial Intelligence emphasizes man and machine. As noted earlier, some types of Artificial Intelligence solutions can free talent from routine and repetitive tasks, enabling them to work on higher-order functions. In other cases, such solutions augment human capabilities while preserving what is unique about human thinking, feeling and communicating.

Social implications

It is certainly true that larger societal issues are in play here, particularly the impact on employment. Job displacement is an issue with this era of technology change, just as it has been with earlier eras. A common theme throughout these periods of change, however, is that technology created new jobs even as other jobs were displaced. As noted in a recent report from the Pew Foundation, it is entirely possible that society will adapt by inventing new kinds of work that take advantage of capabilities that are uniquely human.

Conclusion

Businesses and society as a whole will need to learn to use the new technology and make adjustments. Companies will need to incorporate AI to remain competitive, and workers may need to change their skill set to retain employment.

It is important that business continues to engage in the ongoing dialogue about these technologies' effects on jobs, education and society. Businesses, educators and policy makers will need to work together to assess impacts and take action accordingly. What happens in terms of the social impact of Artificial Intelligence is not up to the technology but to us. The business opportunity of getting it right is too significant to be left to chance.

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Crypto Currency In India

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Abstract

The future of Crypto currency concept is promising, revealing more opportunities to bring positive changes and progress to e-Business and e-Payment sectors. With the rapid progress and improve of technology, crypto currency will not stop progressing. With the revolutionary changes in the crypto currency the future of the virtuality cannot be determined in near future. Moreover, virtual currency is illegal in almost all over the world. Some organisations are still using this currency, but majority of companies completely ban them in transaction. If the crypto currency in the modern era have become famous, then it is impossible for the countries to completely ignore it.

Keywords: Crypto currency, digital coin

Introduction

A digital coin of the country in which the encryption methods are being observed to determine the creation of whole of paper money and prove the validity of transaction of money, worked freely for a central bank. So, we can say that this definition can be used to define crypto currency which is the other assets of currency to be kept by the peoples. It does not also designate some of the things. So, we can say that a crypto currency can be said as another way of assets coin which is digital for which group of people have specifically agreed that it has some value. It has all the basic element of currency but there is no real value of crypto currency and still people take it as an investment for their needs. We all exchange the things in terms of money exchange like dollar, euro, rupees etc. In older century the exchange of services is with wheat and rice grains, which added the value of services in terms of grains in barter system and vice versa between buyer and seller. These current techniques are a failure as the person who is the agent can easily fool the consumer with the actual value of the wheat and the services taken by him. At present we use the currency which is in printed form. So, we all know the actual value of both wheat and services, and now consumer can buy the things easily in exchange of the

money he owns. Basically, currency note gave the solution to the problem of exchange system of wheat and services in older times. And now we see easily the future of the digital currency in the coming future.

A Crypto currency is defined as “a digital asset designed to work as a medium of exchange using cryptography to secure the transaction and to control the creation of additional units of the currency”. Crypto currency was first ever used in the year 2010 22nd May by Laszlo Hanyecz, Florida. In 2017, the popularity of the use of Crypto currency increased rapidly, People started to invest a large sum of money that had no history of producing revenue. Crores of money was invested into more than 1000 new digital coins.

History Of Crypto Currency

Crypto currency can be traced as a written construction back in the days of its first digital substitute currencies. In the beginning crypto currency advocate common ambition of applying maths and computer science assumption to clarify what they attain as realistic and political weak points of the traditional “fiat” currencies.

Occupational Foundation Crypto currency occupational foundations can be evidence in the ancient days in 1980s by a famous cryptographer who is American named as David Chaum who invented the blinding algorithm innovation that act as a central to modern web-based encryption. The algorithm grant for safe, no changing facts which barter between parties, creating the groundwork for forthcoming electronic money transaction. This can be defined as blinded money. In the end of 1980s, Chaum recruited ewother crypto currencies addicted in an effort to develop as a business the concept of blinded money. After moving to the Netherland, he established DigiCash, a profit gain organization that originated whole of currency located in the blinding algorithm. As in case of Bitcoin and other present crypto currencies, the control of DigiCash wasn't decentralized. The company of Chaum's had a monarchy on the authority which is same as to the central bank monarchy on the fiat currencies. In the initial stages of DigiCash, it directly deals with the individuals, but the central bank of Netherlands destroys this idea. Facing the problem of final offer, DigiCash have the agreement to trade and sell only with the banks which are licensed, which seriously cut shortest market promising deals with others. Microsoft after come to the DigiCash about a possibly well-paid alliance that can give permission early to the Windows users to buy in its currency but the two alliance had not agreed to the terms and conditions and the DigiCash wind up in the late 1990s. At the same time a well-established software

engineer named Wei Dai circulated a white paper on b-money a currency which is virtual in nature and which include the components of basic modern crypto currencies, such as safeguards and decentralization. But, b-money was never expand as a means of exchange. In the meantime, Nick Szabo established Bit Gold which uses the system of block chain, but it never gained popularity as much DigiCash and no longer can be used as a means of exchange.

Types Of Crypto Currencies

- **Bitcoin**– Bitcoin is the crypto currency which is worldwide payment system. It is the currency which is decentralized digital currency as the central bank system not worked in this and there is no administrator which is single in it. There is peer to peer networking and all the transfer of digital currency took place without any help of intermediary. The transfers which occurred are properly verified by the network codes which use special kind of cryptography and blockchain record has been made for the ledger of the public distribution. An unknown person or group of people released the Bitcoin and it created the software which is open source in the year 2009. Bitcoin crypto currency is used as a process of rewarding which is known as mining. This thing can be used for as a mean of exchange for other currencies, products and services. Over one lakh merchants and vendors accepted bitcoin as payment method from February 2015.

- **Ethereum**- Ethereum can also be defined as Ether because of its generation on the platform of Ethereum. It is like platform which is public with source opening and has blockchain computing. Smart scripting facility is also available in it. It works based on the version which is modified in crypto currency and has transaction-based payment system. It was first set up in the year 2013 by Vitalik Buterin who was a computer programmer and was also the researcher in crypto currency. Ethereum software development was funded by a crowd sale between July and August 2014 also developed a system that goes live on 30 July 2015. Earlier in the first step 11.9 million coins was premined for the crowd sale and its circulation increases with almost 13% of its total circulation of currency. The price of Ethereum grew in the past years of 2014 to 2017.

- **Litecoin** – Litecoin is that crypto currency which is giving tough competition to the leading development of Bitcoin currently and the main agenda to design Litecoin was to do the transaction for the smaller value in a fast way. Litecoin was found in the year 2011 and the founder of Litecoin was Charles Lee. The main difference between Litecoin and

Bitcoin is that for the Bitcoin mining process is very heavy and the fast computing is required on the other hand Litecoin normal desktop computer with slow processing is enough. As comparison to Bitcoin, today Litecoin is four times bigger that is 84 million.

- **Ripple** – Ripple was established in the year 2012 by a company named OpenCoin with its founder Chris Larsen. It is a crypto currency which worked same as payment method like Bitcoin. The mechanism payment method of Ripple is very fast which enables the funds transfer in any currency to another user on the ripple network within seconds.

- **MintChip** – Mintchip is creation of government institution like Royal Canadian Mint unlike most other crypto currencies. MintChip is a smartcard which holds the electronic value and transfer it securely from one chip to another. Like Bitcoin, Mintchip does not need personal identification but unlike Bitcoin is backed by the physical currency like Canadian dollar.

It's Rise in India

India with a population that is over 1 billion strong has been on something of an economic renaissance in the last few years. Such has been the extent of the country's growth that the IMF has called it the fastest-growing emerging economy. More than 40 percent of the country's population has access to telecoms and internet services. A country steeped in mystery, history, and culture, it is also not one to fall behind when it comes to technological advancement. Bitcoin and other crypto currencies have been operating within the country for a number of years now. This article looks at the state of the Indian crypto currency market. As early as 2012, small scale Bitcoin transactions were already taking place within the country. These were still early days in the development of Bitcoin when only crypto hobbyists were interested in Bitcoin. By 2013, Bitcoin was beginning to gain a level of popularity that was spreading across many countries. That year, a few businesses began to accept Bitcoin payment. A vintage era pizza shop called Kolonial in the Worli area of Mumbai became the first restaurant service in India to accept Bitcoin payments. In a short space of time, crypto currency exchanges began to spring up within the country. Pioneers like BtcxIndia, Unocoin, and Coinsecure began offering crypto currency exchange and trading services in India. Over time, others like Zebpay, Koinex, and Bitcoin-India were added to the list. With the proliferation of crypto trading and exchange platforms, the crypto market in India has grown from its modest level in 2013 to what it is today. Apart from these online

exchanges, there are also a number of over-the-counter (OTC) crypto shops in the country. Add to this, numerous Bitcoin ATMs in major Indian cities and you have the makings of a crypto economic hub.

The demonetization policy also led to widespread criticism of the mainstream financial scene in the country. In the space of 24 hours, 86 percent of the country's paper currency in circulation had been rendered valueless by virtue of a single government proclamation. Realizing that fiat money isn't exactly "real" money since it isn't backed up by anything, Indians began to seek alternative currency models. Many Indians, especially those in the 40 percent bracket with access to the Internet began to take up Bitcoin and other crypto currency investments. The 2016 demonetization policy may have spurred the adoption of crypto currencies among a considerable portion of the population but realities soon began to emerge that have stifled the growth of the market in the country. Despite its vast population, India only contributes 2 percent of the total global crypto currency market capitalization. The small role being played by such a large economy can be attributed to the high crypto currency prices & the RBI-led government crackdown. The general level of prices of crypto currencies in India is on the high side. Market rates are relatively higher by as much as 5 to 10 percent compared to the global average. This means that Indians can only get involved in peripheral participation in crypto trading as far as international crypto exchange platforms are concerned. Lack of large-scale mining facilities & strict government restrictions on international money flow also make it significantly difficult for Indians to transact with many of the large foreign crypto exchange platforms. The Reserve Bank of India (RBI) has been consistent in warning citizens of the risk associated with crypto currencies. While the government of the country hasn't banned crypto currencies, they haven't exactly been endorsing it. The coming months will reveal the direction in which the crypto market will move as far as India is concerned.

Conclusion

Crypto currency when it was being used for the first time, no one knows about it and only handful of persons knows what crypto currencies is. Crypto currency is becoming the target for the cybercriminals as they can easily demand from the crypto holders the ransomware in the form of crypto currency. It is also becoming famous because in this no one will block the address of you, no one will catch you and moreover there is very less chance of being tracked by the officials. So, the nature of the crypto currency is becoming more and more dangerous as cyber threats are increasing day by

day for example by changing the address of the electronic wallet and stealing the electronic wallet are the things which can be done by the hackers. So, in other way we can say that crypto currency have opened the new and unprecedented ways to monetize the activities which are done maliciously.

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Sustainability with Corporate Governance: A Relook at HDFC Bank in India

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Introduction:

In the last few years, the emphasis of governance has started extending from “Share holders” to Stakeholders” and consequently from mere “profitability “now to “Sustainability” Growing companies have realised that it is necessary to govern themselves focusing on sustainability with long term sustainability which calls for strengthening and re-orienting the business strategies and the governance framework in harmony with sustainable development goals.

Despite economic growth in the era of neoliberal globalization, the first round of the neoliberal reforms failed to reduce global poverty and inequality which led to economic and political instability. This approach did not recognize the challenges which such development policy creates in terms of results. Growing concern about environmental degradation, disappointment with development efforts to reduce poverty and inequality on a global scale together with economic and socio-political instability has shifted focus from the model of economic and growth to the new model of sustainable development. There are changes in society, the thinking and behavior of people is changing, business environment is changing. New trends and concepts being developed to which enterprises should respond appropriately if they have to ensure their success in the long run on a sustainable basis.

It is an indisputable fact that the concern for sustainable development has entered our life and caused quite a lot of things to changes may be one the most important changes that should be mentioned is the way the business would begin to think, work and act. The companies, especially the big trans national corporations have started taking the sustainable development issues seriously. What has changed is that the management boards and the executives have begun bearing actions. The mindset of the business leaders, of the people with money has begun to change and getting profits and more money is no longer the only leading principle in the corporate governance world. The sustainable development ideas have entered there as well and have the potential to improve this world for the better.

CORPORATE GOVERNANCE:

At a fundamental level the word governance comes from the Latin root”

Gubernare”, meaning to steer or to pilot. Corporate Governance was first defined by the UK's Cadbury Committee in 1992 is the system by which companies are directed and controlled. However, Corporate governance is more than the system of specific checks and balances that contribute to the responsible oversight of a company. Corporate governance is concerned with achieving a balance between social and economic objectives, and between the objectives of stakeholders and the company. The corporate governance matrix exists to encourage the efficient use of resources and also to ensure that someone is held to account for the way in which these resources are used. The goal is to align as closely as possible the interest of individuals, corporations and society. It's the all encompassing mechanism that, when implemented effectively imparts integrity, ethics, transparency accountability and culture across the company. Corporate governance is a combination of structures and processes. While the structures refer to all the bodies responsible for the firm's direction and control, the processes consist in the activities developed to satisfy the stakeholder's expectation, Good governance is not only important for corporations, it's important for society. Corporations that recognize that their business impacts the environment around them create an innate sense of accountability to their societies. Sustainability governance is a part of the overall governance structure in which an organization defines its management responsibility and oversight for sustainability activities and performance.

SUSTAINABILITY AND SUSTAINABLE DEVELOPMENT (SD):

Corporate sustainability means that companies should consider the future as well as the present in their decision making and actions, with the aim of using their resources for creating value in the long run. Sustainability is a long term vision that characterizes socially responsible companies and that refers to a concept of global corporate responsibility including legal, economic, social and environmental aspects. This approach implies the balance of interests of all those who contribute to the current and future company's success, by means of sustainable value creation that satisfies both shareholders and other stakeholders in the long term.

The principles of sustainable development include Stable and long term economic growth proportionate and balanced economic and social development. Active employment policies, reduction of regional differences, growth of personal income and consumption preservation of the environment for future generations and efficient usage and allocation. The Dow Jones sustainability index is an opportunity for companies to differentiate themselves. This index considers sustainability as a business model that allows companies which take economic, social and environmental risks and opportunities into consideration in their management decisions to be identified.

Review of Literature:

1. Kezia Farnham (June 16th, 2021) in their article titled ”What Is the

Relationship Between Corporate Governance and Sustainability?” opened that Corporations that recognize that their business impacts their environment create an innate sense of accountability to their societies. Sustainability takes into account a strong concern for the future. The corporation and society will see evidence of that impact now and in the future. Sustainability Provides Benefits for Corporations. The benefits of this are towards preserving energy and resources benefits the public. It positively impacts businesses that contribute materially to conservation efforts. Stakeholders appreciate the effort that businesses take to place recycling bins throughout corporate facilities. They enjoy reading about how businesses have lowered their emissions, gone paperless and engaged in other conservation efforts. Consumers increasingly prioritize provenance and sustainable supply chains, putting pressure on corporates to adopt socially responsible attitudes to sourcing.

2. Nazim Hussain, Ugo Rigoni, René P. Orij, in their article titled “Governance mechanisms foster triple bottom line performance” *Journal of Business Ethics* volume 149, 2018 have identify which governance mechanisms foster triple bottom line performance, also revealing that some mechanisms fit only specific dimension(s) of sustainability. The fact-based findings provide support for a new beginning in the theorising process in which the theories must try not only to provide rationale for the impact of corporate governance on sustainability, but also to explain which dimension of sustainability might be more affected. The most important implication for practitioners is the support for sustainability practices, which may be gained through implementation of particular corporate governance mechanisms. The findings contribute also to the improvement of the ongoing standard setting process, in particular as it concerns the in-depth revision of the economic dimension of sustainability.

3. Paul Shrivastava, David O'Brien Distinguished Professor of Sustainable Enterprise, Concordia University, Montréal, Canada, in his article “The impact of corporate governance on sustainability performance” examined the relationship between corporate governance and sustainability, using the extensive Bloomberg Environmental, Social and Governance (ESG) data universe. Eccles, Ioannou, and Serafeim [2012. *The Impact of a Corporate Culture of Sustainability on Corporate Behavior and Performance*. National Bureau of Economic Research, Inc., NBER Working Papers: 17950] argued that a corporate culture of sustainability plays an important role in various facets of a firm's corporate behavior and performance. We argue that quality corporate governance itself can give high sustainability performance. We also build on the work of Aras and Crowther [2008. “Governance and Sustainability: An Investigation into the Relationship Between Corporate Governance and Corporate Sustainability.” *Management Decision* 46 (3): 433–448] by investigating the relationship between specific corporate governance and sustainability characteristics of S&P 100 companies in the USA. Our initial exploratory findings suggest that environmental disclosure scores and ESG disclosure scores are strongly influenced by

governance disclosure scores. 4. .Bart Manning,Geert Braam,Daniel Reimsbach , in their research article named “Corporate governance and sustainable business conduct—Effects of board monitoring effectiveness and stakeholder engagement on corporate sustainability performance and disclosure choices” in “Wiley online Library” online Journal. (16 October 2018).This study points that, in the absence of extensive mandatory regulation and auditing, differences in internal and external corporate governance (CG) mechanisms will explain variations in choices concerning corporate sustainability reporting and the interrelated and underlying corporate sustainability performance (CSP). Finally, the CSP positively related to Sustainability Reporting Code (SRC) but negatively related to SRC provide further support for signaling and legitimacy theory, respectively. Companies with superior CSP disclose high-quality information on CSP to signal the firm's superior sustainability performance, whereas poor performing companies legitimize their inferior CSP by complying with more reporting standards, rather than by directly improving their underlying CSP.

4. Valeria Naciti, Department of Economics, University of Messina, Messina, Italy, in their article titled ”Corporate governance and board of directors: The effect of a board composition on firm sustainability performance” opined that Sustainable Development Goals are setting a new global target on sustainability, for which corporates are expected to play an important role through sustainable practices. One of the approaches to engaging corporate to sustainable practices focuses on the board composition. The literature shows that the composition of the board influences a corporation's financial performance. This study empirically analyzes whether the composition of the Board of Directors affects firms' sustainability performance. Specifically, the analysis focuses on key corporate governance characteristics – namely board diversity, board independence and CEO duality – and seeks to assess the effect they have on social and environmental sustainability components. Hypotheses are developed based on the agency theory and stakeholder theory.

5. Ashok Kumar Sar, KIIT School of Management in their article titled
“IMPACT OF CORPORATE GOVERNANCE ON SUSTAINABILITY:
A STUDY OF THE INDIAN FMCG INDUSTRY”

Academy of Strategic Management Journal; Arden

Vol. 17, Iss. 1, (2018): 1-10. aimed to reflect on the impact of corporate governance and sustainability performance. Specifically, it aims to gain insights into the relationship between board structure, disclosure, related party transactions, shareholder rights and board procedure and sustainability performance-economic performance, environmental performance and social equity performance, for the companies in the Indian FMCG Industry.

Objectives of the paper:

The basic objective of the paper is to explore and describe the sustainability

management through Corporate Governance. However, the following couple of sub objectives will guide the paper:

- a) to explore the impact of sustainability in managerial performance.
- b) to make profits without affecting the values and ethics through Corporate Governance.

CATALYSING SUSTAINABILITY THROUGH CORPORATE GOVERNANCE:

In today's economy companies are facing intense pressure and scrutiny around their corporate behavior apart from their own jurisdictions, also from communities, investors and customers across the globe. Corporate governance is a structure that boards and senior managers rely on to help them manage the company responsibility and according to sound ethics and accountability. The principles of corporate governance are based on transparency, accountability responsibility and the company's corporate social responsibility and fairness. The corporate governance begins to pay more and more attention not only to the return rate of the investments but also to the footprint that the company has on the society. Corporations are also taking a look at how they can incorporate sustainability into their strategic planning. In taking this approach companies need to take four key aspects into account. These aspects have equal importance as listed below:

1. Societal Influence: This refers to how society impacts the corporations including the influence on stakeholders.
2. Environmental Influence: This refers to the impact of the corporations in the geophysical environment, such as water waste, paper waste and energy waste.
3. Organizational Influence; This refers to the relationship between the corporation including its managers and its internal stakeholders, particularly employees and all that those relationships entail.
4. Finance: this refers to the impact of the corporation's financial return in relation to the potential for risk and the level of risk.

THE GOVERNANCE OF SUSTAINABILITY:

Good governance is widely acknowledged as a foundation for sustainable development, including sustained and inclusive economic growth, social development environmental protection and the eradication of poverty and hunger. The relevance of sustainability for the business activities of organizations has led to the need to include sustainability management as a direct formal responsibility of the Board of Directors.

In order to carry out the role of supervising sustainability the Board of Directors must observe following points:

1. Implement a Governance model that can evaluate and advise executive management of the company about the principles, policies, commitments and actions that need to be taken to meet the expectations of shareholders and of society in relation to Sustainable development and corporate responsibility.
2. Have a sufficient number of non-executive directors with the knowledge and experience to evaluate and challenge executive management regarding the implementation of all actions in the area of sustainability.
3. Set up mechanisms and communications channels which make sufficient and necessary information available to Non executive Directors to evaluate sustainability management in the organization.
4. Separate the powers of supervision and execution at all hierarchical levels of the organisation in order to provide relevant and independent information about the company's results

Factoring Corporate Governance in Sustainability Efforts :

Sustainable Governance considers not only the board's role in ensuring the long term and enduring success of the company but also includes the steps the board takes to ensure it performs an effective oversight function of the organisation's social and environmental performance. Boards must question the effectiveness of their internal controls and evaluate their governance processes by asking in depth and challenging questions such as

Corporate Governance and Sustainability –Action Agenda

A critical question is how will sustainable development be implemented? It must be understood that sustainable development does not just happen in an automatic or preordained way .It needs to be carefully discussed, openly debated and possibly even centrally planned.

Here an attempt is made to present the successful story of HDFC Ltd having direct focus on Sustainability and Corporate Governance in their Corporate Strategic and Operational functioning.

A CASE OF HDFC:

HDFC Bank is headed by Mr.Aditya Puri.
In his 26 years long illustrious stint, at the helm of the country's premier private sector

bank, Aditya Puri innumerable accolades. They came not just from India, but from across the world. The economist in its November 2020 edition acknowledged Puri as the "world's best banker" for "creating something from nothing and delivering long term shareholder return while supporting the economy".

HDFC Bank was incorporated in 1994 under a strategic alliance between HDFC and the UK based NatWest markets. In March 1995 it went public raising RS 50 millions, through an at par IPO, which was oversubscribed 55times. Today it is worth Rs. 7.91 trillion! The bank has the highest weight age in the nifty 50, at 11.21%.

Just as it seemed to be reaching another Pinnacle the bank began being weighed down. First, there were market whispers when the outgoing CEO cashed out his entire holding. Then, the market began getting antsy about top level executives resigning in significant numbers and, finally, the RBI came down hard on HDFC Bank when the latter's digital services stalled a few times. And all of this was happening against the backdrop of the pandemic, which has given rise to concerns over the possibility of retail loans turning bad.

It is a difficult time for a new CEO to take charge. But Puri handed over the reins to the Shashidhar Jagdishan, who was heading the HR and finance functions at the bank. The new chief is not unfamiliar to the investment community, and he is well liked and is known to get things done.

The simmering cauldron

For the compounding machine that Puri had created, it was surprising to see the outgoing CEO cashing out of his holdings. Of the 7.796 million shares between July 21st and July 24 and his recently vested options on October 21st and November 3rd. However, Puri played it down in a media interview stating that it was part of an asset allocation advice given by his colleagues that he should diversify a bit. "As per the details of ESOP scheme, shared by the bank with the US SEC, when an employee including a director to whom the options are granted retires, the employee concerned has to exercise their options within six months from the date of retirement, failing which the options would lapse. Part of selling was attributed to the requirement for funds for the ESOPs. Jagdishan told analysts over the call, "when retirement happens there is a scheme under which a lot of options would vest at the time of retirement. So, you need to provide a fair amount of liquidity for this. In Mr Puri' s case, this was going to be a substantial amount of liquidity, which needed to be there to exercise these options."

Sterling Track Record

Over the past 25 years, HDFC Bank has become the second -largest bank in India by deposits

Table - 1: HDFC DEPOSITS OVER PAST 25 YEARS ARE AS FOLLOWS

Rs. Billion	March 1995	March 2020
Deposits & other borrowings	6.82	12921.30
Advances	0.98	9937.02
Total Income	0.14	1380.73
Net profit	0.08	262.57

Source : company official records.

Putting the sale into context, Financial Analyst at Macquarie capital securities explains the sale is not like cutting the umbilical cord. "70% of the money is going to come back into the bank. As per the terms and conditions of employment, whenever the CEO retires his options must immediately. When the options vest immediately, you need a massive sum of money to buy those options. So for that 70% of the money is going to come back, depending on the schedule.

Welcome Punch!

Jagdish began his innings with an apology to the bank's customers. The banking regulator has pulled up HDFC Bank, in a first search stricture, for a snag that disrupted the latter's digital services. Incidentally, Shyamala Gopinath, former deputy governor of RBI, is the chairperson of the bank, and also a member of the bank's IT strategy committee. While HDFC Bank is the second largest private bank in India by deposits, it leads in terms of digital transactions processed. In FY20, about 95% of banks retail transactions were conducted digitally, up from about 85% in financial year 2018. How critical digital has been for the bank in gaining distribution efficiency can be gauged by the fact that over the past decade, the cost to income ratio has improved by 900 basis points 36.8 %. But, in the process, it appears that the bank has struggled in building adequate capabilities to strengthen its digital footprint.

Digital Leverage

Table -2

HDFC bank has effectively used digital payments to take out distribution efficiency

Year	FY18	FY19	FY20	Q2FY21
Cost to Income Ratio%	41	39.7	36.6	36.8

Source: Company's Published reports

The regulator has barred the bank from launching its digital 2.0 initiative, under which the bank is trying to bring all customers digital transactions, including payments, savings, investments, shopping, trade, insurance and advisory services, onto one 21 platform. The RBI has barred the bank Ram Sur Singh new credit card customers and any revenue accruing digital initiatives. HDFC Bank was looking to migrate the origination of two and four wheeler loans to the digital platform and since these loans account for 18% of its retail portfolio, a Delay will impact growth.

Yet, analysts don't seem too worried about the turn of events. Financial Analysts from edelweiss securities believes the incident is not a reflection on the bank's new leadership but the fact that their IT systems were old. But the clampdown of sourcing new business is what analysts feel is a bit harsh, considering that technical glitches have been a way of life for customers. "The problem is not just about HDFC Bank, we have several instances where ATMs of 70 public sector banks are out of order for days. So , while the intent of the regulator is right, the punishment is severe," feels another analyst. Rating agency Modi's believes the episode could result in an increase in spending to improve the bank's digital infrastructure, which would strangle its profitability. However, analysts feel the moon is a blessing in disguise for the bank. "It also puts HDFC tech plan on a non-discretionary accelerated time frame. If the bank uses this opportunity to go ahead with all its near-term planned fixes and not just restrict itself to merely the regulator's mandate, it could, on balance, gain from this incident," mentions still another analyst in his report.

While Motilal Oswal's Agarwal says growth will be impacted for a quarter or two, structurally nothing changes for the bank. " Once they plug the gap and RBI does a digital audit, growth will be back on track." Agarwal, too, believes the bank will overcome the challenge. " It could be that the RBI wants to send an Ernest message to the entire banking sector to take digital disruption seriously. But in digital, you do not know how soon and how fast you will grow, so you need that extra buffer..... my sense is that it's a surmountable problem. I would have been worried only if the earlier leadership had left behind a bad book."

While over business cycles the bank has never seen NPAs to go beyond 2%, a section of the market feels things could be different. Even as FY20 saw overall credit growth at an over five decade low of 6.14 %, the bank outgrew the industry at 21%. Its better performance was largely led by corporate banking (29% year on year growth), while retail loan growth was soft at 15 %. A report by Bernstein in March raised a Red flag over the bank having the highest exposure to unsecured retail credit compared with ICICI bank and Axis Bank (9% of loan mix).

"While Axis bank and ICICI Bank have also changed their growth strategy towards unsecured consumer segments, they have a much smaller book and, thus, their growth has been recent and off a lower base," the brokerage stated. Bernstein points out

that since the bank is a consumer finance market leader, it has greater sensitivity to its bottom line with 24 % earnings and 36 % earnings growth coming from unsecured loans.

The great divide Compared between HDFC Bank and other private banks. (Exhibit considerable variance with respect to gross/net NPAs)

Table-3: NPA COMPARISON

Company	Gross NPA in %	Net NPA in %
HDFC	1.08	0.17
ICICI	5.20	1.0
Axis	4.18	1.0
Kotak	2.60	0.64

Source: Published sources of different Bank's Reports

Post denomination, the bank has been showing higher than usual corporate book growth, as it utilised the excess liquidity and the low cost of funds environment in building the corporate book. " In fact, much before covid, the bank had already started going slow in retail, specially auto loans."

Even in a worst fiscal like the current one, the bank has continued to stay conservative. The bank has made contingent provisions of Rs23.04 billion, including RS .11.3 billion for specific accounts and Rs.11.73 billion to strengthen the balance sheet in Q2FY21. While the supreme Court has passed an interim order stating that those accounts that had not been declared NPA till August 31st 2020 should not be declared as bad loans until further orders, and the bank has complied with the orders, it has used analytical models to estimate potential NPA on a proforma basis. A pro forma financial statement is based on certain assumptions and projections and not actual numbers. As of Q2FY21, the bank's gross NPA (pro- forma) stands at 1.37 %. "It takes guts for a fellow taking over to do it", Puri told analysts during the Q2FY21 earnings call. The bank's collection efficiency on the non moratorium book stood at 95%.

In fact, among private banks, HDFC does not have a NPA (gross/ net) variance (1.08,%/0.17%) to the extent that ICICI, axis and kotak have at (5,2%/1.0,%), (4.18,%/1.0%) and (2.6%/0.64%), respectively. The bank's loan book quality across segments is significantly stronger than the rest of the industry, you should hold it in a comparatively better stead. Even if the NPA numbers turn out to be higher, analysts believe the bank is much better placed than its peers. "Uncertain times put a premium on resilience, which is what HDFC bank offers- strong balance sheet and likely higher residual capital than most."

The bank has also been gaining on the liabilities side, added by the flight to safety sentiment, specially from PSUs and corporates. In Q2FY21, total deposits increased

20.3 % (Rs. 2.08 trillion) year on Year to RS.12.29 trillion, of which current account comprises RS 7.1 trillion savings accounts RS 3.4 trillion. Siji Philip, analyst at Axis securities, points out the competitive environment remains weak due to covid-19, which will ensure that the bank continues to gain market share. "Recent episodes with Yes bank and PMC Bank for the implied savers are more comfortable choosing larger banks such as HDFC," she says. The focus on strong deposits franchise has resulted in Healthy liquidity coverage ratio at 153 %, well above the regulator requirement. Though the excess liquidity has impacted net interest margin by 15 basis points, analysts believe with higher capital adequacy and strong provisioning buffer, the bank is in a better position to withstand any upcoming economic upheavals.

In December 2019, Mr. Puri stated that, globally, the top three banks get 80% of business. "Our aim is to be the number one bank in your wallet, but as long as we are in the top three banks for you, we will get enough business." But the big difference is that unlike in the past, the bank will have to battle the growing clout of fin-tech firms.

Conclusions:

The following conclusions are drawn from the present paper:

1. HDFC Bank is a market leader in payments and has plans to further double its merchant reach. It has reached 1 million touch points since demonetisation and plans to touch 4 million by FY21. Through digital mode, the bank has already acquired 6.5 million new customers. Though the competitive intensity from fintech firms is rising, "Fintechs are just disintermediating the payment business, which anyway doesn't make any money. Further, the analyst believes that though Fintechs will grow, they will still need to Ally with Banks. If someone wants an auto loan, will they go to PayTM? If you want my housing loan over Rs. 10 million, will any fintech give that? Google pay has market share but I need HDFC bank account to have G Pay. Tomorrow, if Google pay wants to cross sell to customers when they are at 40% market share, to whom they cross-sell?"
2. Going ahead though the Bank believes the immediate challenge for the Jagdishan will be to build scale as the bank is already on a very high market share. ". Building scale is everything. HDFC Bank was taken from market share of 1% to 10% by Puri, but from 10% to 20%, it's going to be a more difficult task," he says.

Thus far the Bank's growth has largely been organic, barring the merger with Times Bank in 2000 and acquisition of Centurion Bank in 2008. So, would an acquisition get it heft? "To begin with, as there is no large player in the market and anyway they are gaining 1 to 2% market share every year. However, the possibility of a merger-with its own parent-could prove to be a rather challenging one for the new Board. Every once in a while, talks about a potential merger of HDFC Bank with HDFC comes up because of the vulnerable position non-banks find themselves in because of lack of access to low cost deposits. Agarwal believes the merger will depend on swap ratio and how investors

perceive the impact on financials.

3. Not only with respect to a merger with its parent, but in all respects the new CEO how Jagadishan plays his cards will be vital. “Mr. Puri was two steps ahead of everyone on the latest trend, is Jagadishan like Puri in having the vision? I don't know. You have to give him at least five years to take a call on his ability to deliver,” says the former CEO Ganapathy. And the delivery that is expected is no easy ask- Puri got 26 years but Jagadishan's time starts now.

4. COVID19 has also increased the focus on health and wellness. People have suddenly realised that boosting their immunity critical that the marriage with the GSK is made in heaven. It came at the most appropriate times. Hygiene and nutrition from his perspective are going to be the key drivers even beyond the Pandemic.

SUGGESTIONS:

The following suggestions are offered to strengthen the sustainability management in one hand and Corporate Governance on the other hand in Indian Corporate Sector:

A. Sustainability Governance Best Practices:

Following are the best practices observed in Sustainability Governance:

1. Strategy and Culture: The board ensures material Environmental, social and governance risks and opportunities are addressed by the company's strategy

2. Oversight and CEO Relations: The board establishes a governance structure to enable oversight of the company's management of ESG issues, risks and opportunities and includes ESG in CEO relations.

3. Risk Management and Major Decisions: The board ensures ESG related risks and opportunities are integrated into the company's management of enterprise risk and major corporate decisions.

4. Board Composition and Competency: The board builds ESG into board renewal, education and evaluation systems.

Disclosure and Shareholders Relations: The board provides oversight of the company's disclosure of its ESG performance and position and ensures shareholders have appropriate ESG information.

B. TOPDOWN INTEGRATION:

Since the board of directors is at the apex level in a corporation, governance plays a central role in the implementation of a sustainable strategy. Boards can better integrate

sustainability throughout the systems and process as listed below:

1. By establishing clear lines of responsibility between executives, committees managers and regional business functions
2. By establishing oversight and monitoring mechanisms such as frequent assessments.
3. By dedicating a Board level committee to ESG. Sustainability education, skills and expertise at board level can be well defined to function.
4. ESG related issues in Enterprise Risk Management and internal control processes.
5. Executive remuneration pay for sustainability performance.
6. Culture, ethics and values.

Association with responsible suppliers is divided under three major heads as shown below:

- i) Sustainable practices
- ii) Sustainability Reporting
- iii) Total thoughts on corporate governance sustainability

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Make In India, Foreign Direct Investment With Respect To Economic Growth In India

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Abstract

Indian economy has got certain strengths over the other countries and at the same time some weaknesses pushing India to back seat in attracting FDI and setting up their shops in the country by foreign enterprises. Government of India has taken some new steps to boost Foreign Direct Investment in various sectors. Made in India becomes a global brand for exports from the country and on the other hand fulfils demand by satisfying domestic customers

Keywords: Economic growth, FDI

Introduction

In developing countries like India, FDI helps to tackle socio-economic problems such as unemployment, deficit balance of payment, lack of capacity, scarcity of foreign exchange and poor technological ability. 'FDI to India' means the investment by non-resident person/entity of India, in the capital of an Indian entity/company and thus, becomes helpful in the progress of our economy. Indeed, it is also true that the benefits which FDI brings are not attained immediately rather as every investment requires some time period to fetch returns, FDI also has a payback period. For this reason, the average time required for FDI to make its contribution in economic growth is an important aspect and needs due consideration in research works. From this viewpoint, the present study enquires about the time that is required for FDI in India to make its utmost impact on economic growth.

FDI play a substantial role in proliferating the general capital formation in Indian economy. Moreover, it is a much needed tool for converting the technology and knowledge. Majorly, Foreign Direct Investments (FDIs) give rise to the returns in production through positive externalities towards the sustainable economic growth. However, this is pertinent to most of the developing countries. India is primarily investigated as the most captivating and common destination for Foreign Direct Investments. Indian Foreign Direct Investments had revolted up to 17800 USD Millions by August 2020. There are precise components which determine the Foreign Direct Investments. They are, truncated wage and labor, availability of raw materials,

communications systems and FDI policies. Most of the Investors look up for low wage labor in South Asian countries such as India. Therefore low wage labor hypnotize many Foreign Direct Investors. In addition communication skills among workers plays a significant role in tantalizing FDIs. In India since the Literacy rate is higher among the skilled labor lead to fascinate more investors towards India. Moreover, cheap resources and raw materials excite more FDIs. On the other hand ease and alternation in Foreign Direct Investment Policies get more FDIs.

Government of India has taken some new steps to boost Foreign Direct Investment in various sectors. Indian Government has altered the Foreign Direct Investment Policy in August 2020 which engrossed on commercial coal mining. Further, it grants 100 permission Foreign Direct Investments in coal mining activities in 2019. However, Government of India has proliferated the Foreign Direct Investment for defense manufacturing. They have proliferated the percentage from 49 to 74 percent. Moreover, Indian Government has altered the Foreign Direct Investment Policy on taking over companies from other nations. However, Non-Residents in India are granted permission to get 100 percent stake from Air India.

Philosophy Behind Make In India And Foreign Direct Investment

MAKE IN INDIA	FOREIGN DIRECT INVESTMENT
Enforce inflow of Foreign Direct Investment	Attract foreign investment into the country
Gearing-up Capital investment	Supplement domestic capital
Deploy local technology and skills	Transfer of Technology and skills
Reduction in foreign exchange outflow with decrease in imports	Accelerate foreign exchange inflow into the country
Boosting the national economy through local manufacture	Establish 'lasting interest' in a resident enterprise
To make India as a manufacturing hub	Make in India for exporting to other countries to compensate repatriation

FDI and Economic Growth

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. 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. 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. Therefore, the government adopted a liberal attitude by allowing more frequent equity. In the critical face of Indian economy the government of India with the help of World Bank and IMF introduced the macro-economic stabilization and structural adjustment program. As a result of these reforms India open its door to FDI inflows and adopted a more liberal foreign policy in order to restore the confidence of foreign investors. Further, 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.

Transformation of Threats into Opportunities

As a move towards uniform tax structure, Government is proposing implementation Goods and Services Tax (GST) from the year 2016. Amendments to Companies Act, 2013, Land Acquisition, Rehabilitation and Resettlement Act, Safe Harbour Rules, Transfer Pricing Circulars etc bring clarity in tax regime and establish investors' confidence towards inflow of FDI. Increased foreign exchange inflow through FDI route increases foreign exchange reserves there by stabilizes fluctuation in currency market. FDI inflows into Biotechnology, Pharmaceuticals Defence manufacturing increases R&D investment into the country and fulfil the requirement of capital.

Conclusion

India's Foreign Direct Investment (FDI) policy has been gradually liberalised to make the market more investor friendly. The results have been encouraging. These days, the country is consistently ranked among the top three global investment destinations by all international bodies, including the World Bank, according to a United Nations (UN) report.

India must also focus on areas of poverty reduction, trade liberalization, and banking and insurance liberalization. Challenges facing larger FDI are not just restricted to the ones mentioned above, because trade relations with foreign investors will always bring in new challenges in investments.

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Post Pandemic Recovery of Tourism Industry

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Abstract

The impact of the pandemic on global tourism is expected to manifest itself in terms of a sharp decline in tourist arrivals, a loss in GDP contributions as well as a deep impact on employment and jobs in the industry. These impacts are expected to be worldwide with some regions being more impacted than others. The Indian tourism sector is one of the crucial drivers of development in the services sector in India. The impact of the tourism sector as an economic powerhouse as well as its potential as a tool for economic development cannot be ignored. The sector also contributes heavily to foreign exchange earnings and thus is considered one of the key sectors which drives overall economic growth in the country.

Keywords: Tourism, Covid19

Introduction

The present pandemic COVID-19 has resulted in global challenges, economic and healthcare crises, and posed spillover impacts on the global industries, including tourism and travel that the major contributor to the service industry worldwide. The tourism and leisure industry has faced the COVID-19 tourism impacts hardest-hit and lies among the most damaged global industries. The leisure and internal tourism indicated a steep decline amounting to 2.86 trillion US dollars, which quantified more than 50% revenue losses. In the first step, the study explores the consequences and settings of the COVID-19 pandemic and how innovation and change can contribute to the tourism industry's revival to the next normal. Thus, the study determines that tourism enterprises and scholars must consider and change the basic principles, main assumptions, and organizational situations related to research and practice framework through rebuilding and establishing the tourism sector. In the second step, the study discusses direct COVID-19 tourism impacts, attitudes, and practices in gaining the leisure industry's boom and recovery. In the third phase, the study proposes to observe the characteristics and COVID-19 tourism consequences on the travel and tourism research. The findings provide insights in regaining the tourism industry's operational activities and offer helpful suggestions to government officials, scholars, and tourism firms to reinvest in the tourism industry to set it back to a normal position.

The global health crisis in the form of the outbreak of Covid-19 has brought the

world to a standstill. Extensive lockdowns and social distancing have hurt service industries at local, national and global levels. According to the World Tourism Organization, tourism is the worst affected industry amongst all significant economic activities. Tourism is a ubiquitous industry and the impacts on and of the industry cannot be attributed to a single agency. Therefore, it is vital to understand the current scenarios of the crisis and mobilise relevant stakeholders to secure the re-emergence of the tourism industry. Among these measures, cooperation among tourism destinations, tourists, and public and private institutions such as transportation businesses is crucial to sustain and make the sector resilient both in the short and long run. Tourism is not a stand-alone sector; therefore, it needs to be considered in conjunction with other economic activities which directly and indirectly support the industry from a local perspective (see, for example,). Consequently, local people must be put at the centre of the tourism planning, recovery and regeneration strategies. This paper argues that putting people first will help tourism stakeholders face the crisis from a sustainability and resilience perspective.

Impact of COVID-19 on Global Tourism Industry

The COVID-19 pandemic outbreak has brought the global tourism industry to a virtual standstill. The massive drop in the tourist arrivals, the partial and complete lockdowns by entire countries and restrictions on travel, both domestic and international, has had a cascading effect on tourism revenues, tax collections, employment levels and the very survival of several businesses linked to the tourism sector.

The impact of the pandemic on global tourism is expected to manifest itself in terms of a sharp decline in tourist arrivals, a loss in GDP contributions as well as a deep impact on employment and jobs in the industry. These impacts are expected to be worldwide with some regions being more impacted than others.

Another significant impact that the COVID-19 pandemic is expected to have is in terms of a significant drop in the number of jobs in tourism and related sectors. Travel and tourism have historically been a significant contributor to the global economy with the sector accounting for 10.3% of global GDP and having a growth rate of 3.5% as compared to a 2.5% real economy GDP growth worldwide as of 2019. The sector is a huge contributor to job creation and employment and in 2019, 1 in 10 jobs was in this sector (World Travel and Tourism Council, 2020). The World Travel and Tourism Council (WTTC) also estimates that one in four jobs over the last five years was created in the travel and tourism sector. Given this significant contribution, an assessment of the impact that the COVID-19 pandemic will have on jobs is in order.

Impact of COVID-19 on the Indian Tourism Industry

The Indian tourism sector is one of the crucial drivers of development in the services sector in India. The impact of the tourism sector as an economic powerhouse as well as

its potential as a tool for economic development cannot be ignored. The sector also contributes heavily to foreign exchange earnings and thus is considered one of the key sectors which drives overall economic growth in the country.

The key contributions of the tourism sector in India as per the Annual Report of the Ministry of Tourism for 2019–2020 are as outlined below:

1. The foreign tourist arrivals in 2019 were of the order of 10.89 million with a 3.2% growth over the corresponding numbers for the previous year.
2. Foreign exchange earnings during 2019 were estimated at ₹210,981 crores with a growth of 8.3% over the previous year.
3. Domestic tourism was a key segment contributing to the overall industry and there were an estimated 1,854.93 million domestic tourist visits all over the country.
4. Indian travel and tourism sector significantly contributes to the country's GDP as well as employment

Travel and tourism a significant contributor to the global service industry

Globally, travel and tourism are the significant contributors to a leading sector for job creation, socio-economic and cultural development worldwide. In many cities, regions, and countries, tourism plays a critical role as a strategic pillar of the economy's GDP. The tourism and leisure industry plays a vital role in economic activities and customer satisfaction, but it has also become the most vulnerable industry members industry always experiences the hardest-hits of various diseases, epidemics, seasonal influenza, and global pandemics. The tourism industry encounters the massive adverse consequences of the "black swan" major crisis events, including the global financial crunch in 1997 and 2008, the SARS epidemic in 2003, various social unrests, and earthquakes. The emergence of the deadliest viral disease has affected all economic sectors and overwhelmed tourists and customers' satisfaction. Economic activities and business services are contingent on expert forecasts that are based on traditional methods. It could be outdated and ineffective to handle global crisis events. Accurate forecasting methods for the academic world and business operations need the needful response to the COVID-19 impacts. Since late December 2019, the advent of the present pandemic COVID-19 has developed unprecedented global health crises, social emergencies, and profound adverse consequences on the global economy. The current pandemic COVID-19 has resulted in global challenges, renewable energy, carbon emission, economic and healthcare crises, and posed spillover impacts on the global industries, including tourism and travel that the major contributor to the service industry worldwide. It has massively affected the business firms' sustainable performance, and the CEO role became critical to take innovative decisions to revive economic gains. Social media platforms have provided information to various stakeholders in the crisis of the COVID-19 pandemic. The tourism and leisure industry have experienced COVID-

19 tourism impacts the most hardest-hits. This industry falls among the most vulnerable industries worldwide. The leisure, travel, and inbound tourism activities designated a steeper drop causing 2.86 trillion US dollars losses that made up 50% plus loss in revenues. In the first stage, this research study discovers the significance and settings of the current pandemic COVID-19. The study explores how innovation and change might contribute to the tourism and leisure industry's revitalization to the next normal.

Conclusion

Post-Covid-19 tourism is expected to change. Nowadays, there is a strong need to work towards a responsible recovery of the industry to make it sustainable and resilient. Losing up to 120 million tourism-related jobs in one sector means a global human socio-economic crisis that will significantly affect the long-run. With significant travel restrictions still in place, it would be premature to predict the industry's recovery. People and destinations heavily dependent on tourism are more vulnerable than people who have alternative sources of income.

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Corporate Bond Market In India

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Abstract

A well-developed corporate bond market not only has a significant impact on a country's economic development but also has the ability to withstand shocks and financial crisis. It supplements bank financing and play a vital role to meet the requirements of the corporate sector for the long-term funds as well as for infrastructure development in the country and acts as an alternative source of finance when the equity market is volatile.

Keywords: Corporate bond, India

Introduction

Development of the corporate bond market in India remains crucial for meeting the financing requirement of industry and infrastructure sector. Despite various initiatives undertaken in the past, there is little change in the overall market microstructure of the corporate bond market in India. The demand for corporate bonds as an investment is mostly confined to institutional investors who are in turn constrained by prudential norms for investment as in the case of the insurance companies and mutual funds. Demand for corporate bonds by foreign investors is constrained by FPI investments limits, while banks prefer loans to bonds, as loans can be carried to their balance sheets without being marked to market.

On the supply side, the high cost of borrowing via debt instruments vis-à-vis other forms of raising finances and inadequate liquidity in the corporate debt market deter firms from market issuance. Large corporates can raise debt from the overseas markets at lower cost than cost of borrowing through the domestic market-based sources. Small outstanding stock of individual issuances inhibiting secondary market trading, nonavailability of functional trading platform with central counter party (CCP), and non-uniform stamp duties on corporate bonds across various States are the major operational issues of the corporate bond market in India. Developing the corporate bond market assumes crucial importance for India especially in the context of channelling funding to long term infrastructure. Further, the total volume of trading in the secondary market for corporate debt has increased at a modest pace. In India, the proportion of firms using banks as the primary source of working capital is higher than most developing countries. Further, the proportion of loans requiring collaterals as well as the value of collateral as proportion of loan are amongst the highest in India. This indicates

the prevalence of asset-backed lending in India, which is essentially a feature of a relatively less developed financial system with limited expertise to gauge the credit risk of unsecured lending.

What are corporate bonds?

For the purposes of this study, corporate bonds have been defined to include all bonds except those issued by national and local governments, and supranational organizations. As such, corporate bonds include those issued by financial and non-financial institutions. Broadly, markets for corporate bonds may be separated into primary markets, where cash or capital is borrowed by issuers and lent by bond purchasers, and secondary markets, where bonds are traded amongst market participants and investors. Corporate bonds may be secured or unsecured. They can take many forms including vanilla, zero-coupon, payment in kind (PIKs), Sukuk, CoCos and structured. These issues can vary widely in terms of the coupon payments, maturities, issue amounts, credit ratings, and contractual features.

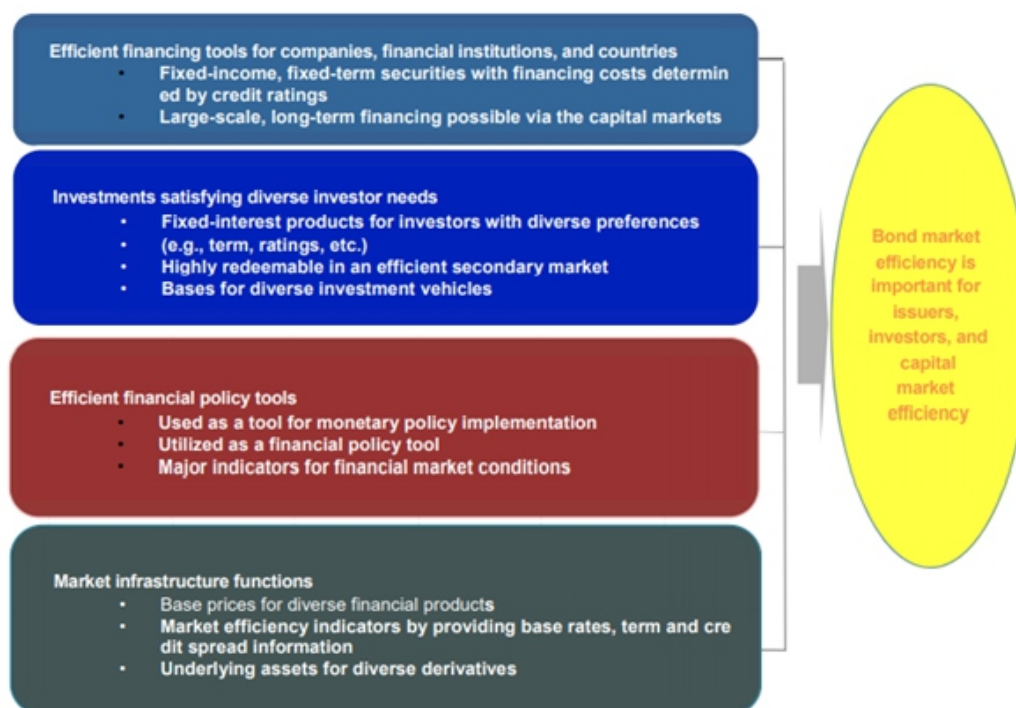
From an issuer's perspective, corporate bonds can be used to raise capital to invest in business activities, refinance existing debt and balance portfolios. From an investor's perspective, corporate bonds can be invested in individually, as part of a fund (bond fund) or used to underpin structured products as a way to diversify counterparty risk. Direct investors in corporate bonds are predominantly institutional. However both retail and institutional investors may choose to invest in bond funds. Investors can hold bonds till maturity (buy and hold strategy) and receive yield payments, or trade bonds on the secondary market.

Indian Corporate Bonds Market

Global bond market stood at US\$95trillion as of 2010 out of which 70% were accounted by domestic bonds. The US was the largest market with 38% of the value outstanding, followed by Japan 20%. Government bonds accounted for 57% of the outstanding value of domestic bonds in 2010. Greece's credit rating has been downgraded a number of times. Other countries with high budget deficits such as Portugal, Ireland, Turkey, Italy and Spain have also seen downgrades. Increasing concern about the ability of some governments' to repay their debt, has resulted in a significant widening of government bond yields. Recently, 10- year Spanish Government bonds reached the 6% mark, which is considered very high. According to Dealogic, book runners' deal volume from global debt capital markets totalled \$6.05 trillion in 2010, down 2% from the previous year but nearly 40% up on the volume two years earlier. In relation to the size of the economy, in Europe, public sector debt is highest in Greece (134% of GDP), Italy (119%), Portugal (91%) and Ireland (87%). Net government debt is set to increase in the next few years due to the high level of projected

government borrowing in many countries. The US corporate bond markets have long been an important source of capital for issuers, with daily trading volume of \$16bn and more than 400 mutual funds investing in US highyield bonds.

Fig no1.1 Role and functions of bond market



Source: Asian bonds online

Need for Developed Corporate Bonds Market in India

Bond and Equity market are the two important pillars of financial sector of any economy. The overall growth of an economy largely depends on the growth of its financial sector. There is no doubt that equity market in India has experienced tremendous growth over the last few decades and has significantly contributed to the GDP of Indian economy. As far as bond market is concerned, even if Govt. debt market in India is quite well developed in comparison with other developed economies, but the same is not true in case of corporate debt market. Even if the outstanding government debt in India is nearly 34% of the GDP, the corporate debt market is still at its nascent stage and the share is merely 6% of India's GDP, as on September 2011. This figure is very insignificant when compared to that of in US, Japan, South Korea, UK, Malaysia, even China.

Conclusion

A well-developed corporate bond market not only has a significant impact on a country's economic development but also has the ability to withstand shocks and financial crisis. It supplements bank financing and play a vital role to meet the requirements of the corporate sector for the long-term funds as well as for infrastructure development in the country and acts as an alternative source of finance when the equity market is volatile.

The present government has taken up a plan for manufacturing sector and large infrastructure projects across the country and many believe that at a time when major public-sector banks are stressed with rising nonperforming assets (NPAs), relying predominantly on bank for funding huge infrastructure development in the country may not be prudent.

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Anomalies in Production Cost and Prices of Cotton in India

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Abstract

The Cotton industry of India stands second to none contributing more than 2 per cent of GDP and directly providing employment to 40 million people. Regrettably, the commerce of this industry had never been harmonious and equitable. The generally acceptable principle of commerce is that the price of any economic good must be over and above the cost and equitable margin of profit. Nevertheless, in the case of cotton, the minimum support prices declared by the government did not seem to include even the major components of cost of cotton production like irrigation cost, cost of family labour, waste multiplier affecting the production remained excluded. As a result of which the elasticity of the minimum support prices of stipulated quality of cotton corresponding to the wholesale price index numbers had been less than unity. This paper attempts to demonstrate the anomalies in the minimum support prices for the previous quinquennium.

Introduction

The cotton textile in industry in India stands second to no other industry. It contributes about 2.5 per cent to GDP (1) and 10 per cent of the total value of production in the country. Its net earnings from exports come to the average of 14-5 per cent export earnings. The area under cotton cultivation has been around 126.14 lakhs hectares, which is about of 38 per cent of areas under cotton cultivation in the world. Of the total acreage the rain-fed area comprises only 38 per cent while the irrigated land remaining 62 per cent. Hence, most of cotton grown in irrigated areas has to bear the additional cost of irrigation that varies in accordance with the system and methods of irrigation. Dr. Gunavant Desai (2) the former President of the Indian Society of Agricultural Economists, Mumbai aptly observed, “The cost of irrigation in India has never been economically justifiable nor financially reasonable; moreover, the amount of cost does not seem to bear any relation with the quantity of water supplied by the irrigation department”. In addition, there are many other cost components in cost structure of cotton cost that remain indeterminate.

Objective

In the light of the above facts, the objective of this paper is to identify major cost components which are subject to imputation for absorption simply by assumptions of the farmers. In the pursuit of this objective, it is deemed necessary to examine how far the minimum support prices announced by the Ministry of Agriculture, Government of India have been adequately reasonable with respect to the wholesale price index of cash crops in India.

Hypothesis

The minimum support prices of cotton should have been in synchronization with the wholesale price index numbers for the agricultural produce for the economic benefits of the large number of farmers. In other words, the minimum support price ought to have been compatible with the wholesale price index numbers. The cotton prices would not be economically beneficial to the cotton growers if they are pegged below the general market trends agricultural markets..

Price Elasticity

The underlying presumption that has been considered in this paper implies that the percentage change in the minimum support price over the year must not be less than the percentage change in the wholesale price index numbers during the same period. The price elasticity is worked out in the following manner:

$$E_{xy} = [\text{Percentage change in X}] \div [\text{Percentage change in Y}];$$

$$\text{Percentage change in X} = [X_m - X_t] / X_m \times 100;$$

$$\text{Percentage change in Y} = [Y_m - Y_t] / Y_m \times 100;$$

Where:

E_{xy} = Elasticity of MSS with reference to Whole Sale Price Index Numbers;

X_t = Minimum support price announced for the year 't';

X_m = Minimum support price announced for the following year;

Y_t = Whole sale Price Index numbers for agricultural produce in the year 't';

Y_m = Whole Sale price Index numbers for agricultural produce for the following year;

Table 1: Elasticity of Prices

Year	MSP –SS	MSP-LS	WPI **	E ss	E ls
2015-16	3800	4000	2051	0.752	0.688
2016-17	3860	4160	2100	0.713	0.671
2017-18	4020	4320	2181	0.729	0.635
2018-19	5150	5450	2300	0.715	0.619
2019-20	5255	5825	2471	0.693	0.565

58•The Annual Reports of the Ministry of Textiles, Government of India, New Delhi.

- The Reserve Bank of India Bulletin, September 2021, Mumbai.(**)
- MSP-SS: Minimum Support Price –Short staple cotton per quintal
- MSP-LS: Minimum Support Price –Long staple cotton per quintal
- WIP: Wholesale Price Index Numbers

Observations

Table 1 unfolds the following facts:

[1] The minimum support price for short staple cotton increased hardly by 27.6 per cent over the period of five years and that of long staple cotton increased by as much as 31.3 percent; better the quality, higher would be the MSP; it should have been more than 100 per cent during the period of five years;

[2] The Wholesale Price Index numbers reportedly increased by 28.7 per cent during the period under review;

[3] The elasticity of MSP(SS) arrived at 0.752 in the year 2015-2016 which remarkably came down to 0.693 by the year 2019-20; however, it revealed marginal rise in the year 2017-18 which was of little consequence; if the MSP (SS) were in synchronization with the whole sale price index numbers, its elasticity would have been 1.00 or more;

[4] The elasticity of MSP (LS) was around 0.688 in the year 2015-16 plummeted to 0.565 in the year 2019-20; however, the rate of decrease in this case was perceptibly less than the decrease in the elasticity relating to the MSP (SS); it implies that the marginal increase in the MSP (LS) was comparatively little higher than that of MSP (SS).

Interpretation

Conservatism is highly pronounced in fixation of the minimum support prices announced by the Government of India at advice of the Agricultural Price Commission almost every year.

No one would have protestation for conservatism if the cotton prices would have offered enough margin of profit over the cost of production of cotton. Rajan Pillai (3), Agricultural Economist,

ICAR, pertinently observed, “In fixation of the minimum support prices of cotton the element of profit is an indeterminate factor and no reasonable conclusions and observations are without protestations. Obviously, the market price must cover the certain element of profit, irrespective of the nature of economic activities and the character of venture. Nevertheless, it is the discretion of cotton producers to sell cotton at any contract price”.

Incongruities in MSS

[a] The Minimum support prices of short and long staple cotton are applicable to all the States of the country. It is amazing that the prices of specified variety of cotton whether grown in the State Of Maharashtra or Oddisha, they would remain the same for the specified year.

When the cost of cotton production substantially varies from the State to State for the Same variety and quality of cotton, the all-India common price of a specific variety is neither justifiable nor viable.

Interestingly, the MSP, it seemingly appears to have no consideration for profit element in fixation of prices. The unspecified underlying presumption of uniformity of cost of production of cotton of short and long staple is beyond the proper attitude. Profit element must be included in MSP.

[b] Prices are fixed only for two specified varieties of cotton when there are numerous varieties of cotton grown by a large number of small and marginal farmers. No minimum support prices are ever determined for the normal and common varieties of cotton for their growers even as the guidelines. M.S. Wankhede (4), the Chairman, Maharashtra State Cotton Federation, Mumbai, once said, “ More often than not the minimum support prices are declared only for two varieties –short and long staple cotton- but other many superior and inferior varieties of grown in different parts of the country, for which APCP never announced the minimum support prices”. High quality Varlaxami or Suvin Cotton or Vaghad poor quality grown by a large number of small and marginal farmers remained outside the ambit of APCP Commission.

[c] In addition to staple length of the cotton, the colour, strength, feel are also the determinants of cotton varieties. There has never been any consideration regarding those varieties of cotton in fixation of minimum support prices by the Government. These are equally significant quality- determinants of cotton for which the minimum support prices could have been announced for the benefits of a large number of cotton growers in India. As a result, from the viewpoint of price negotiations between cotton growers and intermediaries or brokers these prices have no bearing on fixation of consideration.

[d] As said earlier, the cost of irrigation per hectare has never been uniform, reasonable and equitable among the irrigated lands used for growing cotton crops. It substantially varies not only with respect to the quantity of water used, but also to the length of pipeline, the method of irrigation, and the kind of the source. Their impact although inevitable on the structure of cost of cotton, has rarely been taken into consideration. Had it been so, the MSP should have been separately specified for cotton grown on irrigated or rain-fed areas. In this manner, one of the major components of cost does not have any place in the cost structure of cotton whether of short or long staple cotton.

[e] Among the several components of cost structure of cotton production, other than irrigation cost, includes cost of non-cash wages for the work of the members of the

family of cotton growers. In this context, Dr. M.G. Bokare, (5) the reputed economist and the erstwhile President of Cotton Growers Association, Vidarbha, empathically said, “The members of the family of a cotton grower work for more than 12 hours on a farm with devotion, dedication and diligence without expectation of cash wages; yet this component is never considered while determining the cost of cotton production. Whenever, by chance it is taken into account, its cost is always unrated”.

When the most predominant component of cost of production is left out of calculation, the cost and resultant prices cannot be considered as reasonable and judicious. This inconsistency, as it were, unfortunately continues despite several agitations by cotton growers. If it were included in the minimum support price, the average rate of increment every year would have been evidently sizeable, of course, not as low as shown in the Table 1.

[f] In the Textile mill, the concept of cost multiplier has been in vogue since long in order to incorporate the material production losses in drawing and spinning processes. Regrettably, the losses in production of cotton whether due to natural calamities or animals, are not at all taken into consideration while determining the cost of production. The cost of cotton production in India, as the matter of course, is proverbially discounted on these counts and the poor and marginal cotton growers have been enduring these losses without any solutions for their salvation.

Summary

The Minimum Support Prices for short and long staple cotton by the concerned authorities have been less judicious and reasonable as found above. These prices are common to the specific variety of cotton grown in several states of the country irrespective of the variations in agricultural conditions and practices and size of land holding. The study demonstrates that the elasticity of the minimum support prices for stipulated quality of cotton with respect to the wholesale price index numbers had been far lower than the unity during the periodre view. It implies that while the rate of increase in the wholesale price index numbers had been higher, the corresponding rate of increase in the minimum support prices lagged behind. The latter was in synchronization with the wholesale prices.

The minimum support prices, as revealed did not evince any consideration for the qualities like strength, feel and colour of the cotton. Furthermore, the major components of cost having direct and sizeable impact on cost of cotton production like the irrigation cost, cost of family labour, and waste multiplier affecting the productivity seemed to had been comfortably ignored in fixation of minimum support prices. That was the reason why the net increase in the MSS for short staple was 27.6 per cent and 33.3 per cent for long staple cotton during the period of five years.

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Economic Benefits Of Organic Farming In India

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Abstract

Organic farming is eco-friendly, promotes sustainable development, protects the fertility of the soil and ensures long term crop income to the farmer. Organic food production is defined as cultivation without the application of chemical fertilizers and synthetic pesticides or genetically modified organisms, growth hormones, and antibiotics. The popularity of organically grown foods is increasing day by day owing to their nutritional and health benefits. Organic farming also protects the environment and has a greater socio-economic impact on a nation. India is a country that is bestowed with indigenous skills and potentiality for growth in organic agriculture.

Keywords: Organic Farming, agriculture

Introduction

Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock are not alien to various agriculture systems including the traditional agriculture practiced in old countries like India.

Organic farming is one of the widely used methods, which is thought of as the best alternative to avoid the ill effects of chemical farming. There are several definitions of organic farming and the one given by the US Department of Agriculture (USDA) is considered the most coherent and stringent. It is defined as 'a system that is designed and maintained to produce agricultural products by the use of methods and substances that maintain the integrity of organic agricultural products until they reach the consumer. This is accomplished by using substances, to fulfill any specific fluctuation within the system so as to maintain long term soil biological activity, ensure effective peak management, recycle wastes to return nutrients to the land, provide attentive care for farm animals and handle the agricultural products without the use of extraneous synthetic additives or processing in accordance with the act and the regulations in this part'.

Need for Organic Farming in India

The need for organic farming in India arises from the unsustainability of agriculture production and the damage caused to ecology through the conventional farming practices. The present system of agriculture which we call 'conventional' and practiced the world over evolved in the western nations as a product of their socio-economic environment which promoted an overriding quest for accumulation of wealth. This method of farming adopted by other countries is inherently self destructive and unsustainable. The modern farming is highly perfected by the Americans who dispossessed the natives of their farms right from the early period of the new settlers in US. The large farms appropriated by the immigrants required machines to do the large scale cultural operations. These machines needed large amount of fossil fuels besides forcing the farmers to raise the same crops again and again, in order to utilize these machines to their optimum capacities. The result was the reduction of bio-diversity and labour. The high cost of the machines necessitated high profits, which in turn put pressure to raise productivity. Then, only those crops with high productivity were cultivated which needed increased quantities of fertilizers and pesticides. Increasing use of pesticides resulted in the damage to environment and increased resistance of insects to them. Pesticides harmed useful organisms in the soil.

Modern Farming Technology

Modern agriculture is based on the use of high yielding varieties of seeds, chemical fertilizers, irrigation water, pesticides, etc., and also on the adoption of multiple cropping systems with the extension of area under cultivation. But it also put severe pressure on natural resources like, land and water. However, given the continuous growth of modern technology along with the intensive use of natural resources, many of them of non renewable, it is felt that agriculture cannot be sustainable in future because of the adverse changes being caused to the environment and the ecosystem. The environmental non-degradable nature of the agricultural development and its ecological balance have been studied in relation to the modern Indian farming system by experts which shows exploitation of land and water for agriculture, and the excessive use of chemicals.

Indirect Economic Benefits

- In developing countries, certified farmer organizations (or buyers) usually offer services, such as price information, training, credit, or value addition, to help farmers meet certification requirements and produce the quality demanded in international organic markets.
- As smallholder access to rural services is generally low, such initiatives by certified organizations can improve the situation more broadly and result in income gains. However, the range and quality of services to be provided is not

specified in organic standards, so the relevance of such indirect benefits varies.

- Collective marketing or contractual arrangements are also commonplace in smallholder organic value chains

Overall Profitability and Income

- The price premium is insufficient to compensate for lower yields and/or higher production costs. Other studies suggest that organic certification contributes to higher profitability in the small farm sector.
- However, a narrow focus on the profits from one certified crop alone may yield an incomplete picture of the overall economic impacts of organic farming.
- This is especially true in the small farm sector, where households usually engage in multiple farm and off-farm activities. For instance, when households decide to allocate land, labour, and capital to organic production, the income from other economic activities may also be affected through resource reallocation and other types of spillovers.

Recently, the Government of India has implemented a number of programs and schemes for boosting organic farming in the country. Among these the most important include

- (1) The Paramparagat Krishi Vikas Yojana,
- (2) Organic Value Chain Development in North Eastern Region Scheme,
- (3) Rashtriya Krishi Vikas Yojana,
- (4) The mission for Integrated Development of Horticulture (a. National Horticulture Mission, b. Horticulture Mission for North East and Himalayan states, c. National Bamboo Mission, d. National Horticulture Board, e. Coconut Development Board, d. Central Institute for Horticulture, Nagaland),
- (5) National Programme for Organic Production,
- (6) National Project on Organic Farming, and
- (7) National Mission for Sustainable Agriculture

Conclusion

Organic farming as a cultivation process is gaining increasing popularity. Organically grown foods have become one of the best choices for both consumers and farmers. Organically grown foods are part of go green lifestyle. Organic farming is less harmful to the environment as it does not allow synthetic pesticides, most of which are potentially harmful to water, soil, and local terrestrial and aquatic wildlife. The consumption and popularity of organic foods are increasing day by day throughout the world. Consumer prefers organic foods in the concept that organic foods have more nutritional values, have lesser or no additive contaminants, and sustainably grown. The families with younger consumers, in general, prefer organic fruits and vegetables than

consumers of any other age group.

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Challenges And Benefits Of E-banking In Modern Era

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Abstract

E-banking as a modern fully automatic service which delivers traditional banking products to customers with the help of information technology platforms and interactive communication channels. E-Banking services are expected to enable banking corporations to become more efficient over time. Many banks and other organizations have already implemented or are planning to implement e-banking because of the numerous potential benefits associated with it.

Keywords: E-banking, Internet

Introduction

In recent years, customers of banking corporations increasingly use technology and direct channels to consume banking services. This phenomenon is also evident worldwide. Expanding E-Banking services and the types of services including banking via the Internet, telephone and using Automated Teller Machines (ATMs), makes it possible to reduce the prices of services to customers, and makes it easier for them to manage their activity independently and conveniently anywhere, at any time, through various channels, and regardless of the working hours of the branches of their banking corporation. Furthermore, the development and expansion of E-Banking services are expected to enable banking corporations to become more efficient over time.

Banking corporations are required to develop and improve methods for detecting fraud and embezzlement, for prevention of money laundering, and for handling failures in a swift and adequate manner, so as to minimize harm to the customer, legal risks and reputational risks associated with E-Banking activities and arising from the increase in the quantity and scope of the databases. To provide an end-to-end solution for full banking activity and reduce the customers' need to arrive at the branch, banking corporations are required to examine options to offer their customers complementary services, all within the limits prescribed by law and regulation.

Internet banking, also known as online banking or e-banking or Net Banking is a facility offered by banks and financial institutions that allow customers to use banking

services over the internet. Customers need not visit their bank's branch office to avail each and every small service. Not all account holders get access to internet banking. If you would like to use internet banking services, you must register for the facility while opening the account or later. You have to use the registered customer ID and password to log into your internet banking account.

Important of E-Banking

Understanding e-banking is important for several stakeholders, not least of which is management of banking related organizations, since it helps them to derive benefits from it. The Internet as a channel for services delivery is fundamentally different from other channels such as branch networks, telephone banking or Automated Teller Machines (ATMs). Therefore, it brings up unique types of challenges and requires innovative solutions. Many banks and other organizations have already implemented or are planning to implement e-banking because of the numerous potential benefits associated with it.

Benefits of E-banking

- **Availability:** You can avail the banking services round the clock throughout the year. Most of the services offered are not time-restricted; you can check your account balance at any time and transfer funds without having to wait for the bank to open.
- **Easy to Operate:** Using the services offered by online banking is simple and easy. Many find transacting online a lot easier than visiting the branch for the same.
- **Convenience:** You need not leave your chores behind and go stand in a queue at the bank branch. You can complete your transactions from wherever you are. Pay utility bills, recurring deposit account instalments, and others using online banking.
- **Time Efficient:** You can complete any transaction in a matter of a few minutes via internet banking. Funds can be transferred to any account within the country or open a fixed deposit account within no time on netbanking.
- **Activity Tracking:** When you make a transaction at the bank branch, you will receive an acknowledgement receipt. There are possibilities of you losing it. In contrast, all the transactions you perform on a bank's internet banking portal will be recorded. You can show this as proof of the transaction if need be. Details such as the payee's name, bank account number, the amount paid, the date and time of payment, and remarks if any will be recorded as well.

Challenges of E-banking

- **Internet Requirement:** An uninterrupted internet connection is a foremost requirement to use internet banking services. If you do not have access to the internet, you cannot make use of any facilities offered online. Similarly, if the bank servers are down due to any technical issues on their part, you cannot access net banking services.

- **Transaction Security:** No matter how many precautions banks take to provide a secure network, online banking transactions are still susceptible to hackers. Irrespective of the advanced encryption methods used to keep user data safe, there have been cases where the transaction data is compromised. This may cause a major threat such as using the data illegally for the hacker's benefit.
- **Difficult for Beginners:** There are people in India who have been living lives far away from the web of the internet. It might seem a whole new deal for them to understand how internet banking works. Worse still, if there is nobody who can explain them on how internet banking works and the process flow of how to go about it. It will be very difficult for inexperienced beginners to figure it out for themselves.
- **Securing Password:** Every internet banking account requires the password to be entered in order to access the services. Therefore, the password plays a key role in maintaining integrity. If the password is revealed to others, they may utilise the information to devise some fraud. Also, the chosen password must comply with the rules stated by the banks. Individuals must change the password frequently to avoid password theft which can be a hassle to remember by the account holder himself.

Problems of E-banking

- **Customer support** - banks will have to create a whole new customer relations department to help customers. Banks have to make sure that the customers receive assistance quickly if they need help. Any major problems or disastrous can destroy the banks reputation quickly and easily. By showing the customer that the Internet is reliable you are able to get the customer to trust online banking more and more.
- **Laws** - While Internet banking does not have national or state boundaries, the law does. Companies will have to make sure that they have software in place software market, creating a monopoly.
- **Security:** customer always worries about their protection and security or accuracy. There are always question whether or not something took place.
- **Other challenges:** lack of knowledge from customers end, sit changes by the banks, etc

E-banking in India

The impact of E- Banking in India is not yet apparent. Many global research companies believe that E-banking adoption in India in the near future would be slow compared to other major Asian countries. Indian E-banking is still nascent, although it is fast becoming a strategic necessity for most commercial banks, as competition increases from private banks and non banking financial institutions. Despite the global economic challenges facing the IT software and services sector, the outlook for the Indian industry remains optimistic.

The Reserve Bank of India has also set up a "Working Group on E-banking to examine different aspects of E-banking. The group focused on three major areas of E-banking i.e. (1) Technology and Security issues (2) Legal issues and (3) Regulatory and Supervisory issues. RBI has accepted the guidelines of the group and they provide a good insight into the security requirements of E-banking.

Conclusion

E-banking is fast becoming a norm in the developed world, and is being implemented by many banks in developing economies around the globe. The main reason behind this success is the numerous benefits it can provide, both to the banks and to customers of financial services. Efficiency, growth and the need to satisfy a growing tech survey consumer base are three clear rationales for implementing E-banking in India.

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E-commerce And Business

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Abstract

Electronic commerce commonly stated to as e – commerce is that the buying and selling of products or services over electronic system like internet and other electronic network. E-commerce as anything that involves a web transaction. Ecommerce (or electronic commerce) is that the buying and selling of products (or services) on the web and other network or anything that involves an online transaction. It covers a various data, systems, and tools for online buyers and vendors, including mobile shopping and online payment.

Most businesses with an ecommerce presence use an ecommerce store or an ecommerce platform to conduct online marketing and sales activities and to oversee logistics and fulfillment. The combination of Electronic Commerce and Business will bring a revival in marketing function. As it provides opportunities to get close to the consumer to bring the customer inside the company, to explore new product ideas and pretest them against real consumers.

Keywords: Electronic Commerce, Consumers, Business Organization, Computer in business.

Introduction

E-commerce provides numerous benefits to the consumers by making availability of products at lower cost, wider range to choice and saves time. The ultimate category of e-commerce could also be counteracted into two parts: E-merchandise and E-finance. It involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and so the net. The impact of ecommerce is much and wide with a ripple effect from small business to global enterprise:

- **Large retailers are forced to sell online:**

Many large retailers because of the expansion of ecommerce has expanded their brands' reach and positively impacted their bottom lines. Except for retailers who are

slow to embrace the net of online marketplace, the impact has been different. Similarly retailers that comprise the center ground are those feeling the most important changes in response to the impact of ecommerce.

Now a days online sales narrowly surpassed general merchandise stores for the primary time, including malls, warehouse clubs and supercenters. Because Amazon Prime took away the value of shipping, more consumers are comfortable with online shopping.

• **Ecommerce enables small businesses to sale on to customers:**

Many of small businesses, adoption of ecommerce has been a slow process. However, those that are able to include it, ecommerce can open doors to new opportunities.

Slowly, small business owners are launching ecommerce stores and expanding their offerings, reaching more customers and better accommodating customers preferring online/mobile shopping. Small business owners feel they need to strengthen their ecommerce capabilities so as to survive and have created a web site or updated their existing trend.

· **B2B companies start offering B2C-like online ordering experiences:**
To improve the customer experiences online and to catch up with B2C companies, B2B companies are working thoroughly. This includes creating a Personal channel, experience with multiple touch points and using data to form personalized relationships with customers.

Also it provides solutions- enable self-service, provide easier platforms for price comparison, and help B2B brands maintain relationships with buyers.

· **The increase of ecommerce marketplaces:**

Now a days Ecommerce marketplaces are increased round the world since the mid-1990s with the launch of giants we all know today, like Amazon, Alibaba, and others. By proposing a wide-ranging selection and great convenience to customers, enable to quickly proportion through innovation and optimization on the marketplace.

· **Evolved Supply chain management:**

Ecommerce's main impacts on supply chain management is that it shortens product life cycles. As a result, producers are presenting deeper and wider varieties as a buffer against price erosion. But, this also implies that warehouses are seeing larger amounts of stock in and out of their facilities.

Some warehouse keepers are now offering value-added services to assist make ecommerce and retail operations more These services include: Separation of stock/storage for online vs. retail sales. Different packaging services. Inventory/logistics oversight.

Traditional retail jobs are reduced:

In relation to growth jobs associated with ecommerce are far outpacing other forms of retail business. However, growth in ecommerce jobs is barely a tiny low piece of the general employment. Some rapid facts on how ecommerce has impacted employment: Ecommerce jobs are up Most ecommerce jobs are located in medium to large metropolitan areas. Most ecommerce companies have fewer employees. On other side of this, however, is that upticks in efficiency paired with a shift far from traditional retail may cause some job losses or reductions in workforces similarly.

- **Customers changed shopping pattern:**

Ecommerce has had a serious impact on customers. It's modernizing the shopping way of contemporary consumers. Today, we all know that with access to the net have made a sale online at some point within their lives and 80% have made a sale online in the past month.

- **Social media enables consumers to shop for products online:**

It had been found that ecommerce through social media has made marketing a remarkable, especially within the context of Today's scenario, ecommerce shoppers discover and are influenced to get products or services supported recommendations from friends and trusted sources on social networks like Facebook, Instagram and Twitter. social impact relates to ecommerce can be witnessed when consumers inspired to shop for a product after recommended on Facebook or featured in an Instagram post.

Role of the Electronic Commerce on Business

E-Commerce and E-Business are new business concept that includes all previous business management and economic concepts. Also E-Business and E-Commerce influence on many extents of business and restraints of business management studies.

1. Management Information Systems – Analysis, design and implementation of e-business systems within an organization; problems with integration of front-end and back-end systems

2. Human Resource Management – problems with on-line recruiting, home working and work on a project for replacing permanent employees.

3. Finance and Accounting –On-line banking; problems with transaction costs; accounting and auditing implications where 'intangible' assets and human capital must be tangibly valued in an increasingly knowledge based economy.

4. Economics –The impact of e-commerce on local and global economies; understanding the concepts of a digital and knowledge-based economy and the way this fits into theory.

5. Production and Operations Management –The on-line processing has led to

Reduced cycle times. It takes seconds to deliver digitized products and services electronically; similarly the time for processing orders are often reduced by over 90 per cent from days to minutes. Production systems are integrated with finance marketing and other functional systems additionally like business partners and customers.

6. Marketing – problems with on-line advertising, marketing strategies and consumer behavior and cultures. One in every of the areas within which it impacts particularly is marketing. Within the past this was mainly door-to door, home parties and purchase order using catalogues or leaflets.

7. Computer Sciences – Development of various network and computing technologies and languages to support e-commerce and e-business, for instance linking front and back office legacy systems with the 'web based' technology.

8. Business Law and Ethics – the various legal and ethical issues that have risen as a results of global 'virtual' market issues like copy right laws, privacy of customer information, and legality of electronic contracts.

9. International Marketplace – E-commerce enabled, businesses now have access to people all round the world. In effect all e-commerce businesses became virtual multinational corporations.

10. Operational Cost Savings - The value of making, processing, distributing, storing and retrieving paper-based information has decreased.

11. Mass Customization - E-commerce has revolutionized the way consumers buy goods and services. The processing allows for products and services to be customized to the customer's requirements. Now customers can configure a car consistent with their specifications within minutes on-line via website.

12. Lower Telecommunications Cost - the web is way cheaper than value added networks which were supported leasing telephone lines for the only use of the organization and its authorized partners. It's also cheaper to send a fax or e-mail via the web than direct dialing.

13. Digitization of Products and Processes - Particularly within the case of software and music/video products, this may be downloaded or e-mailed on to customers via the Internet in digital or electronic format.

14. No more 24-hour-time Constraints - Businesses are often contacted by or contact customers or suppliers at any time.

Conclusion

In every corners of ecommerce, including its differing types, the history, how it's grown over the years, and its impact on consumers and the way business is conducted. There are certainly advantages and drawbacks to ecommerce, but the longer term has many opportunities for even greater expansion.

Computer software enables businesses to conduct virtual meetings where people meet over the web and makes it possible for everybody within the business to look at a standard calendar. Some companies strive to extend productivity by monitoring the computers that individuals use. Monitoring enables companies to trace billable hours and identify activities which will be unprofitable.

Indian e-commerce has got to face many difficulties in web marketing due to infrastructural difficulties and computer illiteracy. Majority of the shoppers sleep in rural areas don't sufficient knowledge about computer and internet. a number of customers in urban areas don't have credit facilities and thus online buying and selling of products is proscribed to urban class having knowledge of computer internet if Indian marketers take into consideration essentials of good website they'll definitely make success marketing in international markets.

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A Study on The Educational Problem of Children In Migrating Labour Families

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ABSTRACT:

Education is a process from birth till death, through education a child or a person makes him rich in knowledge and experience. By changing his behaviour through knowledge, experience and adjustment, he makes time useful, pure and beneficial. Therefore, we can say that education is the bright cultural aspect of human consciousness, which leads to the multifaceted development of personality. Aristotle has rightly said that - Man is a social animal." It is impossible to imagine human life in the absence of education. The effect and existence of education is being well accepted since the creation till now. As long as the existence of human beings in the world continues, the process of education will continue continuously.

KEYWORDS: Education, Educational problem, Labour family, Migration.

INTRODUCTION

The word "education" has been used in one way or the other since ancient times. Education nurtures like a mother, engages in her work like a father by proper guidance and like a wife, removes worldly worries and gives happiness. The light of our fame spreads everywhere through education. Education makes our life cultured. Just as the lotus flower fades when the sun's light sets, similarly, upon receiving the light of education, every person blossoms like a lotus flower and remains uneducated in the darkness of poverty and suffering.

Education is a medium for the external manifestation of the inner potentialities of man. All those biological characteristics are present inside every person who can prove to be helpful in making him a complete personality, but the process of socialization of the person is the challenge of his path, because the socio-economic environment of the person is the basis of his socialization. it happens. This is the reason; most of the families with low socio-economic status have low awareness of education. As a result, he does not have time to think about the education of himself and the children.

India is an agricultural country. In which most of the people live in rural areas. Their main job is agriculture. Majority of the people of India are farmers, labourers,

rickshaw men, handcarts, leg workers, agricultural labourers, labor migrants and other workers. There is a lack of awareness about education among these people. They are not able to give proper attention to education to their children. Even they are able to get their children primary education. For this reason, many schemes are being run by the government such as free and compulsory education, Padho-Padabho scheme, mid-day meal program, Sarva Shiksha Abhiyan. The purpose of which are those poor children can get maximum benefit and interest towards education can be awakened. After 65 years of independence, our feeling has been to lead a happy life, but due to the increase in population, the problem of unemployment, food shortage, hunger, housing, food, health, and environment is increasing. Due to which the life of man has changed from happy to painful. After independence, our government has established big industries along with economic, social, cultural development of the country through five year plans. Agriculture was improved and developed, means of transport were increased, new programs of social reform and cultural development were started. Yet today our country is backward in development.

Migration is a multi-dimensional phenomenon, which has direct or indirect impact on economic development, manpower planning, urbanization and social change. In the context of the ever-changing socio-economic environment of India, there has been an unexpected increase in the trend of migration of rural population from villages to cities and metros. Which has not only presented a challenge to the population planners and policy-makers, but has also put a question mark on the regional, social, economic development? More and more migration of population from rural areas proves not only the economy of rural areas, but also the economy of the destination of the migrants in the immediate context.

There are many reasons for unemployment in Maharashtra, due to which unemployment is increasing. Due to this unemployment, the workers are forced to migrate. The question is who should consider unemployment or migration as the problem. If unemployment is a problem, then its result is migration and we must find a solution to unemployment. The only solution is migration. Because the people migrating do not even look for employment at the place of migration and thus the problem of unemployment is decreasing there. Education is the most important contribution in the development of children, education is that source of light, which shows the true path in each and every aspect of the child's development and if the child's family is suffering from economic problems then how can education become the cause of development for them. could. In this way, the children of the exploited, downtrodden and working class people today are deprived of education due to the many problems they face.

Therefore, it is clear that the entire life base of the people of Chhattisgarh is agriculture. The nature of agriculture is also non-fertile and one-crop. At the same time,

the increasing population of rural areas and the growth of needs has led to a continuous increase in the trend of labour migration from rural areas. As a result non-availability of local labour has affected the local development. Keeping this point in view, research work has been presented on this topic, so that the effects of labour migration from Chhattisgarh can be studied on the education of children. Presented dissertation - "A study on the educational problem of children in migrant labour families" has been studied by the researcher to solve this problem. Through which the real status of the study on the educational problem of children in migrant labour families has become clear.

OBJECTIVE OF THE STUDY:

The following objectives have been formulated for the present study:

1. To study the economic and social condition of migrant labour families.
2. To study the educational status of migrant labour families.
3. To study the educational problem of children in migrant labour families.

MEANING OF ESCAPE:

Generally, the process of relative permanent movement from one geographical area to another is known as migration. In other words, the phenomenon of change in the place of residence of man is called migration. This is the event. In which a human being or self leaving his original abode leaves his place of birth and moves towards such a place. Which is completely new to him and that person is unfamiliar to that place. Migration is an all-time and universal process, which has been going on for centuries and will continue in the coming centuries and it is found and will be found in all the nations and states of the world.

REASONS FOR MIGRATION TO MAHARASHTRA:-

- 30 % of the population of the state is engaged in agriculture and allied activities, out of which 55 % of the population is of farmers and 26 % of the population is agricultural labourers. Migration is related to this large part of the population.
- Local farmers increasingly becoming marginal farmers and landless labourers.
- Only 21.7 % of the total agricultural land of the state is irrigated. As a result, dependence on rain for agricultural work keeps them unemployed for 6 months of the year.
- 45 % of the total population of the state is living below the poverty line.
- Irregular rainfall due to blind felling of forests and non-employment of local people for afforestation work in tribal areas.
- Feeling of indifference to the implementation of employment oriented schemes

in the state.

- The tendency to migrate is found in most of the people of the state.

NEED TO STUDY:-

A healthy mind builds in a healthy body. Education builds a healthy society and a healthy society leads to happiness and prosperity. The unit of society is the individual. It is well known that society depends on the firmness of this unit. Society should develop in the right direction. For this it is necessary that the people living in the society should be educated. Government policies are not only helpful for educating all the people, but by taking positive steps in the form of behaviour. Migrating labour families face not only economic problems but also problems related to social, economic, family status. If these problems are not properly resolved, then they become victims of frustration. In this situation, there is a negative impact on the development of the boy and the girl child. At this time they need the right guidance. But the parents are not able to give them full time, due to which they are engaged day and night in fulfilling their primary needs (bread, cloth and house). So how will they be able to focus on the development of their children?

The migrant labour families who are exploitative, hardworking and weak in the society, and are engaged in working day and night, the educational level of the children there is not very good and the people of these migrant labour families are well aware of the importance of education. Kind of understand but due to their financial problem, they are not able to overcome the problem arising in the education of the children. The educational problem of the children of migrant labour families exists as a burning problem. Even as a result of various campaigns being run by the government related to education, the desired results are not being achieved. Therefore, it is necessary to study the educational problem of the children of migrant labour families. By which, after studying the problems of these children, those reasons can be found out, which hinder the attainment of education of these children. By removing these barriers, children can be connected with the main stream of education. Therefore, the above points indicate the need of study.

CONCLUSION: -

Based on the research study, the researcher got the following results -

1. First of all, it can be said that the economic and social status of the migrant labour families may be low, but the conclusion obtained from the study confirms the hypothesis because most of the agricultural labourers of the study group come below the poverty line, most of the respondents are slum houses. And most of the agricultural labourers have agricultural land, so they get employment only for 4-6 months of the year. As a result, they have to do non-agricultural labour to earn their living. 55% of the

respondents consider the income received from agricultural and non-agricultural wages as insufficient for the needs of the family. Similarly, the social condition of agricultural labourers is not good. The fact obtained from the study makes it clear that most of the people in the village of 40 % of the respondents are illiterate, 45 % of the respondents believe that the environment of the village is not good, while according to most of the respondents, children and the people of the village consume intoxicants. Similarly, about the basic facilities available in the village, 100 % of the respondents have told that there should be proper arrangement of pure drinking water, electricity and road, while 75 % of the respondents have given information about the arrangement of drain. In conclusion, it can be said that the socio-economic condition of the migrant labour families may not be satisfactory. Thus the socio-economic condition of the migrant labour families has an impact on the education of the children. Hence the hypothesis is confirmed.

2. Secondly we can say that the educational status of the migrant labour families may be low. From the above description regarding the educational status of the respondents, it is clear that only 49 % of the respondents are educated, 52 % have got education till 5th only, 46 % have got education till 8th. Most of the respondents have considered the economic condition of the house as being illiterate, 47 % not being taught by their father, according to 30 %, not being able to study themselves is the main reason. Most of the respondents' wives are illiterate, only 42 % of the mothers are such who have received education up to the primary level.

3. The educational problem of migrant labour families confirms the findings obtained from the study, because it is known from the educational status of the children that 79 % of the respondents' children are studying but not all the children. Most of the 74 % of the respondents' children are at the primary level, 65 %'s children are in both primary and secondary, 35 % of the respondents' children are also studying in high school. In this subject it is necessary to tell that out of the total 100 respondents, children of more than one respondent are studying in primary, secondary, high school, an attempt has been made to do a comprehensive analysis of this. 19 % of the respondents are also teaching their children in private schools. In this also boys of all 19 % respondents, girls of 9 % and both boys and girls of 9 % respondents are studying in private schools.

Based on the analysis, it can be said that even after living in the poverty line, about 20 % of the people send their child to private school; even in this they give priority to the boy. Most of the people fulfil the needs of children's essential day, book, shoe, belt, Tiffin; they send some 25 % of the respondents to school by auto or rickshaw. This fact can be seen as a change. They are found to be indifferent about the progress report of children and encouragement for studies. This can be attributed to their social environment. In conclusion, it can be said that the educational status of the children in labour families migrating to labour cannot be said to be satisfactory, thus there is a

problem of education among the children of migrant labour families.

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Direct Investment (FDI) in India : Effect of Covid-19

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Abstract:

India is a developing country and one of the fastest emerging economies of the world which attracts a remarkable amount of foreign direct investments every year. In late 2019, novel coronavirus that is COVID-19 is started to spread across the Globe. In that time stock market all over the world got panicked and started to fall like never before. In that time investors lost their confidence in the businesses and withdrawn their hard earned money from the market. India also not the exception to that which led to huge selling by foreign investors. So in this paper we seek to analyze the impact of Covid -19 on the Foreign Direct Investment (FDI) in India.

Keywords:

Foreign Direct Investment, FDI, Covid-19, Indian Economy, GDP, FDI Inflow.

Introduction:

An investment is an asset or item acquired with the goal of generating income or appreciation. Appreciation refers to an increase in the value of an asset over time. It is a vital determinant of a country's economic growth. Investment in any country can be obtained by two ways, one is domestic investment and other is foreign investment that is FDI. India got independent in 1947 but at that time there was no businesses and Investments option available to the country. In order to safeguard the local or domestic investors and industrialist, India followed the conservative policies and was not able to achieve the economic growth due to non-participation of foreign Investors and Industrialist. In 1991, India has implemented the Liberalization, Globalization and Privatization policies to restructure the Indian economy and thus allowing the foreign investment in selected sectors of India.

Foreign direct investment (FDI) is a purchase of an interest in a company by a company or an investor located outside its borders. According to the Reserve Bank of

India (RBI), Foreign Direct Investment (FDI) means the investment through capital instruments by a person resident outside India (a) in an unlisted Indian company; or (b) in 10 percent or more of the post issue paid-up equity capital on a fully diluted basis of a listed Indian company. FDI's benefits and advantages include Increased Employment and Economic Growth, Human Resource Development, Development of Backward Areas, Provision of Finance & Technology, Increase in Exports, Exchange Rate Stability, Stimulation of Economic Development, Improved Capital Flow and Creation of Competitive Market etc.

There are two routes for FDI in India. These are:

(i) Automatic Route:

By this route FDI is allowed without prior approval by Government or Reserve Bank of India. He can invest in any company without the need for Government approval. For example: Agriculture & Animal Husbandry, Asset Reconstruction Companies, Auto-components, Automobiles, Chemicals, Coal & Lignite, Construction Development, Construction of Hospitals, E-commerce Activities, Electronic Systems, Food Processing, Gems & Jewellery, Healthcare, Industrial Parks, IT & BPM, Leather, Manufacturing, Mining & Exploration of metals & non-metal ores etc.

(ii) Government Route:

Prior approval by government is needed via this route. The application needs to be made through Foreign Investment Facilitation Portal, which will facilitate single window clearance of FDI application under Approval Route.

For example: Banking & Public sector, Broadcasting Content Services, Food Products Retail Trading, Print Media, Satellite (Establishment and operations) etc.

There is no uniform rate of FDI in India. This rate can be 26% or 49% or 51% or 74%. Some industries even allow 100% FDI, that is, entire resources of these industries may come from foreign entities. Moreover, different rates as well as routes can be observed in a particular sector. For example: Defence and Telecom services (Automatic-up to 49% and Government-beyond 49%), etc.

There are some industries where FDI is strictly prohibited under any route. For example: Atomic Energy Generation, Cigars, Cigarettes, or any related tobacco industry, betting or gambling businesses, Lotteries (online, private, government, etc) Investments in chit funds, Nidhi company, Trading in Transferable Development Rights (TDRs), etc. In some sensitive sectors like defence, insurance and media, there have always been conflicting views on FDI, as the integrity and security of our nation are at stake. So, FDI caps apply for many of such industries. For example, the defence industry only allows 49% foreign direct investment (automatic route) beyond which government approval

must be obtained.

Coronavirus disease 2019 (COVID-19) is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first case was identified in Wuhan, China, in December 2019. Symptoms of COVID-19 are variable, but often include fever, cough, fatigue, breathing difficulties, and loss of smell and taste. Symptoms begin one to fourteen days after exposure to the virus. Soon World Health Organisation declared it as a Pandemic which spreads all over the world with short span of time. Most of the Workplaces got shut down and peoples are requested to stay at home to prevent the spread of Novel Coronavirus. It leads to ban on International Travel and a Lockdown in most of the countries in the World. Every countries has issued the notification regarding the steps to be followed for preventing the spread of COVID-19 and to maintain the personal hygiene. Stock markets got feared by the pandemic resulting in the huge selling all over the world. Indian stock market also got crashed leading to several time of lower circuit that affected the confidence of investors in the Stocks and businesses mandating the government to intervene in the financial market and to change the existing policies. On 18 April 2020, the government of India passed an order that would protect Indian companies from FDI during the pandemic. All countries sharing a land border with India would now face scrutiny from the Ministry of Commerce and Industry before any FDIs. These changes were incorporated in the Consolidated FDI policy released on 28 October 2020.

Literature Review:

- I. "Impact of Covid-19 on Indian Economy: Compiled and edited book" by Dr. Rekha Jagganath. The author states about the cross section of time which was unique in global economies and in India. The 10 Economists are of great expertise and have passionately delved into Indian Economy at the outbreak of the pandemic and states the disturbance caused by the virus affecting the backbone of the country.

- II. Syed Azhar and K.N.Marimuthu in their paper (2012) "AN OVERVIEW OF FOREIGN DIRECT INVESTMENT IN INDIA" researched that India has all the variables such as fine infrastructure, potential markets, abundant labour, availability of natural resources, and at last the economic and trades policies which has been favoring FDI and government should formulate the policies which can attract more foreign investment in manufacturing sector rather than service sector.

Objective of the Study:

To analyze the impact of Covid-19 on Foreign Direct Investment (FDI) in India.

Research Methodology:

Analytical and Descriptive methods have been used. The Data Collected are classified in Tabular forms and Graphs. The data are thoroughly analysed and the conclusions have been made.

Scope of the Study:

The proposed study is limited to the impact of Covid-19 on Foreign Direct Investment (FDI) in India for a Period of 5 years i.e from financial year 2016-2017 to 2020-2021.

Data Collection:

Data are collected from Secondary data. The Secondary sources used for the data are National Statistical Office, Department for promotion of Industry and Internal Trade, Department of Industrial Policy and Promotion (DIPP), Reserve Bank of India, statisticstimes.com amongst many other, Online database of Indian economy, articles, Books, Journals and Magazines etc.

Tools for Analysis:

Co-relation, Graphical Representation and Trend Analysis tools have been used for the analysis of FDI in India during the covid-19.

Limitations of the Study:

- i. The present study is entirely based on Indian economy only.
- ii. The study is limited to only last 5 years. So, the findings of this study reflect this period only.

Analysis of FDI during covid-19:

The First COVID- 19 patient was found in December 2019 in China. The whole world was busy in their life unaware of the Crisis that will hammered the whole world. COVID- 19 has attacked two ways to the world. Firstly it attacked on the Health of the society and then it attacked on the Wealth of the Society. Covid-19 mandate all the countries in the world to go into a Lockdown to prevent the spread starting with the World's second largest economy China. After that most of the countries went into lockdown. This lead to the huge sell off in all the global Indices. The Detailed timeline is

shown in the below mentioned table.

Table 1: Detail of events during the COVID- 19

Event	Date	Event Detail
1	Dec. 2019	First case of Covid-19
2	04/01/2020	WHO announces unknown Pneumonia case in Wuhan, China.
3	11/01/2020	China reports the first known virus death
4	21/01/2020	USA confirms first Covid-19 case
5	23/01/2020	Wuhan city is quarantined by Chinese Authorities.
6	27/01/2020	India reports first Covid-19 case.
7	15/02/2020	Europe reports first Covid-19 death.
8	28/02/2020	Stock plunge into correction due to Covid-19 fear.
9	11/03/2020	WHO declared Covid-19 as Pandemic.
10	13/03/2020	USA declared Covid-19 as a National Emergency.
11	23/03/2020	USA Federal Reserve announces measures for Economic Support
12	18/04/2020	Change in FDI policy during pandemic
13	13/05/2020	India announces Covid-19 Package.
14	11/08/2020	Russia announces first Covid-19 vaccine 'Sputnik-V'

FINANCIAL YEAR-WISE FDI INFLOWS DATA:

A. AS PER INTERNATIONAL BEST PRACTICES:

(Data on FDI have been revised since 2000-01 with expended coverage to approach International Best Practices)

Table 2: FDI from 2016 to 2021

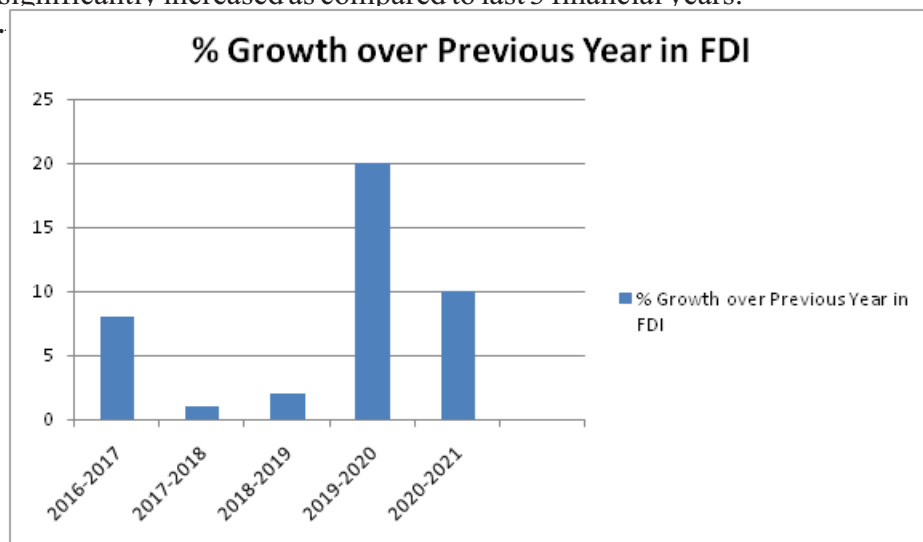
(Amount US\$ Million)							
Sr. No.	Financial Year (April-March)	FOREIGN DIRECT INVESTMENT (FDI)					
		EQUITY		Reinvested earnings +	Other capital +	FDI FLOWS INTO INDIA	
		FIPB Route/ RBI's Automatic Route/ Acquisition Route	Equity capital of unincorporated bodies			Total FDI Flows	% age growth over previous year (in US\$ terms)
FINANCIAL YEARS 2016-2017 TO 2020-21							
1	2016-2017	43,478	1,223	12,343	3,176	60,220	(+) 8%
2	2017-2018	44,857	664	12,542	2,911	60,974	(+) 1%
3	2018-2019	44,366	689	13,672	3,274	62,001	(+) 2%
4	2019-2020	49,977	1,757	14,175	8,482	74,390	(+) 20%
5	2020-2021	59,636	1,787	16,216	4,082	81,722	(+) 10%

Source: Department for promotion of Industry and Internal Trade

Note: All figures for financial years 2018-19 to 2020-21 are provisional.

Table 2 demonstrate cumulative amount of foreign direct investment inflows in India from 2016-17 to 2020-21. Indian government has brought about vital amendments to FDI policies to ensure that the nation is transforming into an immensely attractive destination for investing capital. The inflows of FDI into India has increased dramatically following the 1991 reforms. However, ever since these reforms took place, India has witnessed ups and downs in the FDI inflows over the years either for domestic reasons or due to international causes. During 2014, the new government established and due to its policies, initiatives like Make in India, Start Up India, Skill India, development of smart cities and investor-friendly business environment facilitating ease of doing business in the country. The further changes in the FDI policy in 2017 by the government proved fruitful on eliminating several levels of bureaucracy and making proposals for FDI to be made increasingly rational, swift and positive under government approval route. However, India's FDI equity inflows have declined over the last few years and has even hit the lowest level in 2018-19 with a steep decline in foreign investments in telecom, power and pharmaceuticals sectors. Another reason for such a decline may be the slowing down of Indian economy and its GDP in the recent past due to demonetization, implementation of GST, job crisis, poor consumer demand, farmer crisis and NPA burden among others. It is, however, to be noted that the new government has alleviated 87 FDI rules across as many as 21 sectors over the past three years. For example, it has opened up historically conservative sectors like railway and defence for foreign direct investment so in the covid time we can observe from the table that FDI has been significantly increased as compared to last 3 financial years.

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Foreign Direct Investment (FDI) in India: Effect of Covid-19

Chart 1 shows that the FDI was slowed down before the covid-19 time due to several domestic factors and Government policies. We can observe that from 2016 to 2019, during this 3 financial years FDI inflow was below 10% but during covid-19 pandemic FDI inflows got increased crossing the combined Inflows of last 3 financial years that is from 2016 to 2019.

Conclusion:

Trends are just relative numbers which might differ from that of the original numbers. It only shows the relation in the form of percentage growth over last year whereas the foreign direct investment keeps on coming into the economy. There can be many factors responsible for such variations in the trends of foreign direct investment inflows like economic, institutional and political factors. These factors include economic growth of the country, market size, resource, location, return on investment, inflation, government regulation, political stability, tax policies and foreign exchange rate among others but during covid-19 world market got crashed and provide a life time opportunities to the investors to buy the quality businesses at the discounted prices resulting in huge FDI inflow in India. On 18 April 2020, the government of India passed an order that would protect Indian companies from FDI during the pandemic but the order was only for those countries which share a land border with India and those countries constitute a very small proportion of FDI in India So the order does not have a significant impact on FDI inflows whereas the largest FDI inflow in India comes from Mauritius, Singapore and United States of America.

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A Study On The Influences of Advertisement On Consumer Buying Behavior

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ABSTRACT :

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificity and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

Key word :- Consumer Buying Behaviour, Advertisement, Entertainment, Familiarity, Advertisement Spending, Social Imaging.

Introduction :

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses (Ryans, 1996). Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages (Ahmed & Ashfaq, 2013).

Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television

advertisement very soon. In Bangladesh, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). These brands continuously influence consideration, evaluation and finally purchases (Romaniuk & Sharp, 2004). Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper we have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact. This will help marketers to focus on the right factors and achieve maximum benefit from their advertisement.

We believe that the study will offer useful insights for both advertising scholars and executives to understand the ins and outs of advertising and to assist marketers in introducing better approaches to advertising.

Background Of The Study

Following are the review of major research work on the topic which is related to the present study:

Maheshwari, Seth & Gupta (2016) in their article "An empirical approach to consumer buying behaviour in Indian automobile sector" has concluded that advertisement effectiveness positively influences consumer buying behaviour.

Ha, John, Swinder & Muthaly (2011), in their research paper "The effects of advertising spending on brand loyalty in services" have discovered that advertising spending has impact on consumer's perceived quality of the product, consumer's loyalty and satisfaction level.

Kumar & Raju (2013) in their paper "The Role of Advertising in Consumer Decision Making" have found that advertisements are able to change the consumer's opinion about a particular product.

Advertising has always known to be one of the key factors that affect consumer's decision making process. In this paper, we have attempted to combine different sets of variables from these previous studies to test and analyse how they impact consumer's buying intention.

Review Of Literature

Entertainment

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous (Mandan, Hossein & Furuzandeh, 2013).

Former studies suggest that entertainment in advertising generates customer satisfaction (Chang, 2006). This claim was tested by later empirical studies. For instance, Duncan and Nelson (1985) conducted a research on how entertainment in advertisement affects consumers. They analysed 157 responses towards advertising and found that entertaining advertisements can influence consumers. It influences consumers into accepting and consuming the product (Duncan & Nelson, 1985). In a similar way, Chang (2006) investigated about entertaining advertisements and its influence on consumer satisfaction and leave impact on their behavioural intentions. Based on his research on 152 participants, he found that entertaining advertising can positively increase consumers' satisfaction, thus influencing consumer buying behaviour.

Although use of humour in advertisements can be risky at times as a large number of people may not be entertained by the same concept. Gulas and Weinberger in their book say that a failed attempt to entertaining ads is a lost opportunity to connect with consumers. It may even offend consumers and drive them away. They have exemplified this risk with a 1999 Super Bowl advertisement for 'Just for Feet'. It showed a group of white men tracking a barefoot, black Kenyan runner who was later drugged and forced against his will to wear a pair of running shoes (p. 174). The advertisement was met with massive outrage (Gulas & Weinberg, 2006).

However, entertaining advertisements do not necessarily mean humorous ads. Thrilling, full of suspense advertisements can also be counted as entertaining. One of the biggest examples of all time is the Apple super bowl commercial "1984". It left people awestruck and it was immediately able to get attention of people. It was very effective in terms of spreading news about a new era of computers. It also had a huge part in generating sales for the company.

Harvard professor Teixeira has conducted an interesting study on this regard and wrote a paper "Why, When and How much to entertain consumers in advertisements?" The study is based on a facial tracking study (software used to track the facial emotions) in response to the TVCs. This is a first of its kind study and is the latest (Teixeira, Picard & Kaliouby, 2013).

Teixeira found that entertainment plays both a co-operating and a conflicting role, depending on its type (i.e., location in the ad). Entertainment that is associated with the brand is co-operating, as it acts as a persuasion device both in the interest and purchase stages. Entertainment that is not associated with the brand acts predominantly as an

attraction device at the interest stage, thus indirectly cooperating but also directly conflicting with the ultimate goal of the ad.

The previous research as provided us with diverse information about the impact of entertainment on consumers. It is seen to influence consumers in a positive way by grabbing their attention and creating a lasting impression. However, in some cases the impact was negative. In this research we will attempt to find out if these varied impressions about entertaining advertisements really have any impact on consumer's buying intention.

Social Imaging

Advertisements generally have influence on how we perceive things around us. Through various types of advertisements, especially TVCs portray how a user of a certain product is or should be. It sometimes shows the social class the user of a product belong to, their lifestyle and attitudes.

In cases of beauty product this concept is highly applicable. In a research conducted in 2009 it was observed that one of most influential ideas spread by the media is society's perception of beauty and attractiveness. The thin beautiful woman and the handsome muscular men are seen everywhere. And as the influence of media increases, the pressure to hold on to these ideals increases (Russello, 2009).

In 2008, the YWCA USA published a report, *Beauty at Any Cost*, which highlighted the consequences of the beauty obsession on women and girls in America through media. This feeling of insecurity and obsession is very much likely to trigger purchase of beauty products (Britton, 2012).

The mass media is the most powerful way to spread these images that represent sociocultural ideals (Tiggemann, 2003). Advertising promote social messages and life style by illustrating the position of ideal consumer and stimulates consumer's willingness to purchase (Pollay & Mittal, 1993).

Apart from the beauty industry, another great example of social image that is solely created by advertisement is the brand "Rolex". It is not necessarily the best product in the market nor does it add a lot of usefulness to one's life in this day of cell phones. But through its careful ad placements they have gained the attraction of millions. They have targeted sports and club members of the elite and portrayed them in their advertisements. They have identified how the lifestyle of an ideal customer of their product is, where they live, where they hang out, etc. In a way they have sent a subliminal message to the people that 'Rolex' is only for the rich and sophisticated, it is what sets a person apart from the ordinary. Rolex is now more of a social status rather than a time tracking device. As a result, a person who has suddenly become rich would want to buy a Rolex just to have a sense of belonging in that 'elite' class.

Even the smart watch by Apple that offers a great functionality failed to compete with Rolex as it was reported by Tech Times:

"Apple may be the numero uno smart watch seller in the world and while it can revel in the fact that it thwarts its wearable rivals such as Samsung, Sony and LG in this sphere, the Cupertino-based company is still not a shine on Swiss watchmaker Rolex, which is

synonymous with luxury”.

Prior studies have shown that stereotyping and classification of a certain gender or group of people has a huge impact on mass population. People feel pressurized to look a certain way to get a feeling of belonging. This may have both positive and negative impact on the society. But in this research, we will focus on finding out if 'social imaging' in an advertisement is successful in persuading people to purchase a product by inducing their desire to belong in a certain social class.

Spending

Advertising spending can have an effect in the buying behaviour of people in a sense that the more money spent can be linked with the quality of advertisement and the frequency of advertisement. It may result in creating a lasting impression in consumer's mind. Advertising is an important extrinsic cue signalling product quality (Milgrom & Roberts, 1986). Heavy advertising spending shows that the firm is investing in the brand, which means the organization has a huge investment and thus implies that they might have a better quality of product (Kirmani & Wright, 1989). In addition, advertising spending levels are good indicators of not only high quality but also good buys (Archibald, Haulman & Moody, 1983).

Yoo, Donthu & Lee (2000) examined the impact of the marketing mix variables on consumer behaviour. The approach focuses on the indirect effect of these determinants on brand loyalty. Since advertising spending affects expectations of product or service quality in consumer's mind (Kirmani & Wright, 1989; Yoo, Donthu & Lee, 2000; Moorthy & Zhao, 2000), its role should be indirectly linked to brand loyalty implying that rather than the advertisement itself, it is how advertising affects customer perception of the firm that is more critical in impacting consumer buying behaviour (Ha, Janda & Muthaly, 2011).

The earlier studies have concluded that when a huge sum is spent on advertisements and other marketing campaigns consumers began to expect more from that particular brand. It creates an illusion of better quality of product or service from that brand. In this study, we will try to find out that how these associations that consumers make with 'Advertisement Spending' and the 'Brand' effect their purchase decision. In other words, we will attempt to find out how consumers perceive advertisement spending and if it ultimately influences them to purchase the product.

Consumer Buying Behaviour

Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study

the subject of consumer buying behaviour as it facilitate firms to plan and execute superior business strategies (Khaniwale, 2015).

In this research we will attempt to find what factors effect consumer buying behaviour. In previous studies certain variables were found to have an impact in consumers. This is briefly discussed below:

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something that can grab their attention. Boring advertising will not sustain in consumers' minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring them to make a purchase (Madden & Weinberger, 1982).

Familiarity created by advertisement for a certain brand is also an important factor that affects consumer buying behaviour. Macinnis and Park (1991) carried out a study with consumers to investigate the effects of familiar songs in advertising and consumer behaviour. In their research, consumers depicted satisfaction for products with familiar songs and a significant relationship was confirmed between the level of familiarity of the songs in the advertising and its amiability.

Social role and image reflects that ads influence individual life style and the extent to which an individual seeks to present him or herself in a socially acceptable manner. In addition to selling products and services, ads sell image and life style. Consumers learn about new life style, image and trend through ads (Pollay & Mittal, 1993; Burns, 2003). Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product.

Advertising spending also creates positive impression about a brand in the minds of the consumers. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, which leads to greater amount of purchase from that brand as consumers generally prefer to purchase from a well know brand in order to avoid disappointments over quality.

Cultural Factors - Culture and societal environment :

Culture is crucial when it comes to understanding the needs and behaviors of an individual. Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. Throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will teach him values, preferences as well as common behaviors to their own culture. For a brand, it is important to understand and take into account the cultural factors inherent to each market or to each situation in order to adapt its product and its marketing strategy. As these will play a role in the perception, habits, behavior or expectations of consumers. For example, in the West, it is common to invite colleagues or friends at home for a drink or dinner. In Japan, on the contrary, invite someone home does not usually fit into the local customs. It is preferable to do that this kind of outing with friends or colleagues in

restaurant.

While if a Japanese offer you a gift, the courtesy is to offer him an equivalent gift in return. McDonald's is a brilliant example of adaptation to the specificities of each culture and each market. Well aware of the importance to have an offer with specific products to meet the needs and tastes of consumers from different cultures, the fast food giant has for example: a McBaguette in France (with french baguette and Dijon mustard), a Chicken Maharaja Mac and a Masala Grill Chicken in India (with Indian spices) as well as a Mega Teriyaki Burger (with teriyaki sauce) or Gurakoro (with macaroni gratin and croquettes) in Japan.

Sub-cultures

A society is composed of several sub-cultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example in recent years, the segment of ethnic cosmetics has greatly expanded. These are products more suited to non-Caucasian populations and to types of skin pigmentation for African, Arab or Indian populations for example.

Social classes

Social classes are defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it's very large groups, we usually find similar values, lifestyles, interests and behaviors in individuals belonging to the same social class. Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Some studies have also suggested that the social perception of a brand or a retailer is playing a role in the behavior and purchasing decisions of consumers. In addition, the consumer buying behavior may also change according to social class. A consumer from the lower class will be more focused on price. While a shopper from the upper class will be more attracted to elements such as quality, innovation, features, or even the social benefit that he can obtain from the product.

Network has widely grew to the point of becoming a must have, especially among young people. It is the same with the growth of the tablet market. Tablets such as i-Pad or Galaxy Tab have become a global cultural trend leading many consumers to buy one.

Social Factors

It includes groups (reference groups, aspirational groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

Stages of the Consumer Buying Process

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity.

1. Problem Recognition (awareness of need)--difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.
2. Information search o Internal search, memory. o External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc. A successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat, evoked set is o Chinese food o Indian food o burger king o Klondike kates etc
3. Evaluation of Alternatives--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc.
4. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.
5. Purchase--May differ from decision, time lapse between 4 & 5, product availability.
6. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

Types of Consumer Buying Behavior

The four type of consumer buying behavior are: Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc. Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar.



product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand. Extensive

Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend a lot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process. Impulse buying, no conscious planning.

Conclusion

This research was a study on the impact of advertisement on consumer buying behaviour. For this purpose four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in advertising is most effective and which has comparatively lower impact. Although this research can make significant contribution to literature but for future study qualitative data can be used. Qualitative data will provide further insight into the relationship among these variables.

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Affordable Housing Initiatives For Urban Poor Challenges And Solutions

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Abstract

As the government of India envisages to improve the living conditions of people on a large scale, affordable housing schemes for urban poor proves to be a major block for the government. The Government needs to identify and evaluate the challenges faced by urban poor and offer solutions to address the housing problems through various policies formulated by the government in partnership with private players. This paper attempts to highlight the challenges faced by the government and solutions offered to ensure affordable housing facilities to economically weaker section of the society.

Introduction

The Rapid urbanization in cities of India and migration of people from rural to urban areas in search of employment has led to the increase in housing demand. The housing problems of urban poor have increased tremendously with reference to lower income, congestion, lack of basic amenities like electricity, water, poor sanitization, paucity of land etc. Of the total housing shortage in India, around 95% accounts for lower income group and economically backward class. The housing problem of urban poor has been addressed by government through various schemes over the years, for bridging the gap between the demand and supply of low cost housing projects, some of which in the recent past includes Jawaharlal Nehru National Urban Renewal Mission initiated in the year 2005, Rajiv Awas Yojana initiated by the congress government in the year 2013, the Pradhan Mantri Awas Yojana (PMAY) launched by Prime Minister Narendra Modi in the year 2015 which aims at providing "Housing for All" by 2022 and subsumes all the previous urban housing schemes initiated by previous government. PMAY is expected to address 21 million housing problems. Pradhan Mantri Awas Yojna consists of four main components

1. In-situ slum redevelopment (ISSR): it aims at providing redevelopment of existing slums, and includes grants of one lakh rupees per house by the government to the planning and implementation authorities of the states, thereby benefitting slum dwellers of the states.

2. Credit-linked subsidy scheme (CLSS) It aims at providing easy institutional credit at subsidized rate of interest by the primary lending institutions to MIG.LIG AND EWS, thereby reducing their monthly installments and housing loans to a considerable extent
3. Affordable housing in partnership (AHP)—The Basic aim is to enhance private partnership in affordable housing schemes by providing central assistance of 1.5 lakh per house for economically weaker section
4. Beneficiary-led construction or enhancement (BLC)—it envisages to provide lower income group and economically backward class assistance of 1.5 lakh by the government for extension of existing house or construction of new house

Apart from the above mentioned efforts the government has also initiated other measures such as increasing the time of project completion from three to five years, granting infrastructure status to affordable housing; extending the time for the payment of tax on notional rental income of unsold house to one year, long term capital gain tenure reduced to two years from previous three years.

Challenges of affordable housing initiatives

Construction of affordable housing in urban areas is one of the greatest challenges faced by the government taking into consideration the unorganized real estate sector, tremendous augmentation of slum in urban areas, unplanned growth of the cities and congestion in transit

1. **Lack of availability of land in urban areas-** The cost of land in Urban areas is more than 51% of the total cost of project ,which makes affordable housing project in urban areas unviable.. Excessive control on the volume of construction in the process of land acquisition for affordable housing is complex as approvals at various levels form urban local bodies , to government departments and stakeholders are required ,which creates hurdles for the developers. Government needs to free up some space especially in metro cities to enable the developers develop these lands
2. **Delay in land development process**—Land Development process in India is very complex as it involves permits from multiple entities from central to state government, which subsequently results in delay and escalation of the cost to be borne by the purchaser of the house
3. **Lack of Concurrent Approach** -- Central and State Government's projection of land demand is been determined by Master Planning 12, but in practice these lands are never allotted to the urban poor due to lack of coordination at central state and local

4. **Hesitation Of Financial Institutions to provide loan to lower income group**-The real estate developers generally provide loans to middle income groups whose monthly salary exceeds Rs. 65000 per month. The economically backward class remains unserved as they are not in a position to provide any collateral security or document of identification.
Creditworthiness of lower income groups cannot be ascertained as they are unable to produce pay slips and other related documents to avail credit
5. **Lack of Community Engagement for Slum Redevelopment**—it has been generally noticed that the community engagement and participation of slum dwellers is missing for the enforcement of slum re development projects which hinders the overall planning and implementation of these projects.
6. **No uniformity in beneficiary list for affordable housing** – The beneficiary list prepared by different states at different times lack uniformity as the lower income group list prepared by different states are incomparable
7. **The lack of connectivity to the work place**- Transit cost to work place is one of the major challenges in affordable housing for urban poor as lower income groups have been provided houses in the periphery of the cities because of unavailability of land in the heart of cities

Solutions for affordable Housing to Urban Poor

1 Incentivizing rental housing-

Incentivizing the rental housing along with the real estate developers will swiftly enable the Government to achieve the objective of “Housing for all by 2022”. The Government should encourage the provision of low-cost rental accommodation to low-income migrant workers , which would consequently reduce the proliferation of slums

2 Providing financial literacy to lower income group-

Financial assistance and financial literacy training is thus the need of the hour for the segment, and Non-Banking Financial Companies provide all necessary help to the consumers in obtaining housing loans. These Finance Companies for affordable housing are developing the mechanism of field based projects to assess the income of economically backward class and their their ability of repayment of loans. These

companies not not ask for conventional documents for housing credits

3 Better transport facility for connectivity to work place-

Batter transportation facility can facilitate easy commutation to work place and reduce the cost of transit and would also save time

4 Modification in existing tax laws related to housing-

Finance Minister's decision to expand tax systems on low cost housing plans for another year to cover affordable housing Developments are a step in the right direction to encourage developers of affordable housing projects. it will enable the government to accomplish its goal of providing housing for all by 2022. The extension of tax holiday by a year would benefit the developers and changes in tax slabs will leave more disposable income with the middle class people. Provision of tax holiday on low cost housing would result in more affordable houses in near future

5 Subvention in Interest Rate and granting of priority status to construction loans –

Relief of 5% in interest rates on housing loans and granting of priority status on construction loans would reduce the cost of affordable housing

6 Proper city development plans and layouts-

The government has to earmark the layouts in the cities for affordable housing in partnership with private players through efficient development plans and ensure the supply of affordable houses to economically backward sector. Government has to make it mandatory to reserve land for affordable housing in development plans

7 Beneficiaries for affordable housing to be chosen carefully-

Identification of right beneficiary is of utmost importance, so as to pass on the benefits of projects to deserving participants and to avoid speculative investors involvement.

Conclusion

Although provision of affordable houses in urban areas remains a challenge for the government, the aim of 'Housing for all by 2022' can be achieved in association with private players.. Increase in affordable housing schemes would in turn generate more employment as it would mean increase in construction, building material, housing finance which would lead to the growth in the economy. Government had amended laws

relating to housing and had incorporated various schemes for affordable housing ensuring provision of basic amenities to the occupier. Demand For Affordable housing has been soaring in the recent years with the amendments made in laws ,with respect to financing facilities, better amenities and thoughtful choice of beneficiaries.

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Book on Affordable Housing: Inclusive Cities by Vinayak Bharnes and Shyam Khandekar

Mental Health on Public in INDIA on Covid-19

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Abstract:

The COVID-19 pandemic is a major health crisis affecting several nations, with over 720,000 cases and 33,000 confirmed deaths reported to date. Such widespread outbreaks are associated with adverse mental health consequences. Fear, worry, and stress are normal responses to perceived or real threats, and at times when we are faced with uncertainty or the unknown. So it is normal and understandable that people are experiencing fear in the context of the COVID-19 pandemic. Added to the fear of contracting the virus in a pandemic such as COVID-19 are the significant changes to our daily lives as our movements are restricted in support of efforts to contain and slow down the spread of the virus. Faced with new realities of working from home, temporary unemployment, home-schooling of children, and lack of physical contact with other family members, friends and colleagues, it is important that we look after our mental, as well as our physical, health.

WHO, together with partners, is providing guidance and advice during the COVID-19 pandemic for health workers, managers of health facilities, people who are looking after children, older adults, people in isolation and members of the public more generally, to help us look after our mental health. This perspective article provides a detailed overview of the effects of the COVID-19 outbreak on the mental health of people.

Keywords: Covid 19, pandemic, mental health, unemployment, physical health.

Introduction:

In March 2020, the outbreak of the coronavirus disease 2019 (COVID-19) reached all countries of the Western world . To reduce the speed of its spread, many countries slowed down their economies and enforced pronounced restrictions on public life. A pandemic is not just a medical phenomenon; it affects individuals and society and causes disruption, anxiety, stress, stigma, and xenophobia. The behaviour of an individual as a unit of society or a community has marked effects on the dynamics of a pandemic that involves the level of severity, degree of flow, and aftereffects. Rapid human-to-human transmission of the SARS-CoV-2 resulted in the enforcement of regional lockdowns to stem the further spread of the disease. Isolation, social distancing, and closure of

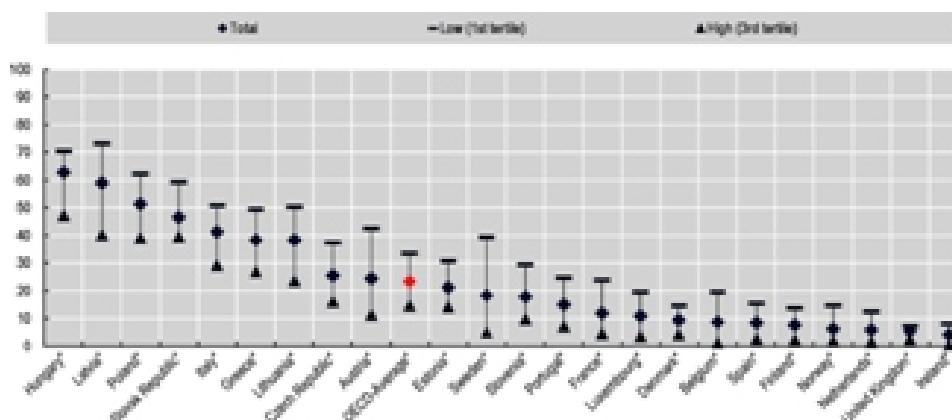
educational institutes, workplaces, and entertainment venues consigned people to stay in their homes to help break the chain of transmission. However, the restrictive measures undoubtedly have affected the social and mental health of individuals from across the board.

As more and more people are forced to stay at home in self-isolation to prevent the further flow of the pathogen at the societal level, governments must take the necessary measures to provide mental health support as prescribed by the experts. Professor Tiago Correia highlighted in his editorial as the health systems worldwide are assembling exclusively to fight the COVID-19 outbreak, which can drastically affect the management of other diseases including mental health, which usually exacerbates during the pandemic. The psychological state of an individual that contributes toward the community health varies from person-to-person and depends on his background and professional and social standings.

Quarantine and self-isolation can most likely cause a negative impact on one's mental health. A review published in *The Lancet* said that the separation from loved ones, loss of freedom, boredom, and uncertainty can cause a deterioration in an individual's mental health status. To overcome this, measures at the individual and societal levels are required. Under the current global situation, both children and adults are experiencing a mix of emotions. They can be placed in a situation or an environment that may be new and can be potentially damaging to their health.

Children and teens at risk

Children, away from their school, friends, and colleagues, staying at home can have many questions about the outbreak and they look toward their parents or caregivers to get the answer. Not all children and parents respond to stress in the same way. Kids can experience anxiety, distress, social isolation, and an abusive environment that can have short- or long-term effects on their mental health. Some common changes in children's behaviour can be



- Excessive crying and annoying behaviour
- Increased sadness, depression, or worry
- Difficulties with concentration and attention
- Changes in, or avoiding, activities that they enjoyed in the past
- Unexpected headaches and pain throughout their bodies
- Changes in eating habits



To help offset negative behaviours, requires parents to remain calm, deal with the situation wisely, and answer all of the child's questions to the best of their abilities. Parents can take some time to talk to their children about the COVID-19 outbreak and share some positive facts, figures, and information. Parents can help to reassure them that they are safe at home and encourage them to engage in some healthy activities including indoor sports and some physical and mental exercises. Parents can also develop a home schedule that can help their children to keep up with their studies. Parents should show less stress or anxiety at their home as children perceive and feel negative energy from their parents. The involvement of parents in healthy activities with their children can help to reduce stress and anxiety and bring relief to the overall situation.

Elders and the people with disabilities at risk

Elderly people are more prone to the COVID-19 outbreak due to both clinical and social reasons such as having a weaker immune system or other underlying health conditions and distancing from their families and friends due to their busy schedules. According to medical experts, people aged 60 or above are more likely to get the SARS-CoV-2 and can develop a serious and life-threatening condition even if they are in good health.

Physical distancing due to the COVID-19 outbreak can have drastic negative effects on the mental health of the elderly and disabled individuals. Physical isolation at home among family members can put the elderly and disabled person at serious mental health risk. It can cause anxiety, distress, and induce a traumatic situation for them. Elderly people depend on young ones for their daily needs, and self-isolation can critically damage a family system. The elderly and disabled people living in nursing homes can face extreme mental health issues. However, something as simple as a phone

call during the pandemic outbreak can help to console elderly people. COVID-19 can also result in increased stress, anxiety, and depression among elderly people already dealing with mental health issues.

Family members may witness any of the following changes to the behaviour of older relatives

- Irritating and shouting behaviour
- Change in their sleeping and eating habits
- Emotional outbursts

The World Health Organization suggests that family members should regularly check on older people living within their homes and at nursing facilities. Younger family members should take some time to talk to older members of the family and become involved in some of their daily routines if possible.

Health workers at risk

Doctors, nurses, and paramedics working as a front-line force to fight the COVID-19 outbreak may be more susceptible to develop mental health symptoms. Fear of catching a disease, long working hours, unavailability of protective gear and supplies, patient load, unavailability of effective COVID-19 medication, death of their colleagues after exposure to COVID-19, social distancing and isolation from their family and friends, and the dire situation of their patients may take a negative toll of the mental health of health workers. The working efficiency of health professionals may decrease gradually as the pandemic prevails. Health workers should take short breaks between their working hours and deal with the situation calmly and in a relaxed manner.

Preventions:

Understanding the effects of the COVID-19 outbreak on the mental health of various populations are as important as understanding its clinical features, transmission patterns, and management.



Spending time with family members including children and elderly people, involvement in different healthy exercises and sports activities, following a schedule/routine, and taking a break from traditional and social media can all help to

overcome mental health issues.

Public awareness campaigns focusing on the maintenance of mental health in the prevailing situation are urgently needed.

Conclusion:

from the above information and the data and the ratio of the patient and the people who got quarantine this paper tells about how covid 19 impacted the mental health of the people this paper suggest the preventive measures to avoid the mental illness.

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Make In India : An Overview

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Abstract

The proposal of making in India will boost manufacturing the electronic manufacturing market in the country. The Make in India campaign helps to place India on the world map as a manufacturing hub and give global recognition to the Indian economy. The government expects to generate jobs, attract much foreign direct investment and transform India into a manufacturing hub.

This campaign aids the investors by making India a pleasant experience and leads to overall development of the country. The major objectives of this campaign are to focus on 25 sectors of the economy for job creation and skill enhancement. The initiative hopes to increase the GDP growth and tax revenue.

Keywords: Business, India

Introduction

In India starting a business was a very complicated affair but after the launch of make in India campaign things have become much easier for the people to start their own venture a lot of changes has been made in order to ease out the life of the people interested in having their own firm.

The topic measures the minimum paid up capital requirements, no of procedures involved and cost for a small-to-medium-sized limited liability company to start up and formally operate in the economy's largest business city. Earlier India's rank was 164 but now there is an improvement due to which it has climbed up the ladder and has acquired the 156th spot in the current ease of doing business ranking by the world bank.

The Indian manufacturing industry currently contributes just over 15% to the national GDP. The aim of this Make in India campaign is to grow this to 25%. In this process, the government expects to generate jobs, attract much foreign direct investment and transform India into a manufacturing hub. This campaign aids the investors by making India a pleasant experience and leads to overall development of the country. The major objectives of this campaign are to focus on 25 sectors of the economy for job creation and skill enhancement. The initiative hopes to increase the GDP growth and tax revenue.

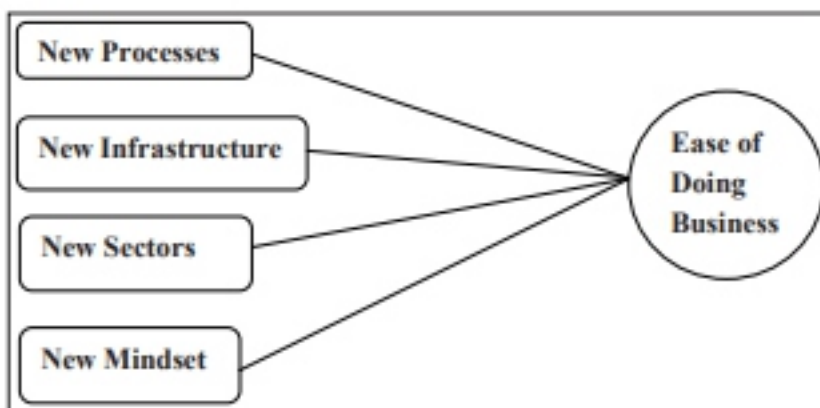
Manufacturing in India

The manufacturing sector in India is heterogeneous with a preponderance of small unregistered manufacturing units accounting for almost 80 per cent⁵ of the employment in the sector with GDP contribution of just 4.5 per cent in 2012-13. In other words the growth of the manufacturing sector is led by registered manufacturing. The average GDP growth in manufacturing sector during the period from 2000-01 to 2012-13 was 7.5 per cent of which registered sector recorded an average growth of 8.7 per cent and unregistered sector an average growth of 5.2 per cent.

The “Make in India” initiative⁷ focuses on 25 key sectors and is based on four pillars, which have been identified to give boost to entrepreneurship in India, not only in manufacturing but also other sectors. The four pillars are:

- **New Processes:** 'Make in India' recognizes 'ease of doing business' as the single most important factor to promote entrepreneurship. A number of initiatives have already been undertaken to ease business environment.
- **New Infrastructure:** Government intends to develop industrial corridors and smart cities, create world class infrastructure with state-of-the-art technology and high-speed communication. Innovation and research activities are supported through a fast paced registration system and improved infrastructure for IPR registration. The requirement of skills for industry are to be identified and accordingly development of workforce to be taken up.
- **New Sectors:** FDI has been opened up in Defence Production, Insurance, Medical Devices, Construction and Railway infrastructure in a big way.
- **New Mind set:** In order to partner with industry in economic development of the country Government shall act as a facilitator and not a regulator.

Fig. no 1.1 Pillars of Make in India



The diagram above clearly states how the pillars of the make in India campaign are directed towards easing out the process of doing business in India. Each pillar has its

own way of contributing towards improving the EODB ranking of India. Firstly, under the new processes government has launched various reforms in getting FDI, foster business, alleviate the business environment from outdated policies and regulations due to these efforts it is aligned with the parameters of world banks index to improve India's ranking on it. Second, infrastructure is an integral feature of any country for a sound development. The government is focusing on developing smart cities with technology and high speed communication along with the development of infrastructure training of the skilled force for different sectors is also being addressed by the government. Third, Make in India campaign is focusing on 25 sectors for which it has issued various measures such as the government has allowed 100% FDI in railway, increased cap of FDI to 100% in defense and pharmaceuticals and remove restrictions in construction. Fourth, with the launch of Make in India campaign the government has a new mindset which intends to bring a paradigm shift in the way the government interacts with the industries. Its main focus is to act as a partner in the economic development of the country.

Table no 1.1 Make In India Campaign Main Focus Areas

Automobiles	Electronic System	Ports and Shipping
Automobiles Components	Food Processing	Railways,
Aviation	Entertainment	Roads and Highways
Biotechnology	Leather	Renewable Energy
Chemicals	Media and Entertainment	Space
Construction	Mining	Textiles and Garments
Defense Manufacturing	Oil and Gas	Thermal Power
Electrical Machinery	Pharmaceuticals	Tourism and Hospitality
Wellness	Information Technology (IT) and Business Process Manufacturing (BPM)	

Recent Initiatives Taken By Companies

- In January, 2015 the Spice Group would start a mobile phone manufacturing unit in Uttar Pradesh with an capital investment of 500crore. A memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh.
- In January, 2015 HyunChil Hong the president and CEO of Samsung South West Asia under Micro Small and Medium Enterprises (MSME) 10 MSME Samsung Technical Schools will be established in India.
- In February, 2015 Hitachi committed to the initiative of increasing its employees in India from 10,000 to 13,000 and tries to increase the revenue from India i.e. from 100 billion to 210 billion.
- In February, 2015 Huawei opened a new research and development (R and D) campus in Bengaluru. Invested 170 million to establish research and

development centre.

- In April, 2015 Air Bus Company will manufacture its products in India and invest 2 billion US dollars.
- In February Marine Products Export Development Authority interested in supplying shrimp eggs to shrimp farmers in India.
- In May, 2015 Tata JLR (Jaguar Land Rover) moves its production of the Land Rover Defender to its Pune facility in India.
- In 2016 Shiv Kumar Rungta president FTAPCCI stressed on key sectors like services mainly Information technology (IT), Mechanization of Agriculture sector for achieving increased productivity among others for the success of make in India.

Conclusion

The proposal of making in India will boost manufacturing the electronic manufacturing market in the country. The Make in India campaign helps to place India on the world map as a manufacturing hub and give global recognition to the Indian economy. India's ranking among the world's 10 largest manufacturing countries has improved by three places to sixth position in the coming years. The Make in India initiative facilitates investment, foster innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure and convert India into a manufacturing hub of the world.

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विदर्भातील टसर रेशीम उद्योगाचे आधुनिक तंत्रज्ञान

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प्रस्तावना

भारतामध्ये टसर रेशीम उत्पादन जंगलावर आधारित असल्यामुळे ते एक पारंपरिक जनजातीय कार्य आहे. आज देशात आणि परदेशात सुद्धा टसर रेशीम कापडाची मागणी सातत्याने वाढत असल्याने टसर रेशीम उत्पादनाने एक पारंपरिक कार्यापासून उद्योगाचे स्वरूप धारण केलेले आहे.

भारतामध्ये अंदाजे 6.33 लक्ष हेक्टर जमीन जंगलाने व्यापली असून एकूण क्षेत्रफळाच्या 23% आहे. यापैकी 3.34 लक्ष हेक्टर भूमी टसर कोष उत्पादनासाठी राज्याच्या उष्ण कटिबंधीय क्षेत्रांतर्गत येते. उपलब्ध आकड्यांनुसार भारतामध्ये अंदाजे 3.80 कोटी जनसंख्येपैकी 3 कोटी जनता टसर उत्पादन करणाऱ्या राज्यांमधील आहे. यापैकी 1.33 कोटी व्यक्ती उष्णकटिबंधीय टसर कोष उत्पादनाशी जुळलेले आहेत.

इतर राज्यात 1) मध्यप्रदेश – 20,000 2) बिहार – 6,000 3) ओरिसा – 3,000 4) प. बंगाल – 5,000 5) आंध्रप्रदेश – 3,000 6) उत्तरप्रदेश – 1,500, 7) महाराष्ट्र – 3,000 8) मणिपूर व इतर राज्य – 8,500 लोक टसर उत्पादनात गुंतलेले दिसून येतात. या व्यतिरिक्त अंदाजे इतकेच परिवार कोषोत्तर उत्पादनामध्ये कोषाचे सुतीकरण, कापड विणकाम तथा विक्री इ. कार्यामध्ये कार्यरत आहेत.

टसर उत्पादक राज्यांमध्ये महाराष्ट्र राज्याचे एक प्रमुख स्थान आहे. महाराष्ट्रात एकूण उपलब्ध 55,480 वर्ग कि.मी. नैसर्गिक जंगलांपैकी 31,834 चौ. कि.मी. जंगल क्षेत्र विदर्भात उपलब्ध आहे. या नैसर्गिक जंगलात आंजन, ऐन जातीची झाडे उपलब्ध आहेत. पश्चिम महाराष्ट्रातील धुळे, नंदूरबार, ठाणे, रत्नागिरी, सिंधुदुर्ग इत्यादी जिल्ह्यातही ऐन व अर्जुन झाडे उपलब्ध आहेत. तसेच इतर कितकांचे खाद्य झाडांचे जंगल उपलब्ध आहे. साल झाडांचा टसर कितक संगोपनाकरिता फार कमी प्रमाणात वापर केला जातो. कारण कितक संगोपनाचे वेळी टसर अळीचा मृत्युदर मोठ्या प्रमाणात असतो. अंदाजे 5.60 लक्ष हेक्टर भूमीमध्ये आंजन, ऐन झाडावर टसर कितक संगोपनाद्वारे कोष उत्पादन केल्या जाते.

यामध्ये महाराष्ट्र राज्यात जंगलामध्ये 200–250 वर्षांपासून आदिवासी ढिवर समाज टसर उद्योग करीत आहे. विदर्भातील प्रामुख्याने चंद्रपूर, भंडारा, गडचिरोली, गोंदिया या चार जिल्ह्यात 13

तालुक्यांमध्ये सुमारे 250 वर्षांपासून 'ढिवर' जातीची 3000 कुटुंबे उदरनिर्वाह करीत आहेत. हे कोष उत्पादक बहुतेक दारिद्र्यरेषेखाली असल्याने त्यांचेकरिता राज्य व केंद्र सरकारच्या विविध योजना रेशीम संचालनालयामार्फत राबविण्यात येत आहेत व त्यांचे जीवनमान उंचावण्याचा सतत प्रयत्न करीत आहेत. हा उद्योग कमी भांडवलात होत असल्याने इतरही समाजातील लोक सुशिक्षित, बेरोजगार इ. उद्योगाकडे वळत आहेत.

टसर रेशीम उद्योगांची वैशिष्ट्ये

- टसर उद्योग जंगलातील नैसर्गिक खाद्य झाडांवर करता येतो.
- नैसर्गिक खाद्य झाडे जंगलात उपलब्ध असल्याने लागवडीचा खर्च येत नाही.
- टसर रेशीम उद्योगाद्वारे अल्प गुंतवणुकीत अधिक लाभ.
- अशिक्षित, आदिवासी समाजाला, स्त्रियांना भरपूर रोजगार उपलब्ध.
- ग्रामीण युवक व बेरोजगार यांना रोजगाराची संधी.
- रेशीम कोष सरकार आधारभूत दराने खरेदीची व्यवस्था.
- टसर रेशीम कापडास जागतिक बाजारपेठेत मागणी
- रेशीम कापड इको फ्रेंडली आहे.

टसर रेशीम उद्योगांसाठी रेशीम संचालनालयाची उद्दिष्टे :

- महाराष्ट्र राज्यात रेशीम उत्पादन वाढीसाठी जास्तीत जास्त क्षेत्र टसर रेशीम लागवडीखाली आणणे.
- वनविभागातील ऐन व अर्जुन वृक्षांचे जंगल लाभार्थींना उपलब्ध करून देणे.
- शेतकऱ्यांना उद्योगांचे प्रशिक्षण देऊन नियमित तांत्रिक मार्गदर्शन करणे.
- शेतकऱ्यांना टसर निरोगी अंडीपुंजाचा वाजवी दराने पुरवठा करणे.
- रेशीम उद्योगासाठी लागणाऱ्या सर्व मूलभूत सोयी-सुविधा उपलब्ध करून देणे.
- शेतकऱ्यांनी उत्पादित केलेले कोष मूलभूत दराने खरेदी करणे.
- टसर रेशीम कोष ते कापड निर्मितीपर्यंतच्या प्रक्रियेत खाजगी उद्योजकांना प्रवृत्त करणे.
- टसर रेशीम उद्योगांकरिता सरकारी यंत्रणेकडून शेतकऱ्यांना आर्थिक साहाय्य मिळवून देणे.
- टसर लाभार्थींचे जीवनमान उंचावणे.
- जास्तीत जास्त ग्रामीण युवकांना रोजगार मिळवून देणे.

वरील उद्दिष्टांची पूर्तता करण्यासाठी व टसर रेशीम उद्योगाचा सर्वांगीण विकास घडवून आणण्यासाठी रेशीम संचालनालयामार्फत खालील सुविधा शेतकऱ्यांना उपलब्ध करून देण्यात येतात.

1. शेतकऱ्यांना टसर निरोगी अंडीपुंजाचा पुरवठा करणे.

2. नियमितपणे शेतकऱ्यांना प्रशिक्षण देणे.
3. शेतकऱ्यांना निरुशुल्क तांत्रिक मार्गदर्शन करणे.
4. टसर रेशीम उद्योगाशी संबंधित सरकारकडून अनुदान प्राप्त करणे.
5. वन विभागातील ऐन, अर्जुन वृक्षांचे जंगल शेतकऱ्यांना उपलब्ध करून देणे.
6. टसर रेशीम उत्पादन वाढीसाठी मूलभूत सोयी-सुविधा उपलब्ध करून देणे.
7. टसर रेशीम उद्योग विकासासाठी राज्य व केंद्र सरकारच्या विविध योजना राबविणे.
8. टसर किटक संगोपनापासून आर्थिक नुकसान होऊ नये यासाठी टसर पीक विमा योजना अंमलात आणणे.
9. टसर रेशीम उत्पादन वाढीसाठी खालीलप्रमाणे मूलभूत सोयी-सुविधा निर्माण करण्यात आलेल्या आहेत...
 - अ) रेशीम संचालनालय, मुख्यालय, नागपूर
 - ब) टसर रेशीम कार्यालय, आरमोरी, जि. गडचिरोली
 - क) टसर अंडीपुंज निर्मिती केंद्र - 4
 - ड) टसर कोष खरेदी केंद्र - 6
 - इ) टसर धागा निर्मिती केंद्र - 6
 - ई) विभागीय अर्जुन रोपवन - 15 केंद्रे - 1100 हेक्टर.
10. राज्य शासनाव्यतिरिक्त टसर रेशीम उद्योगाच्या विकासासाठी केंद्रीय रेशीम मंडळाचे कार्यालय कार्यरत आहेत-
 - अ) टसर रेशीम उद्योगासाठी प्रादेशिक टसर रेशीम संशोधन केंद्र, भंडारा
 - आ) टसर रेशीम प्रात्यक्षिक तथा प्रशिक्षक केंद्र (तांत्रिक सेवा केंद्र)
 - इ) टसर बीज गुणन केंद्र, दवडीपार, जि. भंडारा
 वरीलप्रमाणे मूलभूत सोयींच्या जोपासनेसाठी केंद्रीय रेशीम मंडळाकडून 50% अर्थसाहाय्य करण्यात येते. उर्वरित 50% रक्कम राज्य शासनामार्फत खर्च करण्यात येते.

टसर अळीचे संगोपन

टसर 'एन्थेरिया माईलिटा' या किड्यापासून प्राप्त होणारे रेशीम आहे. या प्रजातीचे किटकाचे खाद्य आंजन, ऐन, साल, बोर, धावडा, सावनी इ. झाडांचे असून ते मुख्यत्वे भारतामध्ये उष्ण कटिबंधीय जंगलामध्ये उपलब्ध आहे.

टसर अळीचे जीवनचक्र चार अवस्थेमध्ये होते. 1) अंडी, 2) अळी, 3) प्युमा, 4) पतंग (फुलपाखरू). यापैकी अळी खाद्य झाडांची पाने खाऊन वाढत असते व पूर्ण विकसित झाल्यावर आपल्याभोवती रेशीम धाग्यांचे (आवरण) कवच तयार करून कोष निर्माण करते आणि याच कोषापासून

धागा निर्मिती करून कापड तयार केल्या जाते.

जंगलामध्ये मोकळ्या वातावरणात टसर अळीचे संगोपन केल्या जाते. नवजात किटकांसाठी झाडांवर खाद्य टाकले जाते. जेणेकरून किटकांचे पोषण होऊ शकेल. या अळ्या झाडांची पाने खारून वाढत असतात. त्या झाडांची पाने खाता-खाता पूर्णतरू संपल्यानंतर दुसऱ्या झाडांवर खाद्यांकरिता स्थानांतरित केल्या जाते. साधारणपणे झाडांच्या पानांचा उपयोग खाद्याकरिता होत नाही. किंवा अळ्या स्थानांतरित करताना फाद्यांची काट-छाट होत नाही. अळ्यांची विष्टा झाडाखाली पडल्यामुळे खत निर्मिती होऊन झाडांच्या पानांची वाढ मोठ्या प्रमाणात होते. उष्ण कटिबंधीय टसर किटकांची 36 प्रकारच्या झाडांची पाने खाण्याची क्षमता आहे. महाराष्ट्र राज्यात मात्र टसर अळीचे संगोपन कार्य मुख्यतरू आंजन व ऐन वृक्षावर केले जाते. संशोधनामुळे असे सिद्ध होते की, महाराष्ट्रात विदर्भातील पूर्वोत्तर जिल्ह्यात आंजन व ऐन वृक्षावर केलेली किटक संगोपन प्रक्रिया फायदेशीर ठरलेली आहे. टसर रेशीम किटकाच्या 4 अवस्थांपैकी फक्त अळी अवस्थेतच टसर रेशीम किटक खाद्य वृक्षांची पाने खाते. उर्वरित टसर रेशीम किटक अन्न ग्रहण करीत नाही. टसर रेशीम किटकामार्फत तयार करण्यात येणाऱ्या कोषाची गुणवत्ता टसर अळीने खाल्लेल्या पानाच्या गुणवत्तेवर व परभक्षी किटकांपासून टसर अळीच्या रक्षणावर अवलंबून असते. टसर संशोधनात कार्यरत संशोधकाच्या मतानुसार टसर किटक संगोपनाचे एकीकृत तंत्रज्ञान विकसित करण्यात आले आहे. या तंत्रज्ञानाने टसर किटक संगोपन केल्याने कोष उत्पादनात 25% पर्यंत वाढ अपेक्षित आहे.

टसर रेशीम किटक संगोपनाचे आधुनिक तंत्रज्ञान

टसर संशोधनात टसर अळीचे संगोपन शास्त्रीय पद्धतीने करण्यात येते. पारंपरिक पद्धतीने होणाऱ्या संगोपनामुळे कोष उत्पादनात पाहिजे तशी वाढ होत नव्हती तसेच दर्जाही सुधारण्यासाठी पुरेसा वाव मिळत नव्हता. तंत्रज्ञानात सुधारणा करणे गरजेचे होते. याकरिताच संशोधनात कार्यरत असणाऱ्या वैज्ञानिकांना तंत्रज्ञान विकसित करण्यासाठी प्रयत्न करावे लागले. याच प्रयत्नांचा शोध परिणाम म्हणून टसर किटक संगोपनाचे एकीकृत तंत्रज्ञान विकसित करण्यात आले आहे.

टसर रेशीम किटकांचे जीवनचक्र अंडी, अळी, प्युपा व कोष या चार अवस्थेत पूर्ण होते. या चार अवस्थांपैकी फक्त अळी अवस्थेतच टसर रेशीम किटक खाद्य वृक्षाची पाने खाते. उर्वरित अवस्थेत टसर रेशीम किटक अन्न ग्रहण करीत नाही. टसर रेशीम किटकामार्फत तयार करण्यात येणाऱ्या कोषाची गुणवत्ता टसर अळीने खाल्लेल्या पानाच्या गुणवत्तेवर व परभक्षी किटकांपासून टसर अळीच्या रक्षणावर अवलंबून असते. उच्च दर्जाच्या टसर कोषाचे अधिक उत्पादन घेण्यासाठी टसर किटक संगोपनाचे एकीकृत तंत्रज्ञान खालीलप्रमाणे आहे.—

1. टसर रेशीम किटक संगोपन कार्यक्रम – ब्रशिंग कालावधी – योग्य दर्जाच्या कोष उत्पादनासाठी योग्य वेळेवर किटक संगोपन करणे अत्यंत आवश्यक आहे. वरील कार्यक्रमात

- भौगोलिक परिस्थिती, पाऊस इ. गोष्टी विचारात घेऊन ब्रशिंगसाठी पीकनिहाय कालावधी निश्चित करण्यात येतो.
2. संगोपन साहित्याचे निर्जंतुकीकरण करणे आवश्यक असते.
 3. टसर किटक संगोपनाकरिता निरोगी अंडीपुंज वापरणे अत्यंत महत्त्वाचे आहे. निरोगी अंडीपुंज वापरण्यात आले तरच चांगले उत्पादन होईल.
 4. बाल्यावस्थेतील अळ्यांचे संगोपन – रेशीम अळ्यांचे शत्रू किटक, पक्षी किंवा नैसर्गिक कारणास्तव होणारी हानी टाळणे याकरिता नवीन तंत्रज्ञान म्हणजेच चौकी अळ्यांचे चौकी गार्डनवर व नॉयलॉनचे जाळी खाली संगोपन करणे होय. या तंत्रज्ञानात अंड्यांची हॅचिंग, चौकी गार्डनमधील टसर खाद्य झाडांवर केली जाते. चौकी संगोपन केल्यामुळे अळीमध्ये रोगप्रतिकारक क्षमता वाढते.
 5. प्रौढ अळ्यांचे संगोपन – चौकी गार्डनमध्ये दुसऱ्या अवस्थेपर्यंत संगोपन केलेल्या अळ्या दुसरी अवस्था पार केल्यानंतर 24 तासानंतर ऐन, अर्जुन झाडांवर अळ्या योग्य वातावरणात स्थानांतरित करणे आवश्यक ठरते.
 6. कोष गुंडाळणे – टसर अळ्यांची पूर्ण वाढ होईपर्यंत त्याच झाडांवर पाने पुरतील व कोष गुंडाळण्याच्या प्रक्रियेत अडचण येणार नाही व कोष काढण्यास सोयीचे होईल, या दृष्टीने प्रयत्न करणे.
 7. टसर अळीचे शत्रूंपासून संरक्षण – टसर अळीच्या संगोपन काळात पक्षी आणि किटक हानी करीत असतात. त्यामुळे उत्पादनात 35% ते 50% ची घट होते. पक्षी व इतर किटकांपासून संरक्षण करण्यासाठी सूर्योदयापासून सूर्यास्तापर्यंत देखभाल करणे आवश्यक आहे.
 8. टसर अळीचे रोग व त्याचे नियंत्रण – टसर किटक संगोपन वनक्षेत्रात बाहेरील वातावरणात करण्यात येत असल्याने उष्णता, पाऊस, जिवाणू व विषाणू इ. प्रभाव संगोपनावर होत असल्याने उत्पादन कमी होते. साधारणतरू 30 ते 40% हानी होते. या पासून संरक्षण करण्यासाठी प्रतिबंधात्मक विधींचा उपयोग करण्यात येतो.
 9. कोषांचे पीक काढणे – प्रत्येक कोष म्हणजे रक्कम आहे. कोष काढून ग्रेडनिहाय साठवणूक यामुळे मार्केटमध्ये चांगला दर प्राप्त होण्यास मदत होते.
 10. व्यापारी कोष उन्हात सुकविणे – जास्त कालावधीपर्यंत कोष सुरक्षित राहण्यासाठी उन्हात सुकवून ठेवणे आवश्यक आहे. त्यामुळे कोषाची व धाग्याची गुणवत्ता टिकून राहते.
 11. योग्य वातावरणात कोष विक्री करून उत्पन्न मिळविण्यासाठी वाहतूक करणे आवश्यक उरते.
 12. टसर कोष संगोपनात उरलेले वेस्ट नष्ट करणे आवश्यक असते. उरलेल्या फांद्या किंवा खराब सामुग्रीपासून कंपोस्ट खत तयार होऊ शकते, ज्याचा वापर झाडांच्या गुणवत्तावाढीवर होऊन कोष उत्पन्न वाढीवर होतो.

टसर किटक संगोपनापासून आर्थिक लाभ

महाराष्ट्र राज्याची भौगोलिक स्थिती व जलवायू इतर राज्यांपेक्षा भिन्न आहे. त्यामुळे हे आवश्यक आहे की, विकसित तंत्रज्ञान हे महाराष्ट्र राज्याच्या परिस्थितीनुसार असायला पाहिजे. म्हणूनच केंद्रीय रेशीम मंडळाने त्या दिशेने प्रयत्न केलेले आहे. याच प्रयत्नातून क्षेत्रीय टसर अनुसंधान केंद्र, भंडारा येथे संशोधन कार्य केल्या गेले असून टसर किटक संगोपन तंत्रज्ञान विकसित केले आहे.

त्यामुळेच केंद्रीय रेशीम अनुसंधान तथा प्रशिक्षण संस्था, रांची संस्थेने विकसित केलेल्या तंत्रज्ञान टसर किटक संगोपन पद्धतीत खूप उपयोगी सिद्ध झाले. कारण टसर किटक संगोपन पद्धतीत शास्त्रीय पद्धतीने सुधारणा करण्यात आल्या. त्याचा सकारात्मक परिणाम घडून आल्यामुळे कोषांच्या दर्जामध्ये सुधारणा झाल्याचे दिसून येते.

महाराष्ट्र राज्यात टसर उत्पादनात सातत्याने वाढ होणे आवश्यक आहे. याकरिता राज्याच्या भौगोलिक परिस्थितीचा विचार करून नवीन तंत्रज्ञान सरळ, सोपे केले आहे. याकरिता टसर क्षेत्रीय अनुसंधान केंद्र, भंडारा यांनी टसर क्षेत्रीय केंद्र, अर्जुनी मोरगाव, जिल्हा गोंदिया येथील 15 कोसा उत्पादकांना 'दत्तक' घेऊन झाडांचे व्यवस्थापन करण्यात आले. व यासाठी टसर किटक संगोपन विकसित तंत्रज्ञानाद्वारे प्रदर्शन करून दाखविण्यात आले आहे. त्यामुळे याचा उत्साहजनक परिणाम झाल्याचे दिसून येतो.

कोसा उत्पादकांना पारंपरिक किटक संगोपन पद्धतीने लाभ मिळतो. साधारणतः एक परिवारास 50 दिवस परिश्रम करून 100 अंडीपुंजांपासून 2000 कोष उत्पादन होते व त्यापासून त्यांना रु. 1000 प्राप्ती होते.

पहिले पिकांचे संगोपनामुळे त्या भागातील कोसा उत्पादकास परंपरागत पद्धतीपेक्षा विकसित प्रती अंडीपुंज 11 कोषावरून, 18 कोष उत्पादन झाले. त्यामुळे 7 कोष प्रति अंडीपुंज उत्पादनात वाढ झालेली आहे.

टसर कोष उत्पादन घेण्यासाठी एक हेक्टर ऐन वृक्षांच्या लागवड क्षेत्रामध्ये 6700 झाडांचा आणि 500 अंडीपुंजांचा उपयोग करून उत्पादन केले असता 6.25 हजार कोष उत्पादन निर्माण होते. या प्राप्त होणाऱ्या कोष उत्पादनातून 11,250 रुपये उत्पन्न प्राप्त होते.

तंत्रज्ञान हे कुठल्याही क्षेत्रातले कधीही स्थिर नसते. संशोधन आणि अवलंबन यात सातत्याने नाविन्य पुढे येते. अशाच प्रकारचे सातत्याने प्रयत्न केंद्रीय रेशीम मंडळाच्या रांची येथील टसर संशोधन व प्रशिक्षण केंद्राद्वारे सातत्याने होत असते. त्यांनी विकसित केलेल्या तंत्रज्ञानावर आधारित माहिती टसर कोष उत्पादकांना उपलब्ध करून देण्यात आलेली आहे. या शास्त्रीय माहितीचा उपयोग करून उत्पादन घेतल्यास आदिवासी शेतकऱ्यांचे टसर कोष उत्पादनाद्वारे जीवनमान उंचावण्यास उपयुक्त ठरेल. तसेच टसर रेशीम उद्योगात ग्रामीण रोजगार क्षमता वाढविण्यास लाभदायक ठरेल हे पुढील

निष्कर्षाच्या आधारे स्पष्ट होऊ शकेल.

निष्कर्ष –

1. प्रती अंडीपुंज कोष उत्पादनात वाढ करण्यासाठी रोगविरहित अंडीपुंज निर्मिती करणे टसर रेशीम उद्योगातील अत्यंत प्राथमिक गरजेची बाब आहे. पिढ्यानुपिढ्या हा उद्योग करणारे लाभदायक व त्यांनी त्यांच्या वैयक्तिक पातळीवर तयार केलेले अंडीपुंज हे तांत्रिकदृष्ट्या योग्य नसतात. परिणामतः रेशीम अळ्यांचे संगोपनाचे वेळी विविध रोगांना रेशीम अळ्या बळी पडतात. याच कारणाने केंद्रीय रेशीम मंडळाने नवीन तंत्रज्ञान विकसित केले. त्यामुळे कोष उत्पादनात मोठ्या प्रमाणात वाढ झाल्याचे दिसून येते.
2. टसर कोषांचे उत्पादन अर्जुन, ऐन आसन या झाडांवर मोठ्या प्रमाणात होते. शेतकऱ्यांनी अर्जुन झाडांचा मोठ्या प्रमाणावर उपयोग करण्याकरिता अर्जुन लागवडीचे नवीन तंत्रज्ञान विकसित केले. त्यामुळे पाला निर्मितीच्या क्षमतेमध्ये आमूलाग्र बदल व वाढीसाठी उत्कृष्ट प्रतीचा पाला निर्माण होतो. परिणामी कोषाचा दर्जा वाढून उत्पादनातही वाढ झाल्याचे दिसून येते.
3. अर्जुन व ऐन वृक्ष टसर किड्यांचे मुख्य खाद्य आहेत व या झाडांवर अनेक प्रकारच्या रोगांचा परिणाम होतो. त्यामुळे चांगली पाने कमी होऊन कोष उत्पादनात घट होते. साधारणतः सामान्य अवस्थेत 20 ते 30% रोगांचा प्रभाव असताना 70 ते 80% पानांचे नुकसान होऊ शकते. नवीन तंत्रज्ञानात त्या रोगाची ओळख व जीवनचक्राचे अभ्यास करून रोगनिदान व नियंत्रण ठेवण्याचे तंत्र विकसित केलेले आहे. या तंत्रामुळे रोगांच्या किडीवर नियंत्रण ठेवून पानांची गुणवत्ता व कोष उत्पादन वाढविण्यास मदत झालेली आहे.
4. टसर अळींचे संगोपन प्रभावीपणे व यशस्वीपणे करावयाचे असेल तसेच कोष उत्पादनात अधिक वाढ करावयाची असेल तर टसर रेशीम अळ्यांचे आधुनिक तंत्रज्ञान अंमलात आणणे गरजेचे आहे.
परंपरागत संगोपन पद्धतीत दुसऱ्या अवस्थेपर्यंत 30 ते 35% रेशीम अळ्यांचे नुकसान हे रोग व नैसर्गिक कारणांमुळे होते. त्यामुळे अळ्यांचे नुकसान व मरण्याची टक्केवारी कमी करणे अत्यंत गरजेचे आहे. केंद्रीय टसर अनुसंधान व प्रशिक्षण संस्था, रांची केंद्रीय रेशीम मंडळ यांनी टसर किटक संगोपनाची एकीकृत तंत्र विकसित केली व हे तंत्र आत्मसात केल्यानंतर कोष उत्पादनात 25% वाढ झालेली निश्चितपणे निदर्शनास आलेली आहे.
5. बाल्य अवस्थेतील अळ्यांचे स्वादिष्ट व चांगल्या प्रतीच्या पाल्यावर नायलॉन नेट अंतर्गत संगोपन केल्याने अळ्या सुदृढ बनतात. परिणामतः नैसर्गिक आपत्तींना बऱ्याच अंशी सामना करण्याकरिता प्रौढ अवस्थेतील अळ्या समर्थ असतात. ज्यामुळे कोषाची प्रत सुधारणे व कोष

- उत्पादनात प्रति अंडीपुंज 10 ते 15 कोषांची वाढ होते.
6. रोगांमुळे रेशीम उद्योगांचे नुकसान होते. सन 1950 ते 1970 मध्ये पेब्रिन रोग मोठ्या प्रमाणात वाढल्यामुळे रेशीम उद्योगाला जबरदस्त नुकसान सहन करावे लागले. यावर शास्त्रज्ञ पाश्चर व त्यांचे सहकारी यांनी मौलिक संशोधन करून पेब्रिन रोगाला प्रतिबंध घालण्यात आला. कारण टसर उद्योगाला रोगामुळे 30 ते 40 टक्के नुकसान सहन करावे लागते. परंतु या रोगाची ओळख व जीवनचक्राचा अभ्यास करून रोगनिदान व नियंत्रण ठेवण्याचे तंत्र विकसित केलेले आहे. या तंत्रामुळे रोगाच्या किडीवर नियंत्रण ठेवून पानांची गुणवत्ता व कोष उत्पादन वाढविण्यास मदत झाली आहे.
 7. किटक संगोपन कालावधीमध्ये व्यवस्थित काळजी न घेतल्यास 35 ते 40% नुकसान परजीवी व भक्षक यांचेमुळे होते. यांच्या नियंत्रणाकरिता केंद्रीय टसर अनुसंधान व प्रशिक्षण संस्था, रांची येथील किटक विज्ञान शाळेमध्ये परीक्षण करून काही उपाययोजना सुचविल्या आहेत. जेणेकरून कीड नाशकांना नियंत्रणात ठेवता येईल.
 8. टसर सह उत्पादक जे फार साधारण किंमतीत निर्यात केले जाते. त्याऐवजी अम्बर चरख्याद्वारे कापड तयार करून निर्यात केल्यास जास्तीत-जास्त विदेशी मुद्रा प्राप्त केल्या जाऊ शकते.

उपाययोजना व शिफारशी

महाराष्ट्र राज्यात टसर उद्योगांद्वारे किटक संगोपन करून रेशीम कोष उत्पादनास असलेला वाव लक्षात घेऊन व त्यामुळे शेतकऱ्यांना या उद्योगांपासून प्राप्त होणाऱ्या उत्पन्नाद्वारे मिळणारा हमखास नफा तसेच या उद्योगात असलेली ग्रामीण रोजगारक्षमता लक्षात घेऊन संपूर्ण महाराष्ट्रात या भरीव लाभदायक व रोजगाराभिमुख व्यवसायास चालना देण्याचे ठरविले आहे.

विदर्भातील नक्षलग्रस्त गडचिरोली, चंद्रपूर, भंडारा व गोंदिया या चार जिल्ह्यात 'दिवर' समाजाचे आदिवासी शेतकरी पारंपरिकरीत्या पिढीजात टसर कोष उत्पादनाच्या कार्यात गुंतले आहेत. दृश्य स्वरूपात मेहनत, चिकाटी आणि जोखीमपूर्ण काम आदिवासी शेतकरी उत्कृष्टरीत्या करून राज्याची व देशाची टसर रेशीमची मागणी काही प्रमाणात पूर्ण करित आहे. उपजीविकेचे साधन म्हणून धैर्याने या भागातील सर्व तरुण आदिवासी शेतकऱ्यांनी हा उद्योग स्वीकारल्यास त्यांची आर्थिक प्रगती होईल. जगात आणि देशात राज्यातील या टसर कोषाला, धाग्याला आणि कापडाला प्रचंड मागणी आहे आणि त्यामुळेच या क्षेत्रात कार्यरत असलेल्या आदिवासी समाजातील तरुण पिढीने स्वयंरोजगाराकरिता हा उद्योग स्वीकारावा. या उद्योगात त्यांना उज्वल भवितव्य आहे. नेहमीच्या शेतीला रेशीम शेतीच्या उद्योगाची जोड दिल्यास रेशीमक्रांती, त्यातून रोजगार निर्मिती, धागा व वस्त्र निर्मिती व त्यातून परकीय चलन आणि जागतिक बाजारपेठ काबीज करू शकतो. कृषीप्रधान देशातील

महाराष्ट्र राज्यात शेतकरी विविध पिकांच्या लागवडी करून, अनेक प्रकारचे प्रयोग करून महाराष्ट्रातील अनेक बाबतीत प्रगतिपथावर आहेत. अलीकडच्या काळात उत्पादन आणि उत्पन्न यांचा मेळ घालून आधुनिक तंत्रज्ञान स्वीकारून टसर उद्योग करण्यावर शेतकऱ्यांचा भर आहे. याच पार्श्वभूमीवर टसर रेशीम उद्योग हा पर्याय म्हणून स्वीकारत आहे. कारण या रेशीम उद्योगात उत्पन्नाची हमी आणि धोक्यापासून शाश्वती आहे. म्हणूनच त्यांना ज्ञानार्जित करून टसर रेशीम उद्योगाकडे अभिप्रेरित करणे उपयुक्त ठरेल.

पूर्व विदर्भातील पारंपरिक व्यवसाय असलेला रेशीम उद्योग पर्यावरणपूरक असून कमी भांडवलात अधिक नफा मिळवून देणारा आहे.

पूर्व विदर्भातील भंडारा टसर रेशीमसाठी प्रसिद्ध आहे. भंडारा पॅटर्नच्या साडीची उच्च गुणवत्ताही प्रसिद्ध आहे. रेशीम उत्पादनाचे प्रमाण वाढवल्यास या उद्योगात भंडारा ही मध्य भारताची रेशीम राजधानी होऊ शकते.

कोणत्याही उद्योगातील उत्पादनात मागणी हा घटक महत्त्वाचा असतो. मागणी नसेल तर उत्पादनाला किंमत नसते. सध्याच्या परिस्थितीत रेशीम उद्योगाला मोठ्या प्रमाणावर उत्पादन वाढवण्याची आवश्यकता आहे. रेशीमपासून कापड, कापडासह औषध, सौंदर्यप्रसाधनेही उत्पादित केले जातत. या उद्योगात पुढाकार घेण्याची गरज आहे. कारण प्रकल्पग्रस्तांसाठी हा उद्योग एक उपजीविकेचे मोठे साधन आहे. याचा प्रसार विदर्भातील इतर जिल्ह्यांमध्येही करण्याची आवश्यकता आहे.

संदर्भ :-

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Indian Policy And FDI

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Introduction:

Foreign Direct Investment (FDI) has played an important role in the process of globalisation during the past two decades. The rapid expansion in FDI by multinational enterprises may be attributed to significant changes in technologies, greater liberalization of trade and investment regimes, and deregulation and privatisation of markets in many countries including developing countries like India. The early nineties was a period when the Indian economy faced a severe Balance of Payments crisis. Exports began to experience serious difficulties. The crippling external debts were putting pressure on the economy. In view of all these developments there was a serious threat of the economy defaulting in respect of external payments liability. It was in the light of such adverse situations that the policy makers decided to adopt a more liberal and global approach, thereby opening its door to Foreign Direct Investment (FDI) in order to restore the confidence of foreign investors. There is no specific definition of FDI owing to the presence of many authorities like the OECD, IMF, IBRD, and UNCTAD. All these bodies attempt to illustrate the nature of FDI with certain measuring methodologies. Conceptually, the key feature that distinguishes FDI from other capital flows is the intention to exercise control over a firm.

Meaning of FDI :

Foreign direct investment (FDI) is an investment in a business by an investor from another country for which the foreign investor has control over the company purchased. The Organization of Economic Cooperation and Development (OECD) defines control as owning 10% or more of the business. Businesses that make foreign direct investments are often called multinational corporations (MNCs) or multinational enterprises (MNEs). A MNE may make a direct investment by creating a new foreign enterprise, which is called a greenfield investment, or by the acquisition of a foreign firm, either called an acquisition or brownfield investment. Pharma and multi-brand retail.

Automatic Route:

FDI Policy permits FDI up to 100 % from foreign/NRI investor without prior

approval in most of the sectors including the services sector under automatic route. FDI in sectors/activities under automatic route does not require any prior approval either by the Government or the RBI. The investors are required to notify the concerned Regional office of RBI of receipt of inward remittances within 30 days of such receipt and will have to file the required documents with that office within 30 days after issue of shares to foreign investors.

Government Approval Route:

Proposals requiring Government Approval :

FD up to 100% is allowed under the automatic route in all activities/sectors except the following which will require approval of the Government: Activities/items that require an Industrial License.

All proposals falling outside notified sectoral policy/caps or under sectors in which FDI is not permitted.

Proposals in which the foreign collaborator has a previous/existing venture/tie up in India in the same.

For Fdi In India Prohibited Sectors:

FDI is not permissible in the following cases -

(1) Gambling and Betting, or(2) Lottery Business, or (3)Business of chit fund (4) Nidhi Company (5) Housing and Real Estate business (to a certain extent has been opened. For details please see note on Construction) (6) Trading in Transferable Development Rights (TDRs) (7) Retail Trading (discussions are being held to open this area-B2B and Cash & Carry are permitted) (8)Atomic Energy (9) Agricultural or plantation activities or Agriculture (excluding Floriculture, Horticulture, Development of Seeds, Animal Husbandry, Pisciculture and Cultivation of Vegetables, Mushrooms etc. under controlled conditions and services related to agro and allied sectors) and Plantations(other than Tea plantations)

General Permission Of Rbi Under Fema:

RBI has granted general permission under Foreign Exchange Management Act (FEMA) in respect of proposals approved by the Government. Indian companies getting foreign investment approval through FIPB route do not require any further clearance from RBI for the purpose of receiving inward remittance and issue of shares to the foreign investors.

The companies are however required to notify the concerned Regional office of the RBI about receipt of inward remittances within 30 days of such receipt and to file the required documents with the concerned Regional offices of the RBI within 30 days after issue of shares to the foreign investors or NRIs.

Fdi In Limited Liability Partnerships (Llp's):

Government of India recently allowed FDI in LLP's however LLPs with FDI will not be allowed to operate in agricultural/plantation activity, print media or real estate business. FDI in LLP is allowed with the previous approval of the Government. Further it is allowed with the Government's approval only in those sectors in which 100% FDI is allowed under automatic route under the FDI policy. Thus those sectors which are not available under automatic route is not available for FDI in LLP. The followings are some conditions with respect to FDI in LLP's.

- LLPs with FDI will not be eligible to make any downstream investments.
- Foreign Capital participation in LLPs will be allowed only by way of cash consideration.

- Investment in LLPs by Foreign Institutional Investors (FIIs) and Foreign Venture Capital Investors (FVCIs) will not be permitted.

- LLP's are not allowed to raise ECB (external commercial borrowings)

Fdi In Eous/ Sezs/ Industrial Park/ Ehtp/ Stp:**Special Economic Zones (SEZs) :**

100% FDI is permitted under automatic route for setting up of special Economic Zone. Units in SEZ qualify for approval through automatic route subject to sectoral norms. Details about the type of activities permitted are available in the Foreign Trade Policy issued by Department of Commerce. Proposals not covered under the automatic route require approval by FIPB. 100% Export Oriented Units (EOUs) 100% FDI is permitted under automatic route for setting up 100% EOU, subject to sectoral norms. roposals not covered under the automatic route would be considered and approved by FIPB.

Industrial Licensing Policy:

Industrial Licenses are regulated under the Industries (Development & Regulation) Act, 1951. The requirements of Industrial licence has been progressively reduced. At present industrial licence for manufacturing is required only for the following:

- Industries retained under compulsory licensing,
- Items reserved for small scale sector; and
- When the proposed location attracts locational restriction industries requiring Compulsory Licensing

The following industries require compulsory industrial license:

- :- Distillation and brewing of alcoholic drinks;
- :-Cigars and cigarettes of tobacco and manufactured tobacco substitutes;
- :- Electronic Aerospace and defence equipment: all types;
- :-Industrial explosives including detonating fuses, safety fuses, gun powder, nitrocellulose and matches;

:- Hazardous chemicals;

a) Hydrocyanic acid and its derivatives

b) Phosgene and its derivatives

c) Isocyanates and di-isocyanates of hydrocarbon, not elsewhere specified example:

Methyl Isocyanate); and :- Drugs and Pharmaceuticals (according to modified Drug Policy issued in September, 1994 and subsequently amended from time to time) Prior Government approval required in all cases where Industrial Licence is required to start the business. i.e. all sectors requiring industrial license comes under approval route and requires Government approval.

Industries Under Small-Scale Sector:

An industrial undertaking is defined as a small-scale unit if the capital investment in plant and machinery does not exceed Rs 10 million. Small-scale units can get registered with the Directorate of Industries/District Industries Centre of the State Government. Such units can manufacture any item, and are also free from locational restrictions. Manufacture of items reserved for small-scale sector Non-small scale units can manufacture items reserved for the small scale sector only after obtaining an industrial license. In such cases, the non-small scale unit is required to undertake an obligation to export 50 per cent of the production of SSI reserved items.

Fdi In Ssi Units:

A small scale unit can not have more than 24 per cent equity in its paid up capital from any industrial undertaking, either foreign or domestic. If the equity from another company (including foreign equity) exceeds 24 per cent, even if the investment in plant and machinery in the unit does not exceed Rs 10 million, the unit loses its small-scale status.

Locational Restrictions:

Industrial undertakings are free to select the location of a project. Industrial Licence is required if the proposed location is within 25 KM of the Standard Urban Area limits of 23 city having population of 1 million as per 1991 census. Locational restriction does not apply:

i) If the unit were to be located in an area designated as an "industrial area" before the 25th July, 1991.

ii) Electronics, Computer software and Printing and any other industry, which may be notified in future as "non polluting industry", are exempt from such locational restriction.

The location of industrial units is subject to applicable local zoning and land use regulations and environmental regulations.

Foreign Technology Agreements:**General Policy:**

For promoting technological capability in Indian industry, acquisition of foreign technology is encouraged through foreign technology collaboration agreements. Inductions of know-how through such agreements are permitted either through automatic route or with prior approval from the Government.

Scope of Technology Collaboration:

The terms of payment under foreign technology collaboration, which are eligible for approval through the automatic route and by the Government approval route are technical know how fees, payment for design and drawing, payment for engineering service and royalty. Payments for hiring of foreign technicians, deputation of Indian technicians abroad, and testing of indigenous raw material, products, indigenously developed technology in foreign countries are governed by separate RBI procedures and rules and are not covered by the foreign technology collaboration approval.

Automatic Route:

Government has delegated powers to Reserve Bank of India to allow payments for foreign technology collaboration by Indian companies under automatic route subject to the following limits:

- (i). the lump sum payments not exceeding US \$ 2 Million;
- (ii). royalty payable being limited to 5 per cent for domestic sales and 8 per cent for exports. The aforesaid royalty limits are net of taxes and are calculated according to standard conditions. Terms of payment qualifying for automatic route is irrespective of the extent of foreign equity in the Indian company. Use of trademarks and brand name Payment of royalty up to 2% for exports and 1% for domestic sales is allowed under automatic route for use of trademarks and brand name of the foreign collaborator without technology transfer. Royalty on brand name/trade mark shall be paid as a percentage of net sales, viz., gross sales less agents'/dealers' commission, transport cost, including ocean freight, insurance, duties, taxes and other charges, and cost of raw materials, parts and components imported from the foreign licensor or its subsidiary/affiliated company. In case of technology transfer, payment of royalty subsumes the payment of royalty for use of trademark and brand name of the foreign collaborator.

Entry Options For Foreign Investors In India:**Entry Options:**

A foreign company planning to set up business operations in India has the following options:

Incorporated Entity

1. By incorporating a company under the Companies Act,1956 through

- Joint Ventures; or - Wholly Owned Subsidiaries Foreign equity in such Indian companies can be up to 100% depending on the requirements of the investor, subject to equity caps in respect of the area of activities under the Foreign Direct Investment (FDI) policy. As an Unincorporated Entity As a foreign Company through - Liaison Office/Representative Office - Project Office - Branch Office Such offices can undertake activities permitted under the Foreign Exchange Management (Establishment in India of branch or office of other place of business) Regulations,2000.

Conclusion :

The Government has put in place a policy framework on Foreign Direct Investment. which is embodied in the Circular on Consolidated FDI Policy, issued which is updated every six months, to capture and keep pace with the regulatory changes. The Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Government of India makes policy pronouncements on FDI through Press Notes/ Press Releases which are notified by the Reserve Bank of India as amendments to the Foreign Exchange Management (Transfer or Issue of Security by Persons Resident Outside India) Regulations, 2000 (notification No.FEMA 20/2000-RB dated May 3, 2000).

Reference :

- (1) (Corporate and Allied Laws) Contact: csdeveshpandey@gmail.com +91-9811237186DEVESH PANDEY CORPORATE LAWS BLOG
- (2) Government of India Ministry of Commerce & Industry Department of Industrial Policy & Promotion (FC Section) Consolidated FDI Policy Circular of 2014

छत्रपती शिवाजी महाराजांचे निष्ठावंत मुस्लिम मावळे

प्रा.सुनिल कठाने
इतिहास विभाग प्रमुख
श्री नरेन्द्र तिडके महाविद्यालय, रामटेक

भारतामध्ये दैदिप्यमान कर्तृत्व गाजवणाऱ्या असंख्य व्यक्ती निर्माण झालेल्या आहेत. त्यांच्या उत्तुंग व्यक्तीमत्त्वाने व कल्याणकारी विचारसरणीने त्यांच्या लोकप्रियतेचा जनतेच्या मनात खोलवर ठसा उमटलेला आहेण त्यांची लोकप्रियता पाहून एकीकडे भारतीयांची मने थिजून जातात तर दुसरीकडे त्यांच्या या लोकप्रियतेचा आपले हितसंबंध जपण्यासाठी लाभ उठविण्याचा धूर्तपणाही केला जातो. अशा एका रयतेचा प्रतिपालक म्हणून प्रसिद्ध व्यक्तिमत्त्वाचे नाव आहे कुळवाडीभूषण छत्रपती शिवाजी महाराज.

छत्रपती शिवाजी महाराजांच्या चरित्रातील लहान.मोठ्या अनेक घटनांकडे पाहण्याचा एक पूर्वग्रही दृष्टिकोण अनेक लेखकांनी मांडण्याचा प्रयत्न केलेला आहेण शिवाजी महाराजांचे चरित्र चित्रण करणाऱ्या बऱ्याच इतिहासकारांनी 'हिंदुत्ववादी' 'हिंदू धर्मरक्षक' 'इस्लाम विरोधक' 'म्लेच्छांचा संहारक' असे त्यांचे वर्णन केलेले आढळतेण काही समकालीन बखरकारांना शिवाजी महाराजांचा पराक्रम हा चमत्कारा प्रमाणे वाटतोणपरमानंद यांनी शिवभारतात लिहिले की, 'शिवाजी महाराज विष्णुचा अकरावा अवतार होय.' तर सभासदानेण आदिलशहाच्या आणि मोगलांच्या सरदारांना, 'दैत्य' आणि राक्षस' आदी नावे देऊन शिवाजी महाराज हा शिवाचा अवतार म्हणून रंगविलेण या सर्व गोष्टीमुळे व शिवाजी महाराजांचे हिंदू स्वराज्याच्या अर्थ हिंदूचे राज्य' असा घेतला गेल्यामुळे शिवाजी महाराजांची प्रतिमा हिंदू राजा म्हणून जनसामान्यांमध्ये रुजलेली आढळते. गेल्या काही वर्षात धर्माचे राजकारण करणार—या संघटना शिवाजी महाराजांचे नाव घेऊन हिंदुत्वाचे राजकारण करीत आहेतणमराठी मनात युगपुरुष छत्रपती शिवाजी महाराजांविषयी असलेल्या अभिमानाच्या व आदराच्या भावनेच्या गैर उपयोग करीत स्वतःचे जातीयवादी व धर्मवादी राजकारण रेटत आहेतणयामुळे समाजात गोंधळ निर्माण होत असून वातावरण कलुषित होत आहेण आरोग्यसंपन्न अशा एका धर्मनिरपेक्ष समाजाच्या दृष्टीने हे अत्यंत घातक आहे.

अर्थात शिवाजी महाराजांचा मुस्लिमांशी संघर्ष म्हणजे दोन धर्मातील लढा होता असे दाखविण्याचा प्रयत्न केल्या जात असला तरी प्रत्यक्षात ऐतिहासिक वस्तुस्थिती काय आहे याकडे आपण जर बघितले तर या सर्व गोष्टी अत्यंत चुकीचे असल्याचे निदर्शनास येऊन शिवाजी महाराजांची सर्व धर्माबद्दलची सहिष्णुता समोर येते.

मुस्लिम संताबद्दल आदर

‘साधु संत येती घरा तोची दिवाळी दसरा खराश् ही परंपरा लाभलेल्या छत्रपती शिवाजी महाराजांचे आजोबा मालोजी भोसले यांनी सुफी संत शहाशरीफ यांच्या सन्माना प्रित्यर्थ आपल्या मुलांची नावे शहा आणि शरीफ ठेवले होते. शिवाजी महाराज शहाजी भोसले यांचे पुत्र. शिवाजी महाराजांना देखील साधू-संत यांच्याविषयी नितांत आदर व श्रद्धा वाटत असेण्हा मुस्लीम व तो हिंदू असा भेदभाव त्यांच्याजवळ नव्हतापुन्य सर्व संता बरोबरच केळशीचे बाबा याकूत थोरवाले यांच्याबद्दल शिवाजी महाराजांना खूप आदर होता. शिवाजी महाराज एखाद्या मोहिमेवर जातांना यांचा आशीर्वाद घेत असतण् याशिवाय एक मुस्लिम संत मौनीबाबा यांच्या दर्शनाला शिवाजी महाराज जात असत असा उल्लेख आढळतो.

मशीद दर्गा व कुरणांची सुरक्षितता

शिवाजी महाराजांनी हिंदू देवालया सोबतच अनेक मशिदी व दर्गे यासाठी जमिनी इनाम दिल्या होत्यापुन्यांच्या दिवाबतीची सोय म्हणून सरकारी खजिन्यातून काही रकमा दान दिल्या होत्यापुनखरकार कृष्णाजी अनंत सभासद छत्रपती शिवाजी महाराजांच्या धोरणासंबंधी लिहीतात. ‘मुलुखात देव देवस्थाने जागोजागी आहेत. त्यास दिवाबती, नैवेद्य, अभिषेक यथायोग्य चालविले जावे. ‘‘ मुसलमान राज्यकर्ते हिंदूंची मंदिरे उद्धवस्त करीत होते, मूर्ती फोडत होते, तेव्हा शिवाजी महाराजांनी आपल्या राज्यातील मशिदींना व पिरांच्या स्थानांना अभय दिले ही बाब भारताच्या इतिहासातील उल्लेखनीय ठरावी अशीच आहे. शिवाजीराजांनी मुस्लिमांच्या श्रद्धास्थानांना आपल्या सैनिकांनी कोणताही उपद्रव देऊ नये अशी सक्त ताकीद दिली होती. रणांगणावर जर कुराणाची अथवा बायबलची प्रत सापडली तर ते आदरपूर्वक सांभाळून ठेवीत व आपल्या सैन्यातील त्या त्या धर्माचे अनुयायी याकडे सुपूर्द करीत असत. शिवाजी महाराजांनी आवर्जून रायगडावर मस्जिद बांधून घेतली. याबाबत वर्णन करताना इतिहासकार सरदेसाई म्हणतात, ‘‘रायगडावर राज्याभिषेक तयारीसाठी अनेक नवीन इमारती बांधल्या जात होत्या. बरेचसे बांधकाम पूर्ण झाले. तेव्हा महाराज मोरोपंत पिंगळे यांच्या सोबत पाहणी करण्याकरिता गेले. सर्व पाहणी करून ते म्हणाले ‘तुम्ही जगदीश्वराचे मंदिर बांधले चांगले केले. पण माझ्या मुस्लीम प्रजेसाठी मशीद कोठे आहेश् लागलीच महाराजांनी आज्ञा दिली की माझ्या मुस्लीम प्रजेसाठी मशीद बांधा अन तेही माझ्या महाला समोर बांध.’’ त्यानुसार मोरोपंत पिंगळे यांनी रायगडावर महाराजांची आज्ञा शिरसावंदय मानून मशीद बांधलीण्

शिवाजी महाराजांचे निवडक मुस्लिम मावळे नुरखान बेग

इ.स. १६५७ च्या पुणे येथील महाजरात नूरखान बेग यांचा उल्लेख सरनोबत असा आहे. सरनोबत म्हणजे सैन्यप्रमुख. हा शिवाजी महाराजांचा पहिला सरनोबत होता. याचा कालावधी इ.स. १६५७ ते १६५९ असा होता. त्याने मोठे मोठे पराक्रम गाजविल्याचे उल्लेख आहे.

सिद्दी हिलाल व सिद्दी वाहवाह

शिवाजी महाराजांच्या निष्ठावंत मुस्लिम मावळ्यांमध्ये सिद्दी हिलाल व सिद्दी वाहवाह यांचा आवर्जून उल्लेख होतोण रुस्तम ए जमान यांच्या नेतृत्वाखाली पन्हाळयावरील आदिलशाही स्वारीचा मुकाबला करण्यासाठी सिद्दी हिलाल हा शिवाजी महाराजांच्या खांद्याला खांदा लावून लढला. सैन्याच्या आघाडीला राहून त्याने आपल्या पाच पुत्रासह मोठा पराक्रम गाजवून रुस्तम ए जमान याचा पराभव केला. इ.स. १६६० ला सिद्दी जोहर ने पन्हाळयाला वेढा घातला. त्यामध्ये शिवाजी राजे अडकले असताना सिद्दी हिलालने नेताजी पालकर सोबत विजापूरच्या प्रांतावर स्वारी करून वेढा उठविण्यासाठी दबाव आणलाण इ.स.१६७२ मध्ये मोगलांच्या घोडदळाची चार पथके स्वराज्याच्या सेवेत सामील करून घेण्यासाठी सिद्दी हिलाल ने मोठे प्रयत्न केले. विजापूरचा सरदार बहलोल खानाशी उमराणी जवळ लढून त्याला शरण येण्यास भाग पाडले होते. सिद्दी वाहवाह हा सिद्दी हिलालचा पराक्रमी मुलगाण सिद्दी वाहवाह हा पन्हाळयाच्या वेढ्यात सिद्दी जोहरच्या सैन्यावर तुटून पडला व मोठा पराक्रम गाजविला. शत्रूसैन्याच्या व्युहात शिरून तो उद्धवस्त करण्याचा प्रयत्न करीत असतानाच तो जखमी होऊन कैद झाला.

काझी हैदर

हा शिवाजी राजांच्या खास सचिव व वकील होता. हा एक उत्तम फारशी पत्रलेखक होता. काझी हैदर यांनी अनेक प्रसंगी शिवाजी महाराजांना योग्य सल्ला दिलेला होता. शिवाजी महाराजांशी लढून अपयश आल्यामुळे ज्यावेळी बहादूरखान व दिलेरखान यांनी शिवाजी राजांकडे आपला वकील पाठविला त्यावेळी त्या वकिलाशी चर्चा करण्यासाठी शिवाजी राजांनी काझी हैदरला पाठवले. हा घटनाक्रम १६७० ते ७३ च्या दरम्यानचा असून पर्णालपर्वतग्रहणाख्यान या ग्रंथामध्ये दिल्यानुसार औरंगजेबाच्या हुकुमावरून काझी हैदर ला कैद करून परंडाच्या किल्ल्यात ठेवल्याचा उल्लेख आढळतो.

मदारी शाह (मदारी मेहतर)

मदारी फरास शाह हा शिवाजी महाराजांचा विश्वासू साथीदार होता. हा महाराजांच्या शय्यागारातील रक्षक असल्याचाही उल्लेख आहे. ज्यावेळी आग्राच्या किल्ल्यातून शिवाजी महाराज निसटले त्यावेळी हिरोजी फर्जद बरोबर जीव धोक्यात घालून मदारी देखील कैदखाण्यातच थांबला. या दोघांना पकडून औरंगजेबासमोर उपस्थित करण्यात आले. औरंगजेबाने विचारले, 'शिवाजी का क्या हुआ?' हिरोजी फर्जदनी उत्तर दिले, 'महाराज अपने देश चले गये!' चिडून जाऊन औरंगजेबाने दोघांची गर्दन उडविण्याच्या आदेश दिला. हे ऐकून हिरोजीने बाणेदारपणाने उत्तर दिले, 'हजरत, बेशक गर्दन उडा ली जानी चाहिये ! यह जिस्म महाराज पर कुरबान किया ! 'हे ऐकून औरंगजेब खुश झालाण आणि म्हणाला , 'ईमान वाला सेवक हलाल होता है! मैं बहुत खुश हुआ! बोलएक्या मानता है! 'हिरोजी म्हणाले, ' मदारी और मेरा जीवनदान दिया जाये! हमे अपने देश जाने की आज्ञा दी जाये!

‘औरंगजेबाने या दोघांना जीवदान दिले. रायगडावर पोहोचल्यावर शिवाजी महाराजांनी या दोघांचा सत्कार केलाणू रेशमी कपडे आणि सोन्याचा कडा बक्षीस म्हणून दिला.

दौलतखान

हा शिवाजी महाराजांचा आरमार प्रमुख होता. त्याच्या अधिपत्याखाली १६० गलबते होती. दौलत खानाचा दरारा फ्रेंच, डच, मुगल व पोर्तुगीजांवर होता. शिवाजीराजांनी दौलत खानाला नाविक दल व तोफखाना देऊन जंजिरा किल्ल्यावर हल्ला करण्यास पाठविले. जमिनीवर व पाण्यात झालेल्या या युद्धात दौलत खानाने मोठा पराक्रम गाजविला परंतु जंजिरा जिंकण्यात त्याला यश आले नाही. इ. स. १६७९ मध्ये १२०० सैन्य घेऊन दौलत खानाने इंग्रजांच्या खांदेरीला वेढा घातला. इंग्रजांच्या रिहेंज या जहाजा सह इतर १२ जहाजे बुडविली. दौलत खानाने सिद्दीच्या उंदेरी बेटावर हल्ला चढवून त्याला हैराण केले. शिवाजीराजांनी दौलत खानाच्या या पराक्रमा बदल दर्यासारंग ही उपाधी बहाल केली होती.

इब्राहीम खान

मध्ययुगीन काळात राजा किंवा बादशहाची प्रमुख शक्ती म्हणजे त्यांचा तोफखाना. शक्तिशाली तोफखाना जेवढा प्रभावी तेवढा त्यांचा विजय निश्चित मानला जात असे. शिवाजी महाराजांच्या तोफखान्याचा पहिला तोपची इब्राहिम खान होता. इब्राहिम खानने आपल्या तोफखाण्याची चुणूक अनेकांना दाखवली होतीणू १६७५ मध्ये सुरुंग लावून त्याने कोंडाचा किल्ला जिंकला व त्यावर स्वराज्याचे निशाण फडकविले.

रुस्तुमे जमान

हा शिवाजी महाराजांचे वडील शहाजीचा मित्र व आदिलशहा सरदार होता. त्याने विजापूर दरबाराच्या अनेक गुप्त बातम्या शिवाजी महाराजांना दिल्या होत्या. त्यांची व शिवाजी महाराजांची अतुत मैत्री असल्याबाबतची चर्चा जोरात होती अशी माहिती लिहिलेली आहे. अफजल खान स्वराज्यावर चाल करून येत असल्याची बातमी सर्वप्रथम रुस्तुमे जमान यांनी दिली. विजापूर दरबाराने अफजलखानाला शिवाजी महाराजांना ठार करण्याची कामगिरी सोपविली असल्याचेही त्याने कळविलेणूशिवाजी महाराजांना वाघ नखे बनवून यांनीच पाठवली. इ.स.१६६५ मध्ये हुबळी वरील हल्ल्यामध्ये त्याच्या सैनिकांचा शिवाजीराजांच्या सैन्यासोबत उघड सहभाग होता.

सिद्दी इब्राहिम

हा शिवाजी महाराजांच्या अंगरक्षका पैकी एक अत्यंत विश्वासू साथीदार. शिवाजी महाराजांच्या लष्करात हा धारकरी हजारी होता. बाराशे पन्नास सैनिकांच्या तुकडीचा प्रमुख. अफजल खानाच्या भेटीच्या धुमश्चक्रीत शिवाजी महाराजांना सुरक्षित बाहेर काढण्यामध्ये सिद्दी इब्राहिमचा फार

मोठा वाटा होता.

इतर मुस्लिम मावळे

या सर्व प्रमुख मुस्लिम मावळ्या बरोबरच शमाखान (आरमारातील सुभेदारद्व सिध्दी अंबर वाहाब) कोंढाणा किल्ला सर करण्यास मोठा हातभारद्व हुसेन खान (लष्करातील अधिकारीद्व सिद्दी मिस्त्री) आरमारी अधिकारी, सर्व आरमारी लढ्यात सहभागद्व सुलतान खान (आरमारातील सुभेदार) दाऊद खान (दारुगोळाप्रमुख) अशा अनेक मुस्लिम मावळ्यांनी वेळोवेळी अनेक लढायांमध्ये मोठे मोठे पराक्रम केल्याच्या नोंदी समकालीन साधनांमध्ये आढळतात. शिवाजी महाराजांच्या लष्करी व्यवस्थेतील तोफखान्याचे सर्व तोफची मुसलमान असत. १६५९ मध्ये विजापुर व गोवळकोंडा मधून ७०० पठाण लढवय्ये शिवाजी महाराजांच्या सैन्यात सामील झाले. १६७२ मध्ये मोगल घोडदळातील १००० घोडेस्वारांची चार पथके स्वराज्याच्या सेवेत सामील झाले. मनुची या इटालियन प्रवाशाच्या पुस्तकात मीर महंमद या चित्रकाराने छत्रपती शिवाजी महाराज यांचे काढलेले चित्र आहे. हे चित्र इ.स. १६६५ च्या आसपास काढलेले असून हे चित्र शिवरायांचे एकमेव अस्सल चित्र म्हणून ओळखले जाते. या चित्रांमध्ये एकूण ३१ अंगरक्षक व शिपाई आहेत. त्यांच्या चेहरा व पेहरावपट्टी भरून अनेक जण मुस्लिम असल्याचे लक्षात येते.

अशाप्रकारे वरील सर्व मुस्लिम सैनिकांनी छत्रपती शिवाजी महाराजांच्या स्वराज्य स्थापनेच्या कार्यात जीवाची पर्वा न करता कामगिरी बजावली. शिवाजी महाराजांनी देखील स्वराज्य स्थापनेसाठी सर्व जाती धर्माच्या, कनिष्ठ असणा-या पराक्रमी मावळ्यांची साथ घेतली. राज्य कारभारात जागा भरतांना त्यांनी धर्माला कधीही आड येऊ दिला नाही. हिंदू प्रमाणे अनेक मुस्लिमांना त्यांनी स्वराज्य सेवेत सामावून घेतले. त्यांना मोठ्या मोठ्या पदावर आरूढ केले. त्यांच्या गुणवत्तेच्या योग्य तो मोबदला दिला. शिवाजी महाराज हे जन्माच्या संदर्भाने हिंदू होते. त्यांच्यात स्वधर्मनिष्ठा होती. परंतु ते परधर्म विरोधक नव्हते. शिवाजी महाराजांचा लढा तत्कालीन मुस्लिम राज्यकर्त्या विरोधात होता त्यांच्या धर्माविरुद्ध नव्हता. या सर्व सत्ताधीशांच्या धर्म इस्लाम होता त्यामुळे या संघर्षाला हिंदू-मुस्लिम संघर्षाचे रूप देणे सोपे झाले आहे. परंतु शिवाजी महाराजांचे वडील, त्यांचे आजोबा, त्यांचे मामा, त्यांचे अनेक नातेवाईक याच मुस्लिम सत्ताधीशा कडून लढत होते ही बाब आपण दुर्लक्षित करतो. या काळात अक्षरशः लाखोंच्या संख्येने हिंदू सैनिक या चार पाच मुस्लिम शाहाकडून लढत होते. त्याच काळात शिवाजी महाराजांच्या सैन्यात मोठ्या प्रमाणावर मुस्लिम सैनिकांचा समावेश होता. महाराजांच्या सैन्यातील अत्यंत महत्त्वाच्या पदावर म्हणजेच सरनोबत, आरमार प्रमुख, तोफखान्याचा प्रमुख, वकील म्हणून मुस्लिम मावळ्यांच्या नियुक्त्या केल्या होत्या. त्याचबरोबर अंगरक्षक, गुप्तहेर अशा नाजूक पदावर देखील त्यांनी मुस्लिमांची नेमणूक केली होती. विशेष बाब म्हणजे अशी की शिवाजी महाराजांचे काही स्वधर्मिय शत्रुपक्षाला फितूर झाले होते. पण शिवाजी महाराजांच्या मुस्लिम मावळ्यांपैकी कोणीही फितुरी झाल्याची अथवा शत्रुला मदत केल्याची कोठेही नोंद नाही. राजाचा धर्म म्हणजे राज्याच्या धर्म' असे चुकीचे गृहीतक इतिहासकारांनी जनसामान्यांमध्ये रुजविल्या मुळे या राजकीय संघर्षाला हिंदू

मुस्लीम संघर्षाचे स्वरूप देण्याचा प्रयत्न केला गेला. पण छत्रपती शिवाजी महाराजांच्या स्वराज्य कार्यात अनेक मुस्लीम सहकार्यांनी मोलाचे योगदान दिले हे सत्य नाकारता येणार नाही.

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The Past in Pandemic Times – Revisiting the Spanish Flu.

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In the history of species homo sapiens, the 1918 flu pandemic is considered one of the most deadly of all time. Although it was never completely eradicated, the pandemic came to an end after about two years and three waves of infection caused by the H1N1 influenza A virus. The “Spanish” flu was first discovered among U.S. soldiers and made its appearance in Europe and Asia in March of 1918. It was believed to be a form of an avian flu originating in birds. While the first wave was mild, the second was extremely deadly, with nearly 200,000 American deaths in October 1918 alone. The spread was exacerbated by travel for World War I, and the same public health measures used as covid appropriate behaviour, such as masking and social distancing, were implemented to help stop the spread. However, the flu disseminated around the world with such intensity that 500 million people were infected, which accounted for one-third of the global population at the time (Agrawal et al, 2021).

Hospitals were overwhelmed, businesses shut down and morgues were overrun with the dead, according to records kept by the Centers for Disease Control and Prevention. The poet Wilfred Owen was stationed across the continent in Scarborough army camp. While he was huddled in a tent, waiting to see if he would be sent back to the front lines of World War I, Owen wrote his mother a letter. “STAND BACK FROM THE PAGE! and disinfect yourself,” the letter begins. “Quite 1/3 of the Batt and about 30 officers are smitten with the Spanish Flu. The hospital overflowed on Friday, then the Gymnasium was filled, and now all the place seems carpeted with huddled blanketed forms.... The boys are dropping on parade like flies in number.” (Mayer, 2019). A third wave triggered by the end of WWI started to subside over the summer, and by 1920, the pandemic had ended and moved into an endemic stage, meaning clusters were only found in certain regions and cases spiked seasonally just like the cold and flu does now. The 1918 pandemic ended due to public health measures and herd immunity that was achieved by the colossal amount of infection. One-third of the world was infected with the Spanish flu, and eventually, so many either died from it (almost 50 million) or acquired immunity that the disease had nowhere to go. Unfortunately, coronavirus is nowhere near having sickened one-third of the globe, which would be about 2.6 billion people. Recorded COVID-19 cases currently stand at 268 million (pre fourth wave). But

the 1918 pandemic never disappeared completely; it continued to survive by becoming less virulent, and today, modern flu strains still contain ancestral links to the pandemic that happened more than 100 years ago (Cohan, 2021).

In ancient times, before the advent of the science of epidemiology, there was the widespread belief that the stars and “heavenly bodies” permeated into us and dictated our lives and health—influenza means “to influence” in Italian, and the word stems from the Latin for “flow in.” Sickness, like other unexplainable events, was attributed to the influence of the stars—and they gave the name influenza to one of the most common ailments, according to Isaac Asimov's *Words of Science*. But the name for the infamous 1918 outbreak, the Spanish flu, is actually a misnomer (Mayer, 2019). Spain was the country that provided the maximum information about the pandemic (due to an absence of censorship), as opposed to other first world European nations which mostly attempted to suppress the news, and hence the disease came to be associated with it. According to Whiting, it was a pandemic of influenza that struck in three waves. The first, mild wave in the Northern hemisphere's spring of 1918 receded in the summer or late spring. A much more lethal second wave erupted in the latter part of August and receded towards the end of that year, and the third wave emerged in the early months of 1919. It is a recorded fact that it infected about 500 million people – so one in three people in the world alive at that time, and it killed 50 million of them. The death toll could have been even higher because there was a big problem with under-reporting at the time. They didn't have a reliable diagnostic test. There are many theories why the Spanish flu was so virulent and they're not mutually exclusive. Some of them have to do with the inherent biology of that virus, and some of them with the state of the world at the time. That pandemic obviously emerged when the world was at war; there were extraordinary circumstances. Lots of people were on the move, not only troops, but also civilians: refugees and displaced persons. Hunger was rampant. All of these factors may have fed into the virulence of the virus (Whiting, 2020). The population was about a quarter the size of what it is today and infectious diseases were still the main killer of people. It was a world that was not very familiar with the nature or behaviour of viruses. The first virus had been identified at the end of the 19th Century. So there was the germ theory and people understood that microbes caused infectious diseases, but almost every physician in the world thought they were dealing with a bacterial disease and used available antibiotics – which had a lethal effect on the entire narrative. It meant an almost near-total absence of reliable diagnostic tests and of effective treatments. It was referred to by many different names, which meant that an accurate count of the dead was an impossibility. There were no commercial flights, so the fastest mode of travel was by ship or by train. The first automobile had been invented, but they were still the preserve of the rich, as were telephones. Illiteracy was much higher than today, which had an indirect impact because news was mainly transmitted only via newspapers. In illiterate populations news travelled much more slowly and was often distorted.

The Spanish flu changed society in major ways 100 years ago. In the short term, there was a jump in life expectancy, because numerous patients very ill with terminal diseases (for example, Tuberculosis, which was an intercontinental scourge then), were purged from the population. They were probably the first to die of the Spanish flu because they were already in a weakened state. The ailing died and the survivors emerged healthier. There was also a baby boom in the 1920s, which has always been put down to the war and the men returning from the front. But there is an argument that the flu could have contributed because it left behind a smaller, healthier population that was able to reproduce in higher numbers. Norway, for example, had a baby boom even though it was neutral in the war. Among those very vulnerable to the Spanish flu were the 20 to 40-year-olds. Normally flu is most dangerous to young children and to the very old, but in 1918, bizarrely, it was this middle age group.

The notion of a social welfare net was still in its infancy, even in wealthy countries, so many dependents were left without any means of support because the breadwinners were killed by the flu. One of the great tragedies of 1918 is that those dependents just vanish into the cracks of history. There are no dependable records of what happened to them but there are occasional glimpses, for example, from a study in Sweden we know that a lot of old people moved into workhouses and a lot of the children became vagrants. Men were more vulnerable than women overall globally, though there were regional variations. Pregnant women were particularly vulnerable and had miscarriages at frighteningly high numbers because, to fight the virus, the body took resources away from the womb and the growing foetus. Some of those babies managed to survive and helped discover the fact of a lifelong effect called foetal programming. That generation was physically and cognitively slightly reduced. They were more likely to suffer from heart attacks and to go to prison – and came of age just in time to go and fight in the Second World War (Honingbaum, P. 48). Healthcare worldwide underwent major changes after the Spanish flu. In many Western countries, there was a reaction against science after the pandemic because people were disillusioned with it. From the 1920s, for example, in America, alternative medicine became popular and spread around the world. But at the same time, in countries that had not really embraced the scientific method, one could see the opposite effect. So China becomes a little bit more scientific after the pandemic. There's a move to better disease surveillance, better public health, more organized collection of healthcare data, because they saw that to prevent future pandemics they needed to turn towards science.

The Spanish Flu gave a big boost to the concept of socialized medicine and healthcare, which no country had really got around to organizing yet. The pandemic gave the stimulus to do that because there was a realization that a pandemic was a global health crisis which had to be treated at the population level. Individual treatment was ineffective and blaming individuals for catching an illness or treating them in isolation was non-viable. Russia was the first, followed by Western European nations, to put in

place socialized healthcare systems. Alongside these, epidemiology evolved, as did the search for patterns and causes and effects of patterns in healthcare. The baseline health of populations gradually became much more transparent, and visible.

There are multiple parallels between the Spanish Flu and the present corona virus pandemic. The Spanish flu was also 'democratic' on one level. It could infect anyone: the then British Prime Minister David Lloyd George came down with the flu just as the present PM Boris Johnson had COVID-19. Nobody was, in theory, spared. If one considers the population level though, there is a very obvious disparity and basically a) the poorest and the most vulnerable, b) those with the least access to effective healthcare, c) the ones who work the longest hours, d) who live in the most crowded accommodation, and so on, are more at risk. But in 1918, it was a time of eugenics-type thinking and it was erroneously perceived that those who were more prone to the flu were constitutionally somehow inferior, that it was somehow their fault. Of course eugenics was completely discredited after the Second World War (Whiting, 2020).

Today, it is understood that the reason those poorer groups in society are more vulnerable is because of the environment they inhabit and because of the undeniable fact that they do not have access to better healthcare. That effect is intensive in every pandemic and, unfortunately, all trends indicate that it is more than likely that developing countries are the ones that are going to bear the burden of the present pandemic as well.

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महात्मा फुले आणि स्त्री मुक्ती

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सारांश:-

स्त्री मुक्तीचे आद्य पुरस्कर्ते महात्मा जोतीराव फुले एक कृतीशील विचारवंत होते. धर्मव्यवस्था, विशमता, जातीयता, अस्पृश्यता आणि चातुर्वर्ण्य यासारख्या व्यवस्थांच्या विरोधात उभे राहणारे जोतीराव पहिले व्यक्ती आहेत. समताधिष्ठित समाजाच्या निर्मितीसाठी जोतीराव फुल्यांनी अनेक चळवळी व आंदोलने उभी केली. मानवमुक्ती आणि स्त्रीमुक्तीचे कार्य याच आंदोलनाचा मुख्य घटक होय. अमानवीय ब्राम्हणी पितृसत्तेच्या तावडीतून स्त्रियांच्या मुक्तीसाठी त्यांनी मोठ्या प्रमाणावर कार्य केले. या पार्श्वभूमीवर जोतीराव फुल्यांच्या स्त्रीविशयक विचारांची प्रासंगिकता वर्तमान स्थितीत समजून घेणे गरजेचे आहे.

कि वर्डस (मुख्य संकल्पना)-

वर्णव्यवस्था, जातीयव्यवस्था, गुलामगिरी, शोषण, स्त्री शिक्षण, सामाजिक न्याय, मानवी हक्क, प्रथा, परंपरा.

प्रस्तावना:-

सामाजिक न्याय आणि मानवी हक्क दृष्टिकोनाची बीजे फुल्यांच्या समग्र विचारात होती. महात्मा फुल्यांच्या पुर्वी, ब्राम्हो समाज, आर्य समाज, प्रार्थना समाज, परमहंस सभा इत्यादी अनेक अशा संस्थांच्या माध्यमातून समाज सुधारणेचे कार्य सुरु होते. परंतु हे कार्य दलित, अस्पृश्य आणि स्त्री सुधारणांसाठी तितके उपयुक्त ठरले नाही. 1873 मध्ये त्यांनी अंधश्रद्धा, शोषण पुजारी वर्ग आणि भारतीय समाजातील इतर सनातनी वर्गांच्या अत्याचारांपासून बहिष्कृत समाजासाठी, दबलेल्या लोकांच्या मुक्तीसाठी मानवी हक्कांचे संरक्षण करण्याच्या उद्देशाने सत्यशोधक समाजाची स्थापना केली. महात्मा फुल्यांनी 'सत्यशोधक समाज' या चळवळीतून स्त्री शुद्रातीशुद्रांना आणि बहुजन समाजाला समाज सुधारणेचे आव्हान केले. 'या समाजाद्वारे त्यांनी स्त्री शुद्रा-अतिशूद्रांचा शिक्षण-प्रसार, विधवा विवाह, विशमता निर्मुलन आदी कार्याची मुहूर्तमेढ रोवली.' (लांजेवार, 2016)स्त्रिया आणि कनिष्ठ जाती हे भारतीय समाजातील वंचित आणि बहिष्कृत गट आहेत आणि त्यांच्या मुक्तीसाठी शिक्षण हे सर्वात मुलभूत साधन आहे.त्यामूळे, सर्वाना मोफत आणि सक्तीच्या

शिक्षणासाठी महात्मा फुल्यांनी हयातभर कष्ट घेतले. आपल्याच समाजातील उच्चवर्णीय समाजाने शूद्रातिशुद्राला सामाजिक आणि मानसिक गुलामीत ठेवले, ती गुलामी राजकीय गुलामीपेक्षा अधिक पटीने जाचक आहे, हे महात्मा फुल्यांनी ओळखले होते. त्यामुळे जोतीराव फुले राजकीय स्वातंत्र्याच्या पूर्वी सामाजिक स्वातंत्र्याचा आग्रह धरतात. सामाजिक विशमता हा केवळ आर्थिक विशमतेचा परिणाम नव्हता आणि केवळ आर्थिक समानतेच्या उपायांनी सामाजिक विशमतेचे उच्चाटन होणे शक्य नव्हते. त्यासाठी संस्कृतीचे नवे अनुबंधच निर्माण करणे जोतिरावांना आवश्यक वाटत होते.²(भोळे,2003). हे अनुबंध त्यांनी सतत निर्माण करण्याचा प्रयत्न केला.

जोतिरावांच्या विचारांनुसार 19 व्या शतकात सावित्रीबाईसारख्या स्त्रीने आपले परम कर्तव्य म्हणून स्त्रीशिक्षणाच्या कार्यात जीवन वाहून घेतले. सावित्रीबाईच्या कार्याने प्रेरित होऊन अनेक महिला त्यांना भेटायला येत होत्या, त्यात आनंदीबाई जोशी, रमाबाई रानडे, ताराबाई शिंदे यांचे नाव अग्रक्रमाने घ्यावे लागेल. या सर्व स्त्रिया त्या काळातील इतिहासाच्या पानांवरील महान कार्याशी परिचीत आहेत. यथास्थितीवाद्यांसमोरील आव्हानांना, म. फुल्यांनी वैचारिक पद्धतीने विरोध केला, आणि त्यांचे मुक्ती अभियान चालू ठेवले व आधुनिक भारताच्या निर्मितीचा मार्ग मोकळा केला.

आज 21 व्या शतकातही स्त्रीविशयक भेदभाव प्रकर्षाने दिसत आहे. स्त्री-पुरुष असमानतेतुन समाजात विशम वितरण व्यवस्था उभी होताना दिसते. वर्तमानात लाखो स्त्रिया प्रगतीपथावर दिसत असल्या तरी खाजगी आणि सार्वजनिक स्तरावरील त्यांचे संघर्ष संपले. असे पूर्णपणे म्हणता येणार नाही. या विशम वितरण व्यवस्थेत आदिवासी, दलित, शेतकरी, मागास, कष्टकरी स्त्रिया अजूनही परिघावरील जीवन जगत आहेत. आज स्त्रिया शिक्षण घेत आहेत आणि समाजाच्या सर्व क्षेत्रात योगदान देताना दिसतात. निर्भय आणि स्वावलंबी होताना दिसत असल्या तरीही काही क्षेत्र अशी आहेत, की जिथे महिला फारशा दिसत नाहीत. शिक्षण, राजकारण, उद्योग, व्यवसाय, कला, साहित्य, विज्ञान, तंत्रज्ञान अशा सर्व ठिकाणी याशिवाय, इतर अनेक ठिकाणी स्त्रीयांचा अल्प सहभाग दिसून येतो. स्त्रीयांवर होत असलेले अन्याय, अत्याचार, जातीय हिंसाचार, सध्या वेगाने वाढत आहे. युनायटेड नेशन्स ऑर्गनायझेशन, ग्लोबल जेंडर गॅप रिपोर्ट 2020 नुकताच आला आहे. या अहवालानुसार, समाजातील काही क्षेत्रांमध्ये समानतेसाठी किमान 99.5 वर्षे शिल्लक आहेत, याचा अर्थ जोतिराव फुले यांच्या विचारांवर आधारित आदर्श समाज निर्माण करण्यासाठी दीर्घ कालावधी आहे. याअर्थी समानतेच्या मार्गाला पोहचण्यासाठी महात्मा फुलेंच्या विचारांची आजही गरज आहे. या पार्श्वभूमीवर प्रस्तुत शोध निबंध अभ्यासण्याचा हेतु आहे. प्रस्तुत शोध निबंध तीन भागात विभाजित आहे. यापैकी पहिल्या भागात जोतीराव फुल्यांच्या शैक्षणिक कार्याचा आढावा घेण्यात येईल. दुसऱ्या भागात सामाजिक कार्यावर विवेचन केले जाईल. तिसऱ्या भागात निष्कर्ष नोंदविण्यात येतील.

महात्मा फुले आणि स्त्री शिक्षण :

जोतिराव फुले हे भारतातील स्त्री शिक्षणाचे पुरस्कर्ते होते. शिक्षणाचा मुख्य हेतु आणमहत्त्व तत्कालीन समाजात फुल्यांना जितका समजला तितका अन्य कुणाला फारसा समजला नव्हता. आणि

समजला असला तरी स्त्रीयांना शिक्षण दिले तर धर्म बुडेल आणि पुरुशी वर्चस्व कमी होईल, या भितीने स्त्री शिक्षणाकडे दुर्लक्ष करण्यात येत होते. स्त्री शिकली तर कुमार्गाला लागेल, जात, धर्म सारे बुडेल असे शास्त्रोक्त पुरावे देत धर्मभिमानी पंडितांनी सांगायला सुरुवात केली होती. परंतु फुल्यांनी त्यांच्या बोलण्याकडे लक्ष दिले नाही. 'अठराव्या शतकात जोतिराव फुले आणि सावित्रीबाई यांनी स्त्रीची दुर्बलता घालवण्याचा प्रयत्न केला. स्त्रीला शिक्षण द्यायला सुरुवात केली. इथून स्त्रीच्या सजगतेची, जागृतीची, सबलतेची सुरुवात झाली.'³(कांबळे,2020).

1848 मध्ये पत्नी सावित्रीबाई यांच्यासोबत त्यांनी भिडेवाडा, पुणे येथे मुलींसाठी पहिली शाळा उघडली. त्यानंतर एका मागोमाग 18 शाळांची निर्मिती करून फुल्यांनी शिक्षण कार्याला गतिमान करण्याचा प्रयत्न केला. घरची आर्थिक स्थिती बेताचीच असताना शाळा चालविणे अत्यंत आव्हानात्मक होते. परंतु म. फुल्यांनी हे आव्हान स्वीकारले. अत्यंत परिश्रमाने सुरु केलेल्या शाळा कोणत्याही परिस्थितीत बंद पडू नये, म्हणून ब्रिटिश सरकारपुढे म. फुले शाळेच्या अनुदानासाठी सतत मागणी करीत असत. 'शिक्षण हे समाजसुधारणेचे मुळ आहे. सत्याचे दर्शन घडविणारे ते महान साधन आहे. अशी फुल्यांची धारणा होती.म्हणूनच ते सार्वत्रिक व सक्तीच्या शिक्षणाचे भोक्ते होते. त्याकाळी शिक्षणविशयक झिरपण्याच्या सिद्धांताला त्यांनी जो कडाडून विरोध केला त्याचे मुळ त्यांच्या सामाजिक मनाच्या बैठकीत आहे.कारण या सिद्धांताने प्रथम वरच्या समाजात शिक्षण जावे व नंतर ते झिरपत झिरपत खालच्या थरापर्यंत जाईल अशी कल्पना होती. जातीबद्दल समाजव्यवस्थेत हे कसं शक्य होतं? त्यामुळे फुल्यांनी समाजव्यवस्थेचा हवाला देऊन शिक्षण वरून खाली झिरपत जाणे केवळ अशक्य आहे, शिक्षणप्रसार व्हायचाच असेल तर तो खालून वर झाला पाहिजे असे निर्भयपणे सांगितले'.⁴(पानतावणे, 2002)हा क्रांतीकारक विचार फुल्यांचा होता. अज्ञानामुळे स्त्रिया आणि शूद्रांचे जीवन कसे विखुरले गेले, ते कोणत्या विशमतेतून जात आहेत, या परिस्थितीचा त्यांनी खोलवर विचार केला होता. अशा अन्यायकारक असमानतेशी लढण्यासाठी शिक्षण हा एकमेव मार्ग आहे, असे त्यांना नेहमी वाटे. 'महात्मा जोतीबा फुले यांनी महारमांगाच्या मुलींसाठी शाळा काढली आणि अस्पृश्य मुलींना शिक्षणाची वाट मोकळी झाली. पारंपारिक रूढी आणि धर्मशास्त्राच्या प्रामाण्याविरुद्ध उभारलेले हे प्रभावी शस्त्र होते. अस्पृश्य स्त्रीच्या भवितव्याची ती नांदी होती. जेथे शूद्रांना ज्ञानी होण्याचा अधिकार नाही असे सांगण्यात आले होते तेथे, अस्पृश्य स्त्रीला अक्षर ओळख आणि नंतर विचारप्रवृत्त करण्याचा हा पवित्रा होता'.⁵(पानतावणे, 2002)

अज्ञानामुळे शुद्रातीशुद्र वर्ग आणि स्त्रीशुद्र तथाकथित उच्चवर्णीयांच्या नीतीला समजू शकत नव्हते. धर्मग्रंथांमध्ये स्त्रियांसाठी असलेले अनेक अमानवीय व जाचक असे तत्वज्ञान हा समाज अज्ञानामुळे ओळखू शकत नव्हता. स्त्रीयां त्यांची गुलामी, शोषण आणि हिंसाचार, याबाबत अनभिज्ञ होत्या हे फुल्यांनी सुद्धा मान्य केले होते. म. फुल्यांनी शोषणाच्या सगळ्या व्यवस्था संपविण्यासाठी स्त्रीयांना शिक्षण हे साधन समजून, ते शिक्षण समाजातील सर्वच जाती वर्गासाठी समान असले पाहिजे. असे वेळोवेळी समाजाच्या निर्देशनास आणून दिले. इतकेच नाही तर ताराबाई शिंदे, मुक्ता साळवे, पंडिता रमाबाई यांनी जातीविरोधात केलेल्या विद्रोहाला पाठींबा देणारे म. फुले तत्कालीन एकमेव

समाज सुधारक होते. शिक्षित समाज, वर्ण-जातीभेदावर आधारित ब्राम्हणशाही, सरंजामी व्यवस्थेच्या कुटनीतीला समजून ही व्यवस्थासंपविण्याचा प्रयत्न करेल, असा विश्वास फुल्यांना होता. त्यामुळे त्यांनी पुरुशांप्रमाणेच स्त्री शिक्षणाचा आग्रह धरला.जेव्हा त्यांनी "उच्च" जातीच्या स्त्रियांना आणि "बहिष्कृत" वर्गातील स्त्री पुरुशांना शिकवायला सुरुवात केली, तेव्हा त्यांना आणि त्यांच्या पत्नीला हिंदू समाजातील पुरोहित वर्गाकडून प्रचंड विरोधाचा सामना करावा लागला. सनातनी विचारसरणीच्या खोल प्रभावाखाली असलेल्या लोकांनी त्यांच्यावर दगडफेक केली, शेणखत फेकले, काहींनी शिवीगाळ केली. परंतु म. फुल्यांनी माघार घेतली नाही.

1848 मध्ये, जोतीरावांनी केवळ महाराष्ट्रातील पहिली शाळाच नव्हे तर सर्व जातीधर्मासाठी भारतातील पहिली शाळा उघडली. शाळा सुरु केल्यामुळे उच्चवर्णीय वर्गाची नाराजी होती. त्यामुळे त्या शाळेत शिकवण्यासाठी एकही शिक्षक उपलब्ध नव्हता. अशा स्थितीत जोतीराव आपल्या पत्नी सावित्रीबाई यांच्यावर शिक्षणाची जबाबदारी सोपवतात. 'चुल व मुल यात गुंतून न पडता घराचा उंबरठा ओलांडणारी व सामाजिक कार्यात भाग घेणारी महाराष्ट्रातील पहिली स्त्री सावित्रीबाई याच होत'.⁶ (नरके, 2018)महात्मा फुले स्वतःला या कार्यात झोकून देऊन शिक्षण देण्याचे काम करतात. तेव्हा त्यांना वेळोवेळी समाजाकडून अपमानित व्हावे लागले. सनातन्यांचा इतका दबाव जोतीरावांच्या वडिलांवर होता की, त्यांना वडिलांचे घरही सोडावे लागले. अशा परिस्थितीत फातिमा शेख नावाच्या मुस्लिम महिलेने जोतीराव आणि सावित्री यांना आपल्या घरात आश्रय दिला.

जोतीराव आणि सावित्रीबाईच्या कार्याने प्रेरित होऊन फातिमाने शिक्षण घेतल्यानंतरही अध्यापन सुरुच ठेवले. आणि त्या काळातील पहिल्या महिला मुस्लिम शिक्षिका होण्याचा मान मिळविला. त्या काळात एक मुस्लीम स्त्री शिक्षिका होणे केवढे धाडसाचे होते. पण हे धाडस फातिमा करू शकल्या ते केवळ फुल्यांनी जागवलेल्या आत्मभानामुळे आणि पुरविलेल्या शिक्षण सुविधांमुळे शक्य होऊ शकले.

जोतीराव फुले यांच्या शाळेत, एक 14 वर्षांची मुलगी जी मांग समाजाची होती, तिचे नाव मुक्ता साळवे होते. तिने शाळेच्या कार्यक्रमात स्वतःचा लिहिलेला निबंध वाचला, जिथे कंपनी सरकारही उपस्थित होते, त्यात ती लिहिते की, वेद ब्राम्हणांसाठी आहे, मग आपल्यासाठी का नाही? सांगा आमचा धर्म कोणता? आपल्याला ज्या प्रकारच्या अत्याचाराला सामोरे जावे लागते, तो कोणता धर्म संपवू शकतो? यावरून मुक्ता साळवे यांची निर्भीडता आणि वैचारिक दृष्टी या पाठीमागे जोतीराव फुले यांची शैक्षणिक विचारधारा प्रकर्षाने दिसून येते. याशिवाय पंडिता रमाबाई यांनी त्यावेळी संस्कृत मध्ये पदवी घेतली तेव्हा, समाजाने तिच्या गुणांची वाहवा करणे सोडाच, परंतु आता 'स्त्री स्वतःसोबत समाजाला घेऊन बुडणार' असा कांगावा सवर्णांनी केला. ताराबाई शिंदे यांनी लिहिलेला 'स्त्री-पुरुश तुलना' हा ग्रंथ, स्त्रियांसाठी चांगला नाही म्हणून हा ग्रंथ स्त्रीयांना वाचनाला बंदी घातली. फुल्यांनी मात्र या दोन्ही स्त्रियांची दखल घेतली. स्त्रियांची कशी कुचंबना होते हे फुल्यांनी आपल्या नियतकालीकातून व ग्रंथांतून पदोपदी मांडले.⁷ (लांजेवार, 2016)

महात्मा फुले आणि त्यांचे सामाजिक कार्य:

म. फुल्यांनी आपले संपूर्ण जीवन दलित, अस्पृश्य यांच्या उत्थानासाठी आणि सर्व स्त्री-पुरुशांच्या समान हक्कांसाठी समर्पित केले. भारतीय समाज वर्ण, जात, वर्ग आणि लिंग याआधारावर विभाजित असल्यामुळे भेदभाव आणि अन्यायाचे मूळ कारण आर्थिक नसून सामाजिक रचना आहे, असे जोतीराव फुले मानत असत. जोतीरावांना 'गुलामगिरी' बदल प्रचंड चीड होती. त्यामुळे ते कोणत्याही भेदभावाच्या विरोधात उभे राहत असत. याच पार्श्वभूमीवर त्यांनी गुलामगिरी सारखा ग्रंथ लिहीला. "विधवांचे केशवपन, विधवा-पुनर्विवाहास बंदी, स्त्रियांचा हीन दर्जा आणि अज्ञान, त्यांचे शारिरीक व मानसिक शोषण या विरोधात पहिला आवाज या देशात जोतीरावांनी उठवला होता".⁸ (भोळे, 2003)

म. फुल्यांनी विधवा पुनर्विवाहाची मोहीम चालवली, बालविवाहाला विरोध केला, गरोदर ब्राम्हण विधवांना सामाजिक अपमान आणि कलंकापासून वाचवण्यासाठी प्रसूती गृह, बालहत्या प्रतिबंधक गृह सुरू केले. जोतीरावांनी काढलेल्या बालहत्या प्रतिबंधक गृहाबद्दल फेब्रुवारी 1871 च्या 'ज्ञानप्रकाश' मध्ये असे प्रसिद्ध करण्यात आले की, 'एका परोपकारी सद्गृहस्थाने गरोदर स्त्रिया आणि मुले यांना आश्रय देण्यासाठी एक स्वतंत्र घर बांधले आहे'.⁹ (कीर, 2017) खरोखर, बालहत्या प्रतिबंधक गृहकामे करून जोतीरावांनी ब्राम्हण विधवांची अब्रू वाचवली आणि त्यांना समाजाच्या छळापासूनही वाचविले. याच बालहत्या प्रतिबंधक गृहातून 1873 साली काशीबाई नावाच्या एका ब्राम्हण विधवेस मुलगा झाला. त्या मुलास जोतीरावांनी दत्तक घेतले, त्याचे नाव यशवंत. यशवंताचा फुले दाम्पत्यांनी अतिशय मायेने सांभाळ केला. केशवपन ही प्रथा स्त्रियांसाठी जाचक आणि अन्यायकारक असल्याचे ते मानत असत. त्यामुळे फुल्यांनी नारायण मेघाजी लोखंडे आणि पत्नी सावित्रीबाई यांच्यासमवेत 23 मार्च 1890 रोजी "केशवपन" हिंदू विधवांचा मुंडण विधी प्रथेविरुद्ध 500 नाईचा संप पुकारला. म. फुल्यांनी सत्यशोधक विचारधारेतून स्त्रियांचे प्रश्न हे कोणत्याच काळात सारखे नसल्याचे सातत्याने याविषयी प्रबोधन केले आहे. 'जोतीराव फुल्यांनी 'कुळंबिनीच्या अखंडामध्ये स्त्रियांचे प्रश्न समान नाहीत यांची जाणीव प्रकट केली होती'.¹⁰ (चव्हाण, 2014) म्हणजेच स्त्रियांचे प्रश्न हे वर्ण, जात, वर्ग आणि लिंग यावर आधारित विशमतेतून पुढे आले आहेत असे ते मानत असत. 'जर एखाद्या जोडप्याला मुल झाले नाही तर, स्त्रीवर वांझोटेपणाचा आरोप करणे हे अत्यंत निर्दयपणाचे कृत्य, तिच्या पतीत वांझोटेपणाचे काही दोष नसतील कशावरून? असे आपले विचार जोतीराव स्वतंत्रपणे बोलून दाखवीत. 'अशा स्थितीत त्या स्त्रीने, 'मी दुसरा नवरा करणार आहे,' असे म्हटले तर तिच्या नवऱ्याला काय वाटेल? त्याला तो अपमान, मानखंडना वाटणार नाही काय? पुरुशाने पहिल्या पत्नी पासून मुल नाही म्हणून दुसरा विवाह करावा ही अत्यंत निश्ठूर आणि हृदयशून्य चाल आहे. असे जोतीरावांचे म्हणणे होते.'¹¹ (कीर, 2017) यावरून असे दिसते की, म. फुल्यांनी स्त्रियांशी संबंधित प्रत्येक अत्याचार आणि प्रथा नाकारल्या. स्त्री आणि पुरुश दोघांनाही एका निर्मिकाने निर्माण केले असून सारखेच अधिकारही दिले आहेत. त्यामुळे परस्परांच्या हक्कांबद्दल त्यांनी आदर बाळगावयास हवा, सर्व धर्माची पुस्तके पुरुशांनी लिहिलेली असल्यामुळे त्यांचे न्याय्यहक्क तर ते त्यांना देतच नाही उलट पुरुश जास्त दृष्ट, लोभी,

बदफैली व आक्रमक असतात आणि या त्यांच्या दुर्गुणांची सर्वाधिक झळ स्त्रियांनाच लागते'.¹²(भोळे, 2003)यावरून म. फुले हे स्त्री-पुरुशांच्या हक्कांबद्दल आणि समानतेसाठी आग्रही असल्याचे दिसतात. सत्यशोधकी विचारातून फुल्यांनी भट भिक्षुकांच्या मध्यस्थीशिवाय सत्यशोधक विवाह घडवून आणले आणि विधवांचे पुनर्विवाहही घडवून आणले. 'जोतीरावांनीएका शेणवी जातीतील एका विधवेचा एका शेणवी विधुराबरोबर 7 मार्च 1860 रोजी पुण्यात पुनर्विवाह घडवून आणला'.¹³(कीर, 2017)अशाप्रकारे म. फुले स्त्रीयांबद्दल अत्यंत प्रागतिक विचार करणारे एकमेव सुधारक होते असे म्हणता येईल.

मुल्यमापन :

वरील प्रमाणे म. फुल्यांच्या स्त्रीविशयक शैक्षणिक आणि सामाजिक कार्यांचा आढावा घेतल्यानंतर असे म्हणता येईल की,स्त्री-पुरुश समतेचा सातत्याने पुरस्कार करणारे आणि त्यासाठी अत्यंत मुलगामी युक्तिवाद करणारे जोतीराव हे भारतातील स्त्रीमुक्ती विचारांचे आद्यप्रवर्तक ठरतात. स्त्री-शिक्षण,स्त्रीविशयक अन्याय, रूढीचे निर्मूलन, स्त्रीयांचे स्वातंत्र्य, हक्क अधिकार, या क्षेत्रात त्यांनी ठोस कार्य केले होते.सत्यधर्म, समतामूलक, सर्वसमावेशक, असा समाज उभा राहण्यासाठी जोतीराव फुले आजीवन लढत राहिले. दलित, शोशितांना व स्त्रियांना जी समता मिळावी ती सौजन्याखातर किंवा भूतदयेपोटी, नव्हे तर तो त्यांचा हक्क आहे, म्हणून प्राप्त व्हावी यासाठी फुले सतत संघर्ष करत राहिले. जातिभेद, अस्पृश्यता, स्त्रीदास्य यांचा त्यांनी कडाडून विरोध केला.

परंतु जोतीरावांच्या अनेक उद्दिष्टांपर्यंत आपण अजून पूर्णपणे पोहचू शकलो नाही. सामाजिक समतेचे त्यांचे ध्येय अजूनही प्रत्यक्षात आलेले दिसत नाही. स्त्री शिक्षणाचे गळतीचे प्रमाण वाढत आहे. लिंगभेदाची तीव्रता अधिक व्यापक होत चाललेली दिसते, स्त्रीयांवरील अत्याचार, हिंसाचार वाढत आहे. त्यांचे दुय्यमत्व आज अनेक क्षेत्रात कायम आहे. आदिवासी, दलित, शेतकरी, मागास, कष्टकरी स्त्रीया अजूनही परिघावरील जीवन जगत आहेत. स्त्रीभूणहत्येच्या घटनांमध्ये सुद्धा वाढ होताना दिसत आहे. यावरून समानता प्रत्यक्षात आणण्यासाठी आजही म. फुल्यांचे विचार महत्त्वाचे ठरतात.

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कवी नारायण सुर्वे यांची कविता

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प्रस्तावना

कवी नारायण सुर्वे हे नवसाहित्यानंतरच्या मराठी काव्य प्रांतातील नव्या उन्मेशांचे प्रतिनिधी आहेत अभिजनवादी साहित्य दृष्टीच्या काव्यानिर्मितीपासून फुटून निघालेली यांची कविता ही साठोत्तर मराठी कवितेचे नवे वळण दाखविते. प्रस्तुत प्रकरणात नारायण सुर्वे यांच्या 'ऐसा गा मी ब्रम्ह', 'माझे विद्यापीठ', 'जाहीरनामा' आणि 'सनद' या चार काव्यसंग्रहाची जननिष्ठ साहित्य दृष्टीतून चिकित्सा करावयाचे योजिले आहे. त्यानुसार या संग्रहामधील प्रत्येक काव्यकृतीचे निर्मितीच्या अनुरोधाने अस्तित्वाच्या अनुरोधाने व आस्वादाच्या अनुरोधाने विश्लेषण करावयाचे असून जनसंस्कृतीस त्यांनी दिलेल्या योगदानाच्या अनुरोधाने जनकविता म्हणून त्यांचे स्थानही निश्चित करावयाचे आहे.

ऐसा गा मी ब्रम्ह (1962) या नारायण सुर्वे यांच्या पहिल्या काव्यसंग्रहातील जाणीव ही मुख्यत्वे मार्क्सवादी साम्यवादी विचारावर परिपुष्ट झाली असली तरी व्यापक अशी जननिष्ठा कवितेच्या ओळीओळीतून दिसून येते. या परिवर्तनाच्या महायात्रेत कवी बरोबर त्याची सखी ही बरोबरीचा सहभाग देणारी आहे. पण परिवर्तन हे काही एका रात्रीतून घडून येणारे सहज असे स्थित्यंतर मात्र नाही. याची जाणीव कवीला आहे म्हणून तो आपल्या सखीला अधिक भावनाप्रधान होऊ देत नाही तो प्रियेला म्हणतो,

'थांब! प्रकाशाची चूड आलाच पेटवू नको

आपल्याच तोऱ्यात पुढे पुढे सरकू नको..... (थांब)

येथे परिवर्तनासाठी क्रांतीची भाशा आहे, परंतु रक्तपात, संहार कवीला मान्य नाही म्हणून लूत अंगावर सडलेल्या दुनियेतील लोकांना तो 'मित्रा' सज्जना अशी विनम्र संबोधने वापरून 'असा प्रसंग मजवर आणू नको' असे अगदी विनम्रपणे बजावतो. विशमतावाद्याविरुद्ध देखील इतक्या विनम्रपणे परिवर्तनासाठीचे आवाहन करणारी ही प्रगाढ जननिष्ठा गांधी, बुद्धाच्या परंपरेतील म्हणावी लागेल.

स्माज परिवर्तनाचा विचार कवीच्या मनात जसा जागा आहे. तसा त्याला तो जनसामान्यांपर्यंत पोहचवायचा आहे. तो जनांची अंतःस्थ चेतना जागृत करू पाहतो त्यासाठी तो त्यांना शिवबाच्या कर्मभूमीची मराठीचा सार्थ अभिमान बाळगणाऱ्या 'बोली अरूपाचे रूप' दाखविणाऱ्या ज्ञानदेवाच्या 'मराठीचिये नगरी'ची आठवण करून देतो. दंभ, दास्य, गुलामगिरी याविरुद्ध सघर्ष करणाऱ्या शहीदांची आठवण करून देतो. त्यांच्यातील चेतना जागवताना तो म्हणतो.

'व्हा जुलूमाला सामोरे व्हा

जनजीवनाचे धूप

चेतवा बीज पणतीने

जगी चिरंतनाचे दीप' (या मेघांना) पृ. 19

‘केशवसूतांच्या’ नव्या शिपाई प्रमाणेच सुर्व्यांनादेखील जनसामान्यांच्या मताचे वाफे नांगरून ‘समतेची बीजे’ पेरावयाची आहेत. प्रत्येकाला त्याच्या जगण्यासाठीचा व येथील एकंदर वस्तूंचा उपभोग घेण्याचा त्यांचा अधिकार त्यांना प्राप्त करून द्यावयाचा आहे पण हे काम एकट्याचे निश्चित नव्हे म्हणून ‘चालली जनतेची दिंडी’, नवेपंढरीच्या वाटेने, असे कांतिचित्र कवी उभे करतो.

‘ऐसा गा मी ब्रम्ह’ या अभंग रचनेत कवी मनातील प्रगाढ जनजाणिवेचा प्रत्यय येतो, तो म्हणतो

‘घालीन मी सान्या ! ब्रम्हांडास पाठी’

सोडवीन गाठी ! दिक्कालाच्या ।।

दिक्कालाच्या गाठी सोडविण्याचे स्वप्न पाहणारी ही जननिश्ठा सामान्य माणसाच्या आनंदवनभुवनाचे स्वप्न पाहणारी निश्चित आहे.

सुर्व्यांची कविता हे साठोत्तर मराठी कवितेमध्ये महत्वपूर्ण वळण आहे. कवी स्वतः कामगार असल्याचा त्याला सार्थ अभिमान आहे. श्रमशक्तीचा गौरव व श्रमाला प्रतिष्ठा मिळवून देण्याचे कार्य यापूर्वी मराठी कवितेत झाले नव्हते ‘जसा जगत आहे मी तसाच शब्दात आहे’ असे कवी मोठ्या अभिमानाने सांगतो या प्रांजळपणाची प्रतीती त्यांच्या कवितेतून स्पष्टपणे जाणवते. त्यांची कविता जीवननिश्ठांशी अधिक तादात्म्य पावलेली असल्यामुळे पारंपरिक काव्यसंकेताला जबरदस्त धक्के बसले आहेत. ‘या तादात्म्यानेच त्यांचा वर्गपुरुष त्यांच्या प्रारंभीच्या कवितेत पूर्णत्वाला पोचलेल्या नायकाच्या रूपाने अवतरला या नायकाला एकलेपणाच्या परात्मभावनेने ग्रासलेले नव्हते. उलट एकटाच आले नाही युगाची ही साथ आहे’ असा त्यांचा दावा होता. आशा निराशेची आंदोलन त्यांच्या कवितेत दिसत असली तरी ती निराशेवर स्वार होणारी क्रांतिसन्मुख कविता आहे.

सुर्व्यांच्या कवितेतील आत्मनिश्ठा ही सुरवातीपासूनच व्यापक अशा जननिश्ठेत परिवर्तित झालेली दिसून येते. शोशित व श्रमिकांच्या जीवनात सुखाचे दिवस आणण्यासाठी सामाजिक विशमतेविरुद्ध लढण्यासाठी ‘तलवार’ हाती घेतली आहे पण युद्ध-रक्तपात हे या तलवारीचे काम नाही. तर बुद्ध्याची शांती व समता त्याला हवी आहे व हाच ह्या काव्यनिर्मितीमागील महत्वाचा हेतू आहे. नारायण सुर्व्यांच्या ‘ऐसा गा मी ब्रम्ह’ मधील कविता आशयाच्या दृष्टीने जशी वेगळी आहे तशीच तिची अभिव्यक्तिरिती भिन्न व वैशिष्ट्यपूर्ण आहे. या काव्यनिर्मितीमागे काव्यरूपाची जाण जरी कमी असली तरी जननिश्ठा मात्र जाज्वल स्वरूपाची आहे प्रस्तावनेत ते लिहतात, ‘जे जाणवले काळजात सलले, तेच शब्दरूप घेऊन बाहेर पडले त्यात माझा काही दोष नाही.’ मी स्वस्थ बसेन शरीर स्वस्थ बसेल पण आत्मा स्वस्थ बसूच देईना. त्याचबरोबर विद्यमान मराठी कवितेत आपण कुठे आहोत? असाही प्रश्न त्यांच्यासमोर आहे याचे कारण कारण सांगतांना ते म्हणतात, “मी ज्या जगात वावरतो त्या जगाला कसलीही वाङ्मयीन परंपरा नाही त्याला संत वाङ्मयाची परंपरा नाही.” अशावेळी सुर्वेसारखा दलित-शोशित स्तरावरील, मध्यमवर्गीय ज्ञानपरंपरा नसलेला हा माणूस वाङ्मयाच्या प्रांतात जेव्हा पाय रोवील तेव्हा काही वादळ माजेल याची त्यांना पूर्ण जाणीवही होती पण लिहण्याशिवाय त्यांचा आत्मा त्यांना स्वस्थ ही बसू देईना म्हणून,

‘कामगार आहे मी तळपती तलवार आहे

सारस्वतांना ! थोडासा गुन्हा करणार आहे.'

असे ते बेधडकपणे ठोकून देतात आणि पुढे जसा जगत आहे मी तसाच शब्दात आहे. असे सांगायला मात्र ते विसरत नाहीत. वयाच्या बत्तीस—तेहत्तीसाव्या वर्षी त्यांनी 'शहीद' हो ही पहिली कविता लिहली त्यानंतर 'नवयुग'च्या दिवाळी अंकात प्रसिद्ध झालेल्या 'दोन दिवस' या कवितेने मात्र विन्दा करंदीकर, श्री. पु. भागवत यासारख्या साहित्यिकांचाही लक्ष वेधून घेतले. कारण या कवितेमध्ये आलेला विशय व प्रतिमा या सर्वस्वी वेगळ्या प्रकृतीच्या होत्या.

आपल्या काव्यनिर्मितीमागील प्रेरणा व प्रक्रिया सांगतांना ते लिहितात, 'खरे म्हणजे मी माणसे आधी वाचतो परिस्थिती वाचतो त्यामध्ये मी कुठे आहे हे स्वतः आधी आजमावून घेतो आणि मग समोरची माणसे, समोरची परिस्थिती आणि मी यांचे कुठेतरी एकत्व तयार होते. आणि या एकत्वातून माझ्यातला जो कवी आहे तो त्याला शब्दाकार देण्याचा प्रयत्न करतो. याची कविता होते असे माझे मत आहे.'

नारायण सुर्वे हा शब्दांवर अविचल श्रद्धा ठेवणारा कवी आहे. म्हणून शब्दांची ताटातूट त्याला असह्य होते. त्यांच्यासोबत घर सोडावे इतके त्याला ते असह्य होते. शब्द हेच त्यांचे सामर्थ्य आहे.

नारायण सुर्वे यांनी आपले वेगळे जाणिवे प्रथमच मराठी कवितेत रूजू केले. तो वेगळेपणा काव्यबद्ध करताना त्यांना स्वतःच्या असा घाटही शोधावा लागला पण त्यांच्या रचनाबंधातील संपूर्ण शब्दकळा आणि प्रत्येक काव्यपंक्ती ही विशिष्ट अनुभूतीच्या काव्यात्मक प्रगटीकरणासाठी संपूर्णतः निर्दोश उतरल्याचा दावा कुणी करणार नाही. पूर्वपरंपरेच्या प्रभावाने काही प्रतिमा पुनरुक्त झाल्या आहेत. उदा. 'पुन्हा भेटू सखे' या कवितेत येणारे 'केतकी वन' अप्रयोजक वाटते. मध्यमवर्ग कवींनी वापरून गुळगुळीत केलेली ही प्रतिमा सुर्व्यांचे वास्तववादी संघर्शशील भीषण जग आविश्कृत करू शकत नाही अशा काही प्रतिमा तत्कालीन रविकिरण मंडळाच्या प्रभावाची साक्ष देतात. काव्यगत दोशांच्या पलीकडे जाणारी कविताच श्रेष्ठ व आवाहक ठरू शकते. पण सुर्व्यांच्या कवितेची इहवादी समिक्षा आशयाच्या आधारे करणारे डॉ. श्रीपाल सबनीस म्हणतात, "अनुभूतीचे निर्दोश मुल्य हे कुठल्याही कलेत निर्णायक महत्वाचे असते. परंतु अनुभवाचे मूल्य निर्णायक असले तरी तो अनुभव प्रथम कलात्मक पातळीवर उभा राहावा लागतो. त्यामुळे या संग्रहातील अशी पुश्कळशी रचना कलात्मक दृष्टिकोनातून बाद ठरते."

सुर्व्यांची कविता आशा—निराशेच्या हिंदोळ्यावर झुलताना दिसत असली तरी ती निराशेवर स्वार होणारी कविता नाही. सुर्व्यांची प्रेमकविता मराठीतील प्रेम कवितेचा प्रणय संप्रदाय ओलांडणारी कविता आहे. सुर्व्यांची प्रेमकविता ही सामाजिक व नैतिक बांधिलकीतून आलेली असल्यामुळे त्यांची प्रिया ही त्यांची पत्नीच आहे.

सुर्व्यांची माझे विद्यापीठ ही दीर्घकविता वर्गव्यवस्थेच्या शोषण प्रक्रियेचे यथार्थ चित्रण करणारी कविता आहे त्याचे माझे विद्यापीठ हे जनसामान्यांचे आहे शोषित श्रमिकांचे आहे. सुर्वे लिहितात, "ज्या ठिकाणी घडलो, वाढलो, ती माझी रस्त्यावरची युनिव्हर्सिटी आहे. मी अन्य कुठल्या युनिव्हर्सिटीत शिकले नाही म्हणूनच 'माझे विद्यापीठ' हे रस्त्यावरचे विद्यापीठ आहे त्याने मला जीवन काय आहे हे शिकविले आहे. म्हणून माझ्या कविता संग्रहाला मी 'माझे विद्यापीठ' हे नाव दिले आहे."

सुर्व्याच्या कवितेतून काही ठळक विशेष जाणवतात सुर्व्याची कविता ही मार्क्सवादी विचारावर पोसली असली तरी माणसाच्या चिरंतन सुख-दुःखाची व जीवनाच्या हेतु गर्भतेची तिला प्रगाढ व व्यापक जाणीव आहे आणि त्यामुळे ती मार्क्सवादाकडे वळलेली आहे. जगातील सर्व शोशित श्रमिकांचे दुःख व आशा-आकांक्षा ती आपल्या कवेत घेत असली तरी शहरी श्रमिक कामगार हाच मुख्यत्वे त्यांच्या जाणवतेचा आधार आहे. शेतकऱ्यांच्या संदर्भात ती बोलत असली तरी शेतकऱ्यांचे जीवन व समस्या या संबंधीचे तिच्यामधील चित्रण प्रतिबिंबात्मक स्वरूपाचे दलित कवितेच्या अभ्यासात सुर्व्याच्या कवितेचे महत्त्व असले तरी वर्णव्यवस्थेच्या मानसिकतेतून येणारी माणसाचे माणूसपण नाकारणारी दलित जाणीव त्यांच्या कवितेत नाही. त्यांची कविता साठोत्तर दलित कवितेच्या आरंभापासूनची व शोशितांचे वास्तववादी विश्व नव्या आविश्करण रीतीने मांडणारी असल्यामुळे दलित कवितेला काही अंशी मार्गदर्शक ठरणारा आहे. समकालीन रम्यादभूत जगात वावरणाऱ्या काव्यविश्वाला त्यांच्या कवितेने वास्तवाचे नवेभान आणून दिले. कवितेच्या रीतिवादी आविश्करणाला जबर धक्के देऊन आपला श्रमिक-शोशित वर्गनायक वैशिष्ट्यपूर्ण रीतीने आविश्कृत होईल. अशी नवी भाशा व नवे जाणीवविश्व त्यांनी प्रथमतः मराठी कवितेत आणले.

पारंपरिक प्रेमकवितेला क्रांती आणि प्रेमाच्या समन्वयाचे नवे मूल्य त्यांनी दिले. सामाजिक व नैतिक भान असणारी समर्पणशील व समानतेच्या नात्याने वागणारी प्रिया त्यांनी मराठी कवितेला दिली. हे जसे नवे होते तसेच वेश्येचे मातृत्वही त्यांनी आदरणीय मानले हे ही अभिनवच आहे. कथात्मकता, संवाद, नाट्य या रीतीने येणारे समष्टीच्या अधास्तरातील जनसमूहाचे चैतन्यमय व सूक्ष्म जीवनदर्शन घडवून एक नवा जननायक त्यांनी मराठी कवितेत रुजू केला. वास्तवाचे कठीण आत्मपरीक्षण करीत प्रांजळ व संयतशील आविश्कार त्यांनी कवितेत निर्भीडपणे मांडला.

सुर्व्याच्या कवितेतील बांधिलकी विचार लोकांचे सूक्ष्म भेदक जीवनदर्शन व जनभाशेचा कैवार हे गूण पुढील कवितेला आदर्शरूप ठरणारे आहेत.

संदर्भ

1. सुर्व्याच्या कवितेची हइवादी समीक्षा – डॉ श्रीपाला सबनीस
2. दलित साहित्य वेदना व विद्रोह – भालचंद्र फडके
3. माणूस कलावंत आणि समाज – नारायण सुर्वे
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ग्रामीण कविता एक वास्तव

डॉ.विजया जि. राऊत

मराठी विभाग प्रमुख

विमेन्स कॉलेज ऑफ आर्ट्स अँड कॉमर्स, नंदनव, नागपूर

सारांश :-

“ग्रामीण जीवनातून फुलणारे, ग्रामीण वास्तवांतून साकार होणारे साहित्य ते ग्रामीण साहित्य होय.” ग्रामीणता साकार होण्यामध्ये कृषिनिष्ठ, संस्कृती, निसर्गसन्मुखता, त्यातून निर्माण झालेले लोकमानस हे घटक महत्त्वाचे ठरतात. यातून जगण्याची एक ‘रीत’ साकार होत जाते आणि या रीतीचे चित्रण ज्या साहित्यात आढळते. ते ग्रामीण साहित्य अशी ग्रामीण साहित्याची व्याख्या डॉ. नागनाथ कोतापल्ले हयांनी केलेली आहे. १९२० नंतर मराठीमध्ये वेगवेगळ्या साहित्य प्रकारात ग्रामीण जीवन प्रकट होऊ लागले. या काळात नाविन्यामुळे व वेगळेपणामुळे हे लेखन चटकन रसिकमान्य झाले. १९५२ नंतरच्या कालखंडात शेतीशेतकरी गावगाड्यातील अनुभव व्यक्त करणाऱ्या कवितेमध्ये बहिणाबाई चौधरी, ना. धो.महानोर, आनंद यादव यांच्या लेखनाचा समावेश होतो. ग.ह.पाटील, ना.घ. देशपांडे, आनंद यादव, ना.घो. महानोर, विठ्ठल वाघ, वसंत सावंत, इंद्रजित भालेराव, मंदा कदम, नारायण सुमंत, राजन गवज, तानाजी पाटील यासारख्या कवींनी आपल्या कवितेतून ग्रामीण जीवनाशी असलेले हृदय नाते अतिशय जिद्दाळ्याने व्यक्त केलेले आहे. ग्रामीण माणसांच्या प्रश्नांचा विचार करतांना कवी इथल्या सत्ताधिष्ठित राजकारणाकडे बघतो. इथल्या शेतकऱ्याला आयुष्यभर मातीत राबाचे लागते आणि अखेरीस मातीतच चिरनिद्रा घ्यावी लागते. जणू काही हेच आपले प्रारब्ध आहे असे समजून अफाट कष्ट करणाऱ्या कष्टकरी शेतकऱ्यांच्या जगण्यावर कवी विठ्ठल वाघ यांची कविता प्रकाश टाकते.

प्रस्तावना :-

ग्रामीण वास्तव, ग्रामीण संस्कृती व ग्रामीण बोली यांचा वापर करणारे साहित्य ते ग्रामीण साहित्य. निसर्ग हा ग्रामीण जीवनाचा केंद्रबिंदू असल्यामुळे ग्रामीण साहित्यातून निसर्गकेंद्री जीवनरीतीचे दर्शन घडणे स्वाभाविकच आहे. ग्रामीण साहित्यामागच्या प्रेरणा महात्मा फुले यांनी मांडलेल्या विचारात दिसून येतात. १९२० नंतर गांधीवादाच्या प्रभावाने ‘ग्रामोद्धार’ या कल्पनेला महत्त्व येऊन ग्रामोद्धाराचे चित्रण साहित्यात व्हावे अशी अपेक्षा निर्माण झालेली दिसते. भारताचा इतिहास म्हणजे पर्यायाने ग्रामीण जनतेच्या उत्क्रांतीचा इतिहास आहे. ‘ग्राम, याचा मूळ अर्थ घरांचा समूह असा आहे. एकूणच ग्रामीण समाज म्हणजे खेड्यात राहणारा व प्रामुख्याने शेती व्यवसायाशी संबंधित असलेला समाज होय. शेती व्यवसायाचे प्राधान्य, मानवनिर्मित वातावरणाऐवजी निसर्गाचे

सानिध्य, समाजाचा आटोपशीर आकार, तुरळक लोकवस्ती, भौगोलिक मर्यादित भाग व एकजिनसीपणा इ. वैशिष्ट्यामुळे ग्रामीण समाज हा शहरी समाजापासून वेगळा समजला जातो. "ग्रामीण जीवनातून फुलणारे, ग्रामीण वास्तवांतून साकार होणारे साहित्य ते ग्रामीण साहित्य होय."

"ग्रामीणता साकार होण्यामध्ये कृषिनिष्ठ, संस्कृती, निसर्गसन्मुखता, त्यातून निर्माण झालेले लोकमानस हे घटक महत्त्वाचे ठरतात. यातून जगण्याची एक 'रीत' साकार होत जाते आणि या रीतीचे चित्रण ज्या साहित्यात आढळते. ते ग्रामीण साहित्य अशी ग्रामीण साहित्याची व्याख्या डॉ. नागनाथ कोतापल्ले हयांनी केलेली आहे.

प्रा. भास्कर चंदशिव, सदानंद देशमुख, शेषराव मोहिते, बाबाराव मुसळे, प्रतिमा इंगोले, इंद्रजित भालेराव आदि नवे ग्रामीण साहित्यिक आपल्या ग्रामीण साहित्यातून ग्रामीण वर्तमानाचा वेध घेण्याचा प्रयत्न करीत आहेत. शिवाय ग्रामीण भागातले नवनवे साहित्यिक उभारी घेऊन पुढे येत आहेत. साधारणतः १९२० च्या नंतर महात्मा गांधी पर्व सुरू होतांना दिसते. 'भारताचे दर्शन मूठभर शहरांमध्ये नव्हे तर खेड्यांमध्ये घडते,' असे गांधीचे मत होते. गांधीपर्वातच मराठी लेखक कवींना ग्रामीण जीवनाचे चित्रण केले पाहिजे. अशी आस उत्पन्न झाली. मराठीत जानपद गीतांच्या रूपाने ग्रामीण कविता येऊ लागली. याच गीतांना किसान गीते, गोपगीते असेही म्हटले जाऊ लागले.

१९२० नंतर मराठीमध्ये वेगवेगळ्या साहित्य प्रकारात ग्रामीण जीवन प्रकट होऊ लागले. या काळात नाविन्यामुळे व वेगळेपणामुळे हे लेखन चटकन रसिकमान्य झाले. १९५२ नंतरच्या कालखंडात शेतीशेतकरी गावगाड्यातील अनुभव व्यक्त करणाऱ्या कवितेमध्ये बहिणाबाई चौधरी, ना. धो.महानोर, आनंद यादव यांच्या लेखनाचा समावेश होतो.

बहिणाबाई चौधरी खानदेशातील होत्या. शेतकऱ्यांच्या कुटुंबातील संसारी स्त्रीची सुखदुःखे जगत असतांना अंतःस्फूर्तीने बहिणाबाईंना काव्य स्फुरले. खानदेशी बोलीत त्यांनी आपली कविता रचली. तल्लख स्मरणशक्ती, सूक्ष्म निरीक्षण, उपजत विनोदबुद्धी, जीवनातील सुखःदुःखाकडे समभावाने पाहू शकणारे शहाणपणआणि जगण्यातून कळलेले तत्वज्ञान ही बहिणाबाईंच्या व्यक्तिमत्त्वाची वैशिष्ट्ये होती. बहिणाबाई खेड्यात जगल्या, वाढल्या. शेतात कष्टल्या. खेड्यातल्या जीवनचक्राशी समरस झाल्या. ग्रामीण जीवन, कृषिजीवन यांच्याशी निगडित अशा संस्कृतीचे बहिणाबाईंवर खोल संस्कार झालेत. म्हणूनच माणुसकी, निसर्गाशी समरसता, श्रध्दा आणि खेड्यातल्या समूहजीवनाची जाणीव त्यांच्या कवितेतून प्रकटली आहे. मराठी भाषेतील बोलीचा गोडवा आणि प्रसन्न विनोदाचा कावा करणारी आशावादी जीवनवृत्ती यामुळे हयांच्या कविता लोभाऊन टाकते. १९५२साली बहिणाबाईंची गाणी प्रस्तुत संग्रहात बहिणाबाईंच्या ३२ स्फुट कविता, काही स्फुट ओव्या

आणि सासू नणंद, मोठी जाऊ, दीर तसेच खेडयातल्या काही व्यक्ती यांची व्यक्तिचित्र रेखाटनाऱ्या लहान लहान कविता समाविष्ट आहेत. सोपानदेव चौधरी यांच्या या मातुःश्री अशिक्षित परंतु प्रतिभेचा जिवंत झरा अंतःकरणात असणाऱ्या बहिणाबाईंनी सभोवतीच्या निसर्गाचे, मानवी जीवनाचे व त्यातील सुखःदुखाचे जाणवलेले स्पंदन कवितेतून आविष्कृत केले.

‘हिरवी हिरवी पानं,
लाल फय जशी चोंच,
आलं वडाच्या झाडाले,
जसं पीक पोपटाचं
किंवा

‘अरे जोडता तोडलं त्याले नातं म्हणू नही.
ज्याच्यातून येत पीठ त्याले जातं म्हणू नही,

किंवा
देखा संसार संसार,
शेंग वरतून काटे,
अरे वरतून काटे,

मधी चिक्ने सागरगोटे’

या प्रकारे प्रत्यक्ष जगलेल्या जीवनातून, त्या विषयीच्या चिंतनातून उमललेले काव्य बहिणाबाईंच्या ओळीओळीतून प्रकटते. ‘रुशी बसे वरमाय तिचा रुसवा केवढा,
म्हणे पापड वाढला, कसावाकडा तिकडा’

अशा खुमासदार विनोदही या कवितेत आहे. स्त्री म्हणून जगतांना, दळतांना, शेतीत कष्ट करतांना, वैधव्य भोगतांना, गुढीपाडवा, अखणी, पोळा असे सण साजरे करतांना मनात आलेले भावरंग सहजपणे त्यांच्या कवितेत उमटतात. बहिणाई सश्रध्व आहेत. पेरणी, कापणी, मळणी, अखणी करतांना हे सारे ईश्वराच्या “त्या अजब गारोडया” च्या कृपेने आपल्याला मिळते अशी कृतज्ञता त्या व्यक्त करतात. शेतकऱ्यांच्या कुटुंबातील संसारी स्त्रीची सुखदुःखे जगत असतांना अंतःस्फूर्तीने बहिणाबाईंना काव्य स्फुरले. मराठी भाषेतील बोलीचा गोडवा प्रसन्न विनोदाचा आणि शिडकावा करणारी आशावादी जीवनवृत्ती यामुळे ही कविता लोभावून टाकते. पुढे बहिणाबाईंच्या मृत्यूनंतर आचार्य अत्रे यांच्या प्रोत्साहनामुळे त्यांनी ‘बहिणाबाईंची गाणी’ प्रकाशित केली. मराठी ग्रामीण कवितेत कृषिसंस्कृतीचे सर्वार्थाने दर्शन घडविण्याचा पहिला मान बहिणाबाई चौधरींना द्यावा लागतो.

श्री. ना.धो.महानोर यांचा जन्म १९४२ मधला मराठवाडयातील अंजिठयाच्या परिसरातील पळसखेड या गावी. शेतीच्या व्यवसायात रमून गेलेला हा कवी. महानोरांचे केवळ व्यवसायापुरते मातीशी नाते आहे. शेती हा त्यांच्या जिह्वाळयाचा विषय आहे. या ‘काळीच्या’ जिह्वाळयातून त्याची कविता

जन्मास आली आहे. 'मी शेताच्या हिरव्या बोलीचा शब्द जाहलो आहे' असे कवी स्वतःच सांगतो. "हया शेताने लळा लाविला असा की! सुखदुःखाला परस्परांशी हसलो—रडलो। आता तर हा जीवच अवघा असा जखडला। मी त्यांच्या हिरव्या बोलीचा शब्द जाहलो।" रानातल्या कविता व वहि हे त्यांचे दोन कवितासंग्रह प्रसिध्द झाले आहेत. महानोरांनी मराठी निसर्ग कवितेला वेगळे आणि समर्थ रूप दिलेले आहे. या शेतकरी कवीच्या रानातल्या कवितांत अनुभूतीचा अस्सलपणा आणि जिवंत जिह्वाळा आहे. निसर्गाच्या विविध भाववृत्ती त्यातल्या रूपसंगंधाच्या ताज्या टवटवीत छटा त्यातून जाणवणारे संवेदनाचे तरल विश्व भाषेची कोवळीक, विशिष्ट ग्रामीण शब्दांचा चपखल उपयोग ही महानोरांच्या कवितेची वेधक वैशिष्ट्ये आहेत. महानोरांनी मराठी कवितेत आणि मराठी रसिक मनात स्वतःचे असे एक स्थान निर्माण केले आहे.

महानोर शेतीशी, शेतकऱ्यांशी आणि ग्रामीण जीवनाशी पूरेपूर समरस होऊन गेले आहेत. त्यांनी संग्रहित केलेला पळसखेडची गाणी हा लोकगीतसंग्रह एक कवी म्हणून महानोरांना जोपासलं ते त्यांच्या गावातील लोकगीतांनीच.

रानातल्या कविता :- महानोरांची कविता ही रानातली कविता आहे. महानोर एका अटळ नात्यानं रानाशी बांधले गेलेले आहेत. अजिंठ्याच्या पायथ्याशीच शेतात खपणारा हा कवी मराठी मनाला भूरळ पाडणारे शब्दशिल्प आपल्या कवितेतून घडवितो आहे. महानोरांच्या कवितेबद्दल प्रा.वा.ल. कुळकर्णी म्हणतात 'खेडयातील दुःख आणि आनंद, सौंदर्य आणि कुरूपता, ऐश्वर्य आणि असहायता, दिवस आणि रात्र. मराठी कवितेतून आज प्रथमच आपल्या अनन्यसाधारण रंगगंधासह साकार होत आहे.

पाहता ऋतुगंध कांती सांडलेली
पाखरांशी खेळ मी मांडून गावे....
मी असा आनंदुनी बेहोश होतो.
शब्दगंधे, तू मला बाहूत घ्यावे.

असे म्हणणारा हा कवी खरोखरच जागोजाग झाडाझुडपाशी पाटबंधान्यांशी, गुरावासरांशी, पाखरांशी, मेघांशी खेळ मांडून गातो आहे. याला खरोखरच शब्दगंधाने बाहूत घेतलेले आहे. हा कवी १९६० पासून लिहिणारा असून हयांच्या कवितेमध्ये सुध्दा संपूर्ण ग्रामजीवन त्यातील भल्याबुऱ्या सगळ्या अंगानिशी प्रकट होते.

शेतकऱ्यांची दैनंदिनीच या जिवंत रसरशीत कवितेने उभी केली आहे. शेतकऱ्याची मानसिकता स्वतःच अनुभवलेली असल्याने शेतकऱ्याचे माती, पाऊस, ऊन, वारा, आभाळ अशा अवघ्या निसर्गाशी असलेले नाते, भावबंध, ऋणानुबंध जसे या कवितेत व्यक्त होतात, तसेच तिथले लोकजीवन, माणसांचे नमुनेही सादर होतात. तिथल्या सांस्कृतिक जीवनातून ही कविता उठून येते. तिथल्यास्त्री जीवनाच्यासुखदुःखाचे हिंदोळे सहजपणाने दर्शवून जाते.ग.ह.पाटील, ना.घ.देशपांडे, आनंद यादव, ना. घो. महानोर, विठ्ठल वाघ, वसंत सावंत, इंद्रजित भालेराव, मंदा कदम, नारायण सुमंत, राजन गवज,

तानाजी पाटील यासारख्या कवींनी आपल्या कवितेतून ग्रामीण जीवनाशी असलेले हृदय नाते अतिशय जिद्दाळ्याने व्यक्त केलेले आहे. **ग.ह. पाटलांच्या “नांगर”** या दीर्घ कवितेत महायुद्धाचा दारुण परिणाम, त्यामुळे आलेले दुःख दाखवतांना त्या स्थितीतही स्थितप्रज्ञ हलधराचे दर्शन घडते.

त्या सावलीत लाकडी जुना नांगर
कुणी हाकीत होता बळिराजा हलधर
जगातील उत्पातांचा परिणाम करून घेऊनही आपल काम थांबवित नाही.
लोटली युगे किति तो न थांबला कधी
होतील नष्ट शस्त्रास्त्रे केव्हातरी
हा अखंड, अक्षय, अभंग नांगर परी!

धनधान्याने जगाला सुंदर बनविणाऱ्या ईश्वराचे नांगर हे प्रतीक आहे. हा बळिराजा त्या नांगराला वंदन करतो. कृषिसंस्कृतीचे प्रतीक, सामर्थ्य या नांगरात आहे. नांगराची रूपे बदलत गेली. पण तो जुना लाकडी नांगर त्याचे श्रद्धाशील सौंदर्य या कवितेने जतन केलेले आहे.

ना. घ. देशपांडे यांच्या ‘मोटकरी’ या कवितेत अशाच एका जुन्या चित्राचे दर्शन घडते.

ही मोट भरे भरभरा!
चढे करकरा जी!
विहीरीत बघा वाकुनी
जरा घाकुनी जी!
पाण्यात लई भोवरे!
फेस गरगरे जी!

मोटकऱ्याचा घुसळत येणारा सूर आणि मोट भरताना पाणी घुसळून आत घुसतानाची ओढ यात एक मिळते जुळते नाते आहे. ना. घ. देशपांडे आपल्या ‘सुगी’ मध्येही मळणी, उफणणी, या दैनंदिन कामकाजाचे चित्र काढतात. आज या कामकाजाला श्यंत्राने ठोकळेबाज, बटबटीत रूप दिले आहे. पण ग्रामीण कवितेतील या दैनंदिन चित्रांनी निर्माण केलेला रसरशीतपणा अनुभवतांना आपले ‘काही’ हरवले आहे अशी भावना सतत सलत राहाते. **विद्वल वाघ** यांची **“तिफन”** ही कविता चालणारी तिफन, थयथयणाऱ्या विजा, ढोल वाजविणारे ढग हाएक ‘उत्सव’ होतो.

सरीवर सरी येती माती न्हातीधुती होते.
तिचा कस्तुरीचा बास भूल जीवाले पाळते
या गंधावर झुलणारे मन कष्ट विसरते. पाण्यानं भिजलेल ठेकूळ लोण्यासारखं वाटू लागते. डोळ्यात स्वप्न असतांनाच पायात काटा रूततो पण...

काटा पाया रूतते लाल रगत सांडते
हिरवं सपन फुलते.

हिरवी स्वप्न देणारी ही 'तिफन' कष्टकरी, शेतकऱ्याच्या जीवनातील जिवंत काव्य आहे. इंद्रजित भालेराव यांच्या एका काव्यखंडात कोळपणी, खुरपणी यांचे उल्लेख येतात.

कोळप्याची पास
तासातासातून मोकळी फिरते
आपलं काम दुरुनच करते
खुरपं मात्र भीड मोडतंय
अन् बुडाला भिडतंय.....

दैनंदिन जीवनाच्या दर्शनातही विचारांची खोलवर डूब घेणारी ही आंदोलने आहे.

वसंत सावंतांच्या :- 'लावणी' हया कवितेमध्ये कोकणातील भाताच्या लावणीचे चित्र, चित्रकाराचे रंग, रेषा, आकार सामर्थ्य घेऊन समोर येते.

आषाढ बाहु लागला दिशा घेऊन
की, चिखल कसा रपरपीत होतो
आणि भाताचे रोप लावताना
हातांना गोड गोड खुपू लागतो.....

लावणीच्या वेळी जानवणारा ऋतुगंध, चिखल, बैलांच्या शेट्यांचा वास, इरल्याखाली असणारा विस्तव, ग्रामीण कवितेच्या या ऐन्यात शेतकरी जीवनाच्या दैनंदिन जीवनव्यवहाराचे प्रतिबिंब जसेच्या तसे पडत नाही तर त्या प्रतिबिंबाला कविप्रतिभेच्या भावबंधांची एक लाघवी झिलई प्राप्त होते.

ग.ह. पाटलांच्या कवितेत आजोळी जाताना खिलाऱ्या बैलांची जोडी जोडलेली मामाची रंगीत गाडी असे. त्या बैलांच्या गळ्यातील घुंगूर माळा..... त्यांचा नाद, आभाळातील किलबिलणारे पक्षी, बाजरीची सळसळणारी शेते, आंबराईतील झुळझुळणारा वारा ही प्रवासाची सुखद स्मृती दिसून येते.

शेतकरी जीवनातील एकत्र कुटुंबपध्दती, त्यातील परस्परांवरील अकृत्रिम प्रेमाचा वर्षाव करणारी कुटुंबीय मंडळी यांची लोभसवाणी चित्रे ग्रामीण कवितेत आलेली दिसते.

बाप तुडवितो काटे । शेता घालाय कुपाटे
टाचा पंज्याला काटे । कसा टिकावा हरूप
असा अंगोपांगी उले । आग देहभर सले
स्वतः उघडा वाघडा । रानी वाजवी चौघडा

असं आपल्या बापाचं चित्र जेव्हा भालेरावांच्या कवितेतून उभं राहतं तेव्हा त्याच्या यातनांची वेदना, किंवा कळ काळजापर्यंत केव्हाच गेलेली असते. आपल्या शेताचं, कुटुंबाचं रक्षण करण्यासाठी कुंपणघालणारा बाप काय भोग भोगतो? ते कशासाठी? का? स्वतः उघडा, वाघडा अंग उललेला, त्या क्लेशामागे कोणती भावना आहे? पायात काटे मोडून कुरूपे वाहणारा कोणत्या गोष्टीसाठी इतकी झोंबी खेळतो? त्यात त्याला कष्ट जाणवत नाहीत. निरंतर निखळ प्रेमांचा खळाळच या बाप मुलगा संबंधातून वाहतो. केशवसुत, मर्दकरांपासून आजपर्यंतच्या अनेक कवींनी आपले गाव, घर, घराकडच्या गोष्टी, आठवणी अत्यंत जिद्दाळ्याने आपल्या अंतर्दुःखाच्या सल-शल्यासह सांगितल्या आहेत. गावाच्या स्मृतींचा टिळा आपल्या कपाळी पुन्हा पुन्हा लावलेला आहे. आपल्या खेडेगावातील दिवसांचे प्रहर, त्यांची सौंदर्यता, व्याकुळलेल्या मनाने खोलवर हुंगली आहेत.

नाही नदी नाही नाला नाही खळाळत पाणी
माझ्या गावच्या पाण्याची आहे, रीतच अडाणी
असं म्हणून माझ्या गावच्या पाण्याचे खोल जमिनीत झरे
जराफाकता माती झरे होतात पिसारे,

असे वैशिष्ट्ये सांगणारी इंद्रजित भालेरावांची कविता एक 'गाव' समोर आणते.

तसेच यथातथ्य चित्र बाजाराला जाणाऱ्या बायाचं...आनंद यादवांच्या 'हुलगला बाजार' मध्ये दर्शन घडते.

मन गेले गेले वाऱ्यावर वाहुनी
मज बाजाराला जाऊ द्या हो कुणी!

असं भावविवश झालेलं मनही त्यांनी कवितेत गोंदून टाकलेले आहे.

ग्रामीण भागात पहाटे फिरणारा पिंगळा, वासुदेव, किंवा बहुरूपी रायरंग म्हणजे सामाजिक जीवनाच्या सांस्कृतिक भाग होय. ग्रामीण जीवनातील जिद्दाळा, पाहुणचाराच्या निमीत्ताने अभिव्यक्त होतो. ग.ल.ठोकळे हयांच्या कवितेतून गरिबाच्या पाहुणचारातून उमगतो.

“या बसा पाव्हनं असं, राम राम घ्या कोनच्या तुम्ही गावाचं
गाडुडं तिथं राहू द्या । परिस्थितीने गरीब असूनही
मनाची श्रीमंती जाणवते ती अगत्यामुळे
लसणीची चटणी उजून पगा वाढली
ती मधून तोंडी लावा, लागती तिखट चांगली!

आनंदानं मीठभाकर खाऊ घालणारा हा शेतकरी मनानं मोठा आहे, प्रेमळ आहे. ना.घ.देशपांडे हयांच्या 'समाधान' या कवितेतही गरिबीतली समाधानानं जगणारा आणि आनंदानं शांत झोपणारा शेतकरी

आहे. परस्पराना मदत करणे, रोजचे जीवन कष्टाचे असले तरी आनंदाने वाटचाल करणे हे या ग्रामीण जीवनाचे एक वैशिष्ट्ये आहे. राना-रानात गेली बाई शीळ, नदीकिनारी..... या भावगीतामुळे ना.घ. देशपांडे यांचे काव्य सर्वदूर परिचित झाले आहे. 'शील', 'अभिसार' आणि 'खुणगाठ' या कविता संग्रहातून त्यांनी ग्रामीण कविता लिहिल्या आहेत. त्यामुळेच त्यांच्या कवितेत निसर्ग, प्रेम, ग्रामीण समाज हा केंद्रस्थानी दिसतो. खेड्यातील माणसांच्या दुःखाचा, शोषणाचा, प्रश्नांचा वेध घेऊन त्यावर कठोर भाष्य करण्याचे काम कवी विठ्ठल वाघ यांच्या कवितेने केले आहे.

“आम्ही मेढरं मेढरं यावं त्यानं हाकालावं
पाच वर्षांच्या बोलीने होतो आमचा लिलावं”

ग्रामीण माणसांच्या प्रश्नांचा विचार करतांना कवी इथल्या सत्ताधिष्ठित राजकारणाकडे बघतो. इथल्या शेतकऱ्याला आयुष्यभर मातीत राबाचे लागते आणि अखेरीस मातीतच चिरनिद्रा घ्यावी लागते. जणू काही हेच आपले प्रारब्ध आहे असे समजून अफाट कष्ट करणाऱ्या कष्टकरी शेतकऱ्यांच्या जगण्यावर कवी विठ्ठल वाघ यांची कविता प्रकाश टाकते.

स्वातंत्र्योत्तर कालखंडातील पहिल्या टप्प्यातील काव्यलेखनाचा विचार करता कवी **सुधाकर गायधनी** यांनी 'देवदूत' या चिंतनशील दीर्घकाव्यात सामान्य माणसाचे आणि शेतकऱ्याचे मूलभूत प्रश्न अधिक जिद्दाळ्याने मांडले. **माधव थोरात** यांनी "आपून तर माणसं हाय" ही स्वगतात्मक कविता लिहून विधवा स्त्रियांची वेदना शब्दबद्ध केलेली आहे.

सोपान हाळमकर यांच्या ग्रामीण कवितेतून खेड्यांचे गळे घोटून शहरांची सूज वाढत चालली आहे आणि परिणामी नांदत्या घरादारांना कडीकुलपांची साथ आली आहे. ही कवीची खंत आहे. "तुम्ही गांधी व्हा" या कवितेत कवीने गावाचे जुनेगावपण कसे नष्ट होत चालले आहे. हे दाखवून दिलेले आहे.

उदयोन्मुख ग्रामीण कवितेची चाहूल दा.र.दळवी, वाहरू सोनवणे, इंद्रजित भालेराव, महेश केळूसकार, प्रकाश किनगावकर, सदानंद देशमुख, महेंद्र पाटील यांच्या कवितेत लागते. तसेच प्रतिमा इंगोले यांच्या काव्यलेखनात वऱ्हाडी ग्रामीण स्त्री जीवनाचे दर्शन घडते. 'एकेक दाना पेरत जाऊ' ही कविता शेतकऱ्यांच्या जीवनातील अपेक्षाभंगाची मालिका वर्णन करते. असे आपल्याला दिसून येते.

नामदेव कांबळे 'गढीवरचे झाड' यासारख्या कवितेत शहरीकरणाच्या प्रक्रियेत खेडे कसे ओस पडत चालले आहे हे प्रतीकात्मक पध्दतीने व्यक्त करतात. कवी **कैलास सार्वेकर** यांच्या कवितेतील शेतकरी अगदी देवाची शपथ घेऊन शेतीत आता खरोखरच राम उरला नसल्याची खंत व्यक्त करतांना दिसतो. याशिवाय ललिता गागदे, कृष्णनाथ निकम, भारत सातपुते, श्रीकांत देशमुख, रमेश चिल्ले, जयराम खेडेकर, महादेव तुपे यासारख्या अनेक कवींनी आपले ग्रामीण काव्यलेखन नियतकालिकांतून सातत्याने सुरू ठेवले आहे.

एकंदरीतच ग्रामीण कवितेतून ग्रामीण कृषीजीवन, कष्टकरी बळीराजा, शोषणकर्ते, दारिद्र्य, दुष्काळाने केलेली जीवनाची व स्वप्नाची वाताहत, विद्रोहाची संयमित भावना, ग्रामीण भावजीवन,

लोकजीवन वेगवेगळ्या कालखंडातील कवितेने उलगडून दाखविले आहे. आज शहरीकरणाच्या प्रक्रियेत एक प्रकारचे दुभंगलेपण अनुभवणारा तरीही मनात गावाकडची माती जपू पाहणारा, बदलत्या वास्तवाला धीटपणे सामोरा जाणारा ग्रामीण कवी आपल्या अनुभवाशी प्रामाणिक राहून वास्तवाचे डोळसपणे अवलोकन करीत ग्रामीण जीवनाशी समरस होऊन काव्यलेखन करीतच आहे. असे आपल्याला दिसून येते.

निष्कर्ष :-

- १) ग्रामीण वास्तव, ग्रामीण संस्कृती व ग्रामीण बोली यांचा वापर ग्रामीण साहित्यात होत असते.
- २) ग्रामीणता साकार होण्यामध्ये कृषिनिष्ठ संस्कृती, निसर्गसन्मुखता त्यातून निर्माण झालेले घटक महत्त्वाचे ठरतात.
- ३) १९२० नंतर मराठीमध्ये वेगवेगळ्या साहित्यप्रकारात ग्रामीण जीवन प्रगट होऊ लागलेले दिसते.
- ४) ग्रामीण सांस्कृतिक जीवनातून ग्रामीण कविता उदून दिसते.
- ५) दैनंदिन जीवनाच्या दर्शनातही ग्रामीण विचारांची खोलवर डूब घेणारी ही साहित्यातील आंदोलने आहेत.
- ६) शेतकरी जीवनातील एकत्र कुटुंबपध्दत, अकृत्रिम प्रेमाचा वर्षाव करणारी कुटुंबीय मंडळी यांची लोभसवाणी चित्रे ग्रामीण साहित्यात आलेली दिसते.

संदर्भसूची :-

- ❖ स्वातंत्र्योत्तर मराठी कविता — करोगल सुषमा
- ❖ अर्वाचीन मराठी काव्य दर्शन — अक्षयकुमार काळे
- ❖ बळिवंत — देशमुख श्रीकांत
- ❖ काया मातीत मातीत — वाकोडे मधुकर

ग्रंथालयातील तंत्रज्ञानयुक्त मानव संसाधन

डॉ.रंजना व्यवहारे

विमेन्स कॉलेज ऑफ आर्ट्स अँड कॉमर्स
३१०-बी, न्यु नंदनवन, नागपूर

प्रस्तावना :

तंत्रज्ञानाने आज प्रत्येक क्षेत्रात अमूलाग्र बदल घडवून आणलेला आहे. क्षेत्र कोणताही असो या तंत्रज्ञानाच्या वापरामुळे काम करणे सोपे झाले आहे. ज्याप्रमाणे तंत्रज्ञानाने प्रत्येक क्षेत्रात बदल केला आहे. त्याचप्रमाणे ग्रंथालय क्षेत्रातही या तंत्रज्ञानाने फार मोठा बदल घडून आलेला आहे. ग्रंथालय हे एक ज्ञानकेंद्र आहे. अनेक विषयाचे ज्ञान या केंद्रात मोठ्या प्रमाणात साठविल्या जाते. या ज्ञानाच्या केंद्रातून अनेक प्रकारच्या सेवा तिथे येणाऱ्या उपभोक्त्याला पुरविल्या जातात. ग्रंथालयात देण्यात येणाऱ्या पारंपारीक सेवाबरोबरच आधुनिक तंत्रज्ञानाचा वापर करून अनेक प्रकारच्या सेवा प्रदान कराव्या लागतात. ग्रंथालयात येणारे उपभोक्ते हे एकाच प्रकारचे नसतात, त्यांच्या गरजा या विविध प्रकारच्या असतात. तंत्रज्ञानाचा वापर करून अनेक प्रकारच्या सेवा ग्रंथालयात येणाऱ्या युजर्सला द्याव्या लागतात.

ग्रंथालयात तंत्रज्ञानाचा वापर करून सेवा दिल्या जातात. बहुतेक ग्रंथालयात वच.इ.स.पदम चनइसपब।बमे बंजंसवहद्वपध्दतीचा वापर केला जातो. तसेच ग्रंथालयात सेवा देतांना इंटरनेट, ई-बुक, ई-जर्नल्स, डेटाबेसेस, म.उंपस या सेवा ही दिल्या जातात. ग्रंथालयातून या सेवा आपल्या उपभोक्त्याला पुरवितांना ग्रंथालयातील मानव संसाधन हे आधुनिक तंत्रज्ञानाची माहिती असणारे असावेत. ग्रंथालयातील मानव संसाधन जर तंत्रज्ञानमुक्त असेल तर सेवा पुरवितांना कोणत्याही प्रकारच्या अडचणींना सामोरे जावे लागत नाही व ग्रंथालयातून सेवा देतांना आपल्या तंत्रज्ञानातील ज्ञानाचा वापर करून सेवा देत असल्याने कोणत्याही अडचणी येवू शकणार नाही.

मानव संसाधन म्हणजे काय?

कोणत्याही क्षेत्राचा विकास हा त्या क्षेत्रात काम करणाऱ्या मानव संसाधनाच्या गुणवत्तेवर अवलंबून असतो. मानव संसाधन म्हणजे मानवी श्रमशक्तीची ज्ञानपातळी, कौशल्ये, सृजनशीलता, गुणवत्ता, प्रवृत्ती इत्यादीची गोळाबेरीज होय. कोणत्याही क्षेत्रात मनुष्य व्यक्ति काम करीत असतांना त्या क्षेत्रातील नवनवीन ज्ञानाची माहिती करून त्याचा उपयोग आपल्या रोजच्या कामात करून घेणे. कोणत्याही व्यवस्थापनाचे यश हे तिथे काम करणाऱ्या कर्मचाऱ्याच्या काम करण्याच्या प्रवृत्तीवर व त्याच्या ज्ञानावर अवलंबून राहते. प्रत्येक क्षेत्रात आज नविन घडामोडी घडीत असतात. नविन तंत्रज्ञान उदयास येते. या उदयास आलेल्या तंत्रज्ञानाची माहिती करून घेणे, ती शिकणे व त्याचा उपयोग

आपल्या कामात करून घेणे. यामुळे त्या क्षेत्राचा विकास व फायदा होण्यास मदत मिळते. ग्रंथालय क्षेत्रात देखील असेच आहे. ग्रंथालयात काम करीत असतांना ग्रंथपाल आणि ग्रंथालयातील कर्मचारी या सर्वांना आधुनिक तंत्रज्ञानाचे ज्ञान असणे आवश्यक झाले आहे. ग्रंथालयातून वाचकांना सेवा देतांना तंत्रज्ञानाचा उपयोग करून सेवा दिल्या तर त्या जास्त सोईचे होण्यास मदत मिळते. तसेच दररोजच्या कामात देखील या तंत्रज्ञानाचा वापर करून कामे केल्यास ती वेळेत आणि परिणामकारक होण्यात मदत होते.

ग्रंथालय आणि तंत्रज्ञान संबंध—

आज 21 व्या शतकात औद्योगिकरण आणि तंत्रज्ञानावर जास्त भर देण्यात आलेला आहे. औद्योगिक क्षेत्रात तंत्रज्ञानाचे एक नविन क्रांती घडवून आणलेली आहे. ज्याप्रमाणे औद्योगिक क्षेत्रात तंत्रज्ञानाने आपले स्थान मजबूत केले. त्याचप्रमाणे ग्रंथालय क्षेत्रात देखील तंत्रज्ञानाने नविन उदयास सुरुवात केलेली आहे. पारंपारिक पध्दतीचे ग्रंथालयाचा कारभार आता तंत्रज्ञान पध्दतीने चालण्यास प्रारंभ झालेला आहे. ग्रंथालयातील सर्व प्रकारची कामे आधी कर्मचारी स्वतः करीत होती. पुस्तकाची देवाण-घेवाण, कॅटलॉक, ग्रंथसूची, ग्रंथालयातील दैनंदिन कामे ही कर्मचारी स्वतः करीत असायची. पण आता ही ग्रंथालयातील सर्व कामे संगणकाच्या सहाय्याने केली जातात. यामुळे ग्रंथालयातील कामात सुलभता आली आहे. सद्याच्या परिस्थितीत ग्रंथालयात संगणकाचा वापर मोठ्या प्रमाणावर झालेला आहे. आधी फक्त छापील पुस्तकाचा साठाच ग्रंथालयात राहत होता. पण आताच्या काळात डिजिटल स्वरूपातील सर्व प्रकारच्या वाचनाचा साठा ग्रंथालयात उपलब्ध झालेला दिसून येतो. म्हणूनच ग्रंथालय आणि तंत्रज्ञानाचा जवळचा संबंध आहे आणि म्हणूनच ग्रंथालयात तंत्रज्ञानयुक्त मानवी संसाधनाची आवश्यकता निर्माण झाली आहे. ग्रंथालयात काम करणारी व्यक्ती तंत्रज्ञानात कुशल असेल तर ग्रंथालयातील कामे सोईचे होवू शकतील व ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या गरजा योग्य वेळी पूर्ण करू शकतील.

ग्रंथालयातील मानव संसाधन—

ग्रंथालय ही सेवाभावी संस्था असून तिथे येणाऱ्या प्रत्येक उपभोक्त्यांच्या गरजा पूर्ण करण्याचा प्रयत्न केला जातो. ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या गरजा वेगवेगळ्या असतात. तेव्हा त्यांच्या गरजा वेळ वाया न घालवता त्यांच्या वेळेत पूर्ण होणे महत्वाचे राहते. याकरिता ग्रंथालयात काम करणारे मानव संसाधन हे त्यांच्या कामात तत्पर असायला पाहिजे. ग्रंथालयात येणाऱ्या उपभोक्त्यांसोबतची वागणूक आपूलकीची असायला पाहिजे. ग्रंथालयातील कर्मचाऱ्यांच्या वागणूकीमुळे ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या संख्येत बदल होत राहतो. ग्रंथालयात पुढील कामे व्यवस्थित पार पाडण्यासाठी योग्य मानव संसाधनाची आवश्यकता असते.

1) ग्रंथालयातील दैनंदिन कामे—

ग्रंथालयात अनेक प्रकारची दैनंदिन कामे करावी लागतात. जसे पुस्तकाची देवाण-घेवाण, ग्रंथालयात आवश्यक असणाऱ्या ग्रंथाची खरेदी, त्यासाठी पुस्तकाची वितरकास ऑर्डर देणे, आलेली

पुस्तक तपासून ऑर्डरप्रमाणे आहे की नाही ते पाहणे, काही फरक जाणवल्यास वितरकांच्या लक्षात आणून देणे ही महत्वाची कामे असतात. तसेच उपभोक्त्याच्या गरजा लक्षात घेवून त्यांना पाहिजे असलेला ग्रंथ राखीव ठेवणे इ. उपभोक्त्याशी निगडित कामे संगणकाच्या सहाय्याने कर्मचाऱ्या करावी लागतात. याकरिता ग्रंथालयात तंत्रज्ञानयुक्त मानव संसाधन आवश्यक झाले आहे.

2) ग्रंथालयातील व्यवस्थापनात—

ग्रंथालय हे ज्ञानांचे आगर आहे. तिथे अनेक विषयाचे ज्ञान साठविले असते. ग्रंथालयात दरवर्षी अनेक पुस्तकांची खरेदी केल्या जाते. त्या खरेदी केलेल्या पुस्तकाचे योग्यरित्या व्यवस्थापन होणे गरजेचे असते. ग्रंथालयाचे व्यवस्थापन हे अज्ञावलिच्या सहाय्याने केलेले असेल तर व्यवस्थापन करणारे कर्मचारी हे अज्ञावलीत काम करण्यासाठी तरबेज असायला पाहिजे. तरच ग्रंथालयातील व्यवस्थापन चांगल्या प्रकारे होवून ग्रंथालयात येणाऱ्या उपभोक्त्यांना योग्य प्रकारे सेवा दिल्या जातील. तसेच ग्रंथालयीन व्यवस्थेसोबतच अनेक प्रकारची कामे ही आज आज्ञावलीच्या सहाय्याने केली जातात. याकरिता ग्रंथालयातील कर्मचारींना तांत्रिक ज्ञान अवगत असणे गरजेचे आहे.

3) ग्रंथालय ही सेवाभावी संस्था—

ग्रंथालय ही सेवाभावी संस्था आहे. ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या गरजा या अनेक प्रकारच्या असतात. काही उपभोक्त्यांच्या प्रत्यक्ष ग्रंथ स्वरूपात माहिती पाहिजे असते. तर काही उपभोक्ते असे असतात की त्यांना ग्रंथस्वरूपातील माहिती सोबतच डिजिटल स्वरूपातील माहितीचीही गरज असते. अशा वेळेस उपभोक्त्यास सेवा देणारा कर्मचारी हा तंत्रज्ञानात कुशल असायला पाहिजे. कारण डिजिटल स्वरूपातील सेवा देतांना उपभोक्त्याला नेमकी कोणती माहिती पाहिजे आहे हे समजून त्यानुसार माहिती देता आली पाहिजे. तरच त्याची गरज पूर्ण होवू शकेल. व आपल्या ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या गरजा पूर्ण होवून त्यांचे समाधान होणे ही ग्रंथालयाची सेवा महत्वाची मानल्या जाते.

4) डिजिटल स्वरूपातील सेवा देण्याकरीता—

ग्रंथालयात आज संगणकाचा वापर करून सेवा देण्यावर जास्त भर देण्यात येतो आहे. ग्रंथालयात येणाऱ्या उपभोक्त्यास लागणारी माहिती ही तंत्रज्ञानाचा वापर करून शोधून दिल्या जाते. इंटरनेटचा वापर करून वेगवेगळ्या प्रकारची माहिती संगणकाद्वारे उपभोक्त्यास पुरविण्याचा प्रयत्न केला जातो. जसे ई-कॉमर्स, ई-बुक, ऑडिओ, व्हिडिओ तसेच वेगवेगळ्या साईटवर जाऊन माहिती शोधल्या जाते. उपभोक्त्यास डिजिटल स्वरूपातील सेवा देतांना सेवा देणारा कर्मचारी हा तंत्रज्ञानात कुशल असला पाहिजे. त्याला तंत्रज्ञानाचे पुरेसे ज्ञान असणे आवश्यक आहे. यामुळेच तो उपभोक्त्यास परिणामकारक अशा सेवा देण्यास मदत करू शकेल व उपभोक्ताही समाधानी होवू शकेल.

ग्रंथालयात मानव संसाधनाचे फायदे—

ग्रंथालय ही एक वर्धिष्णू संस्था आहे. ग्रंथालयात दरवर्षी नविन वेगवेगळ्या ग्रंथाचा साठा येत

असतो. या येणाऱ्या साठ्याचे व्यवस्थित व्यवस्थापन करून ते योग्य उपभोक्त्याला योग्यवेळी मिळणे आवश्यक असते. यासाठी ग्रंथालयातील कुशल कर्मचाऱ्यांचा फायदा होतो. ग्रंथालयात मानव संसाधनाचा फायदा पुढील गोष्टीसाठी होण्यास मदत होते.

1) ग्रंथालय व्यवस्थापन योग्य पध्दतीने होण्यास—

ग्रंथालयात वेगवेगळ्या साहित्याचा साठा मुबलक असतो. त्या वेगवेगळ्या साहित्याचे व्यवस्थापन योग्य ठिकाणी योग्य पध्दतीने करणे गरजेचे असते. योग्यरित्या साहित्याचे व्यवस्थापन झाले नाही तर उपभोक्त्यांच्या मागणीनुसार त्यांना सेवा देतांना अडचणी येवू शकतात. या अडचणी आल्या नाही पाहिजे याकरिता ग्रंथालयातील मानव संसाधनाचा फायदा होतो. ग्रंथालयातील कर्मचारी त्याच्या हुशारीने या साहित्याचे व्यवस्थापन आपल्या पध्दतीने करून मागणी आल्यास तात्काळ सेवा देता येते. ग्रंथालयाचे व्यवस्थापन योग्य होण्यास ग्रंथालयातील कर्मचाऱ्यांचे मोठे योगदान असते.

2) उपभोक्त्यास चांगल्या प्रकारच्या सेवा देतांना—

ग्रंथालयात येणारे उपभोक्ते व त्यांच्या मागण्या या वेगवेगळ्या असतात. या वेगवेगळ्या प्रकारच्या मागण्या पूर्ण करतांना कर्मचाऱ्यांना आपले कौशल्य वापरावे लागते. तंत्रज्ञानावर आधारित काही माहितीची मागणी येते तेव्हा ग्रंथालयातील कर्मचाऱ्यांना तंत्रज्ञानावर आधारित सेवा द्यावी लागते. समजा ग्रंथालयातील कर्मचारी तंत्रज्ञानात कुशल असेल तर ग्रंथालयातून दिल्या जाणाऱ्या सेवा जास्त परिणामकारक होवू शकतात. ग्रंथालयातून उपभोक्त्यास चांगल्या प्रकारच्या सेवा देण्याकरिता कौशल्यपूर्ण कर्मचाऱ्यांची मदत होते.

3) ग्रंथालयाचा वापर वाढतो—

ग्रंथालयात काम करणारे कर्मचारी जर आपल्या कामात तरबेज व कुशल असेल तर ग्रंथालयातून दिल्या जाणाऱ्या सेवा या परिणामकारक रित्या दिल्या जातील व यामुळे उपभोक्ते त्यांना मिळणाऱ्या सेवांमुळे समाधानी होतील. यामुळे ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या संख्येत वाढ होवून ग्रंथालयाचा वापर मोठ्या प्रमाणावर वाढू शकतो. यामुळे ग्रंथालयाच्या उपभोक्त्यांच्या संख्येतही वाढ होते.

4) ग्रंथालयाचा प्रचार होण्यास मदत—

कोणत्याही व्यवसायाचे यश हे तिथे काम करणाऱ्या कर्मचाऱ्यांवर अवलंबून राहते. ग्रंथालयाचेही तसेच आहे ग्रंथालयात काम करणारे कर्मचारी आपल्या कामात कुशल असेल तर ग्रंथालयात येणाऱ्या प्रत्येक उपभोक्त्यांच्या गरजा पूर्ण करण्याचा प्रयत्न केल्या जातो. त्यांना पाहिजे असलेली माहितीची सेवा व सुविधा योग्यरित्या पुरविल्या गेल्या तर ग्रंथालयात येणारे उपभोक्ते समाधानी होतात. व बाहेर इतरांना सुध्दा या ग्रंथालयाबाबत सांगतात की या ग्रंथालयात योग्य प्रकारे वागणूक मिळून पाहिजे असलेली माहिती देण्याचा, पुरविण्याचा पुरेपुर प्रयत्न केल्या जातो. यामुळे ग्रंथालयात येणाऱ्या उपभोक्त्यांच्या संख्येत वाढ होवून बाहेर ग्रंथालयाचा चांगल्या प्रकारे प्रचार होण्यास मदत मिळते.

5) उपभोक्त्याच्या गरजा समजून घेणे—

ग्रंथालयात येणारे उपभोक्ते व त्याच्या माहिती विषयक गरजाची मागणी या प्रत्येक वेळेस वेगवेगळ्या असतात. सगळ्या उपभोक्त्याच्या माहिती विषयक गरजा एकाच प्रकारच्या असू शकत नाही. अशा वेळेस ग्रंथालयातील कर्मचारी त्याच्या कामात निपून असेल ते उपभोक्त्यास समजून घेणारे असतील व त्यांच्या अडचणी समजून त्यांच्या माहिती विषयक गरजा पूर्ण करत असतील तर उपभोक्त्यास फार समाधान होते व ते ग्रंथालयाचा वापर वारंवार करू लागतात. ग्रंथालयात येणाऱ्या प्रत्येक उपभोक्त्याची गरज आत्मियतेने समजून घेवून त्यांना नेमकी कोणत्या माहितीची गरज आहे हे उपभोक्त्यास पटवून देणे व ती पूर्ण करण्याचा प्रयत्न करणे. यामुळे ग्रंथालयात येणारे उपभोक्ते समाधानी होवू शकतात.

सारांश—

ग्रंथालय ही एक सेवाभावी संस्था असून ते एक ज्ञानाचे केंद्र आहे. या संस्थेचा, केंद्राचा उद्देश समाजातील प्रत्येक घटकापर्यंत ज्ञान पोहोचविणे हा उद्देश पूर्ण करण्याकरीता ग्रंथालयात काम करणारे कर्मचारी याचा सहभाग महत्वाचा असतो. ग्रंथालयात काम करणारे कर्मचारी आपल्या कामात योग्यरित्या कुशल असेल, त्यांना तंत्रज्ञानाचे ज्ञान अवगत असेल, त्यांच्यामध्ये उपभोक्त्याविषयी आत्मियता सहानुभुती असेल तर ग्रंथालयात येणारा प्रत्येक उपभोक्ता त्यांना मिळणाऱ्या सेवा व सुविधाविषयी निश्चितच समाधानी होवू शकेल. ग्रंथालयातील प्रत्येक कर्मचाऱ्याने आपली जबाबदारी ओळखून आपल्या कामाप्रती आस्था दाखवून ग्रंथालयाच्या कामात पारंगतता व नाविण्यपूर्णतः आणून आपल्या उपभोक्त्यांना चांगल्या प्रकारे सेवा व सुविधा दिल्या तर उपभोक्ते निश्चितच समाधानी होवू शकेल. त्याचप्रमाणे ग्रंथालयातील दैनंदिन कामे सुध्दा चांगल्या प्रकारे पार पाडू शकतील. ग्रंथालयातील तंत्रज्ञानयुक्त मानव संसाधन ग्रंथालयाच्या यशस्वीतेसाठी नेहमीच फायद्याचे ठरू शकतात. ग्रंथालयाचे यश, ग्रंथालयात येणाऱ्या उपभोक्त्याचे समाधान, ग्रंथालयात राबविल्या जाणाऱ्या नवनविन गोष्टी हे सर्व पूर्ण होण्याकरिता ग्रंथालयातील मानव संसाधन हे नेहमीच उपयुक्त ठरू शकते.

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Impact of Rural Conditions on Girls' Education

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Abstract :-

The main problem facing girls in rural areas is education, everyone needs to get education but girls are not allowed to get the required amount of education, because if girls are educated then there are problems in marriage, they have to go to city for higher education. Due to the lack of higher education facilities in rural areas, people are already getting married with less education, tuition facilities are also not available in rural areas, people in rural areas are not already well off, financial problems are created, tendency to teach small emotions is high Giving is considered secondary.

Key Words :- Education, Rural, Living, etc.

Introduction:-



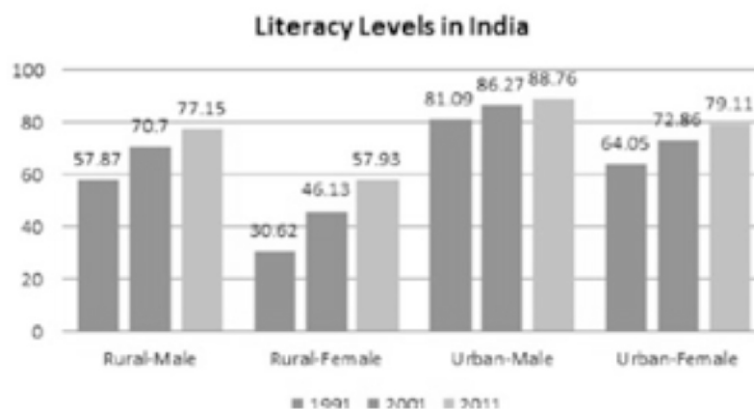
The rural conditions in India are very poor, the standard of living is very poor, the parents who are working in the fields and the brothers who are with them are trying their best to get rid of the problem. Yes, but girls are still not allowed to express their views in the 21st century, so girls are not given the comfort they need today, Indian culture is considered to be very civilized Pavlo Pavli is convinced, so the girls do not get as much freedom as they want, the parents still consider the girls as a burden and once they grow up, they get out of the marriage, this is a common misconception about the girl child in the society. The reason why she wants to be educated is because she wants to get married in Pune.

The importance of women is unique in Indian culture and history, but in India you can see different cultures, different cultures teach this diversity, you can see the importance of the three in each religion, language, creed, caste in the society. However,

after independence, their status has been degraded, but later on, girls have been tried to be socialist, manipulative, captivating. The social, physical, mental and moral exploitation of the girl child began to come, it also degraded the quality of education of girls. By lowering the age of marriage for girls, they were forced to marry at an early age, she is subjected to many restrictions, and might be required to shave her head permanently, or to wear white clothes for the rest of her life; thus, stigmatized, she is not allowed to enter in any celebration e.g. weddings, because her presence is considered to be inauspicious. Moreover, a widow might face trouble securing her property rights after her husband's death, nor be allowed to remarry, disregarding at what age she became a widow. As the described discrimination against widows is likely to occur in the same societal surroundings as the above mentioned child marriages, this might lead to child or teenage widows, who are bound to be isolated and ostracized for the rest of their lives.

The model used to calculate the dowry takes the bridegroom's education and future earning potential into account while the bride's education and earning potential are only relevant to her societal role of being a better wife and mother. The bridegroom's demand for a dowry can easily exceed the annual salary of a typical Indian family, and consequently be economically disastrous especially in families with more than one or two daughters.

Status of girls Education in India :-



(The status of girls in rural education is also very low compared to urban girls)

Looking at the distance between urban and rural areas, you can see that the condition of education in rural areas is very bad. 30.62 is 30.62 in rural areas, the difference is clear that rural development has not taken place even today, so education in it is neglected towards girls' education.

Problems of girls in rural areas :-

1) Problems of education:-

The main problem facing girls in rural areas is education, everyone needs to get

education but girls are not allowed to get the required amount of education, because if girls are educated then there are problems in marriage, they have to go to city for higher education. Due to the lack of higher education facilities in rural areas, people are already getting married with less education, tuition facilities are also not available in rural areas, people in rural areas are not already well off, financial problems are created, tendency to teach small emotions is high Giving is considered secondary.

2) Dowry Tradition :-

Much of the discrimination against women arises from India's dowry tradition, where the bride's family gives the groom's family money and/or gifts. Dowries were made illegal in India in 1961, however the law is almost impossible to enforce, and the practice persists for most marriages. Unfortunately, the iniquitous dowry system has even spread to communities who traditionally have not practiced it, because dowry is sometimes used as a means to climb the social ladder, to achieve economic security, and to accumulate material wealth.

3)

4) Women as a Liability:-



The Indian constitution grants women equal rights to men, but strong patriarchal traditions persist in many different societal parts, with women's lives shaped by customs that are centuries old. Hence, in these strata daughters are often regarded as a liability, and conditioned to believe that they are inferior and subordinate to men, whereas sons might be idolized and celebrated.

4) Discrimination against Women:-

It should be noted that in a vast country like India - spanning 3.29 million sq. km, where cultural backgrounds, religions and traditions vary widely - the extend of discrimination against women also varies from one societal stratum to another and from state to state - some areas in India being historically more inclined to gender bias than others. There are even communities in India, such as the Nairs of Kerala, certain Maratha clans, and Bengali families, which exhibit matriarchal tendencies, with the head of the family being the oldest woman rather than the oldest man. However, many Indian

women face discrimination throughout all stages of their life, beginning at (or even before) birth, continuing as an infant, child, adolescent and adult. The stages can be divided in following sections:

- Before Birth / As an Infant
- As a Child
- After Marriage
- As a Widow

Solution :-

- 1) With each girl her parents should stand firm.
- 2) Everyone should aim for the education of the girl child,
- 3) Everyone should aim for the education of girls, society should encourage girls to pursue higher education.
- 4) Society should encourage every girl.
- 5) The gram panchayat should enact laws to reduce the dowry practice.

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**Citation Analysis of Doctoral Thesis During 1984 To 2008
Submitted To R.T.M. Nagpur University
In The Subject Of Marathi Literature: A Study**

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Abstract

A citation analysis of Ph.D. theses submitted to R.T.M. Nagpur University was performed as a way of determining the use of information sources made by the scholars of the university. For the present study 205 Ph.D. theses of Marathi Literature, in all 24092 citations, are appended. The data was collected from the bibliographical entries listed at the end of the theses. The citations were photocopied and the data was collected. Citation analysis have been carried out to find the from wise distribution, the chronological distribution, authorship pattern, rank list of cited journals and language Wise distribution.

INTRODUCTION:

Citation analysis is a major area of bibliometrics research, which use various methods to establish relationship between authors and their work (Ane's Encyclopedic Dictionary of Library and Information Science, 2006).

Citation analysis is a technique of bibliometrics. It is an important research tool understanding the subject, which we analyze the structure and direction of the subject. It measures the utility of documents and relationship between their author and their documents.

Citation analysis is an important tool used by the librarian and information scientist to represent the relationship which exists between the cited and citing document, the technique of citation analysis involves the process of collection, counting and analysis given in various types of literature. This is the direct method to analyze the library record to determine the actual use of the documents. These types of information can provide useful idea for acquisition of important material selection of document etc. This can help libraries. It also helps the information system designers, to plan their products and services.

THE MAIN OBJECTIVES OF THIS STUDY:

- Chronological distribution of cited documents.

- Authorship pattern of cited documents.
- Raking of journals.
- Language – wise distribution of cited documents.

SCOPE AND LIMITATION:

The present study is based on 24092 citations appended at the end of 205 Ph.D. theses in Marathi Literature, submitted to R.T.M. Nagpur University, Nagpur. The span of 25 years was taken into consideration i.e. from 1984-2008.

METHODOLOGY:

For the present study 205 Ph.D. theses of Marathi Literature from the year 1984-2008, in all 24092 citations are appended. The data was collected from the bibliographical entries listed at the end of the theses and the data was collected. The analysis was done by using various parameters.

RESULT AND DISCUSSION:

FORM WISE DISTRIBUTION:

The table No. 1 shows that out of 24092 citations 19874 (82.5%) citations were from books. So it can be said that the most of the authors or researchers depend up on the books on literature for their study, journals 2565 (10.6%), news paper 690 (2.86%), reference books 411 (1.71%), unpublished 170 (0.71%), others 382 (1.71%).

Table No. 1
FORM WISE DISTRIBUTION

S. No.	Types of Document	Citation	%age	Cumu. %
1	Books	19874	82.5	82.5
2	Journals	2565	10.6	93.1
3	News Paper	690	2.86	96
4	Reference Books	411	1.71	97.7
5	Others	382	1.59	99.3
6	Unpublished	170	0.71	100
	Total	24092		

CHRONOLOGICAL DISTRIBUTION:

From the table No.2 and Figure No. 2 it was seen that the duration of the whole period is divided in groups from 1900 to 2005. It was observed that, the highest number of citations were in 1971-1980 i.e. 4366 (22%) and lowest number of citations were in 1901-1910 i.e. 83 (0.42%).

Table No. 2
CHRONOLOGICAL DISTRIBUTION

S. No.	Year	Citation	%age	Cumu.%
1	up to 1900	261	1.31	1.31
2	1901-10	83	0.42	1.73
3	1911-20	108	0.54	2.27
4	1921-30	327	1.65	3.92
5	1931-40	663	3.34	7.25
6	1941-50	928	4.67	11.9
7	1951-60	2015	10.1	22.1
8	1961-70	3287	16.5	38.6
9	1971-80	4366	22	60.6
10	1981-90	4003	20.1	80.7
11	1991-00	1898	9.55	90.3
12	2001-05	447	2.25	92.5
13	Year not mentioned	1488	7.49	100
	Total	19874		

AUTHORSHIP PATTERN:

The table No. 3 and Figure No. 3 indicate that out of total number of 18229 citations 16066 (88%) are by single author, followed by 1123 (6.2%) have two authors, the last Citations are by three authors, i.e. 445 (3.3%).

Table No.3
AUTHORSHIP PATTERN

Sr. No	Authors	Citation	%age	Cumu.%
1	Single Author	16066	88	88
2	Two Author	1123	6.2	94
3	Three Author	445	2.4	97
4	Not available	595	3.3	100
	Total	18229	100	

RANKING OF JOURNALS:

The journals which are highly cited in document, those journal are most important to keep in the library, for that purpose journal ranking is essential for the librarian as well as researchers.

The rank lists of cited journals are taken from 2565 citations from various forms of cited documents. The journals were grouped into different ranks, according to their frequency of occurrence in the total number of citation only first 20 ranked journals have been given in table No. 4.

Table No. 4
RANKING OF JOURNALS

Sr.No	Rank	Title of Journal	Citation	%age	Cumu.%
1	1	SATYAKATHA	206	8.0312	8.0312
2	2	YUGVANI	154	6.0039	14.035
3	3	MAHARASHTRA SAHITYA PATRIKA	120	4.6784	18.713
4	4	LALIT	119	4.6394	23.353
5	5	JANTA	184	7.1735	30.526
6	6	PRATISHTHAN	76	2.963	33.489
7	7	NAVBHARAT	64	2.4951	35.984
8	7	VIRSHAIV SANJIVANI	64	2.4951	38.48
9	8	ALOCHANA	53	2.0663	40.546
10	9	ASMITADARSH	52	2.0273	42.573
11	10	STREE MASIK	42	1.6374	44.211
12	11	MANOHAR	38	1.4815	45.692
13	12	SAHANDRI	36	1.4035	47.096
14	13	VASANT	34	1.3255	48.421
15	14	PRABUDDHA BHARAT	58	2.2612	50.682
16	15	ANUSHTUBH	29	1.1306	51.813
17	15	SAHITYA PATRIKA	29	1.1306	52.943
18	16	PRATIBHA	28	1.0916	54.035
19	16	ZEP	28	1.0916	55.127
20	17	YASHWANT	25	0.9747	56.101
21	18	HANS	24	0.9357	57.037
22	19	VIHANGAM	23	0.8967	57.934
23	20	PRASAD	22	0.8577	58.791
24	20	VIVIDH GYAN VISTAR	22	0.8577	59.649

LANGUAGE WISE DISTRIBUTION OF CITED BOOKS:

The total numbers of 19874 citations were distributed among 6 different languages as shown in Table No. 5 and Figure No. 4 the 18399 (92.57%) citations were in Marathi language, 637 (3.20%) in Hindi language, in English language 654 (3.29%) and 90 (0.459%) citations were in Gujarati language, and remaining 15(0.07%) citations

were in others languages.

TABLE NO.5
LANGUAGE WISE DISTRIBUTION

Sr. No	Language	Citation	%age	Cumu.%
1	Marathi	18399	92.578	92.578
2	Hindi	637	3.2052	95.783
3	English	654	3.2907	99.074
4	Sanskrit	79	0.3975	99.472
5	Gujarati	90	0.4529	99.925
6	Others	15	0.0755	100
Total		19874	100	

CONCLUSIONS:

1. The study of citation analysis of 205 Ph.D. theses on Marathi Literature shows that most cited documents in books (82.5%) and remaining (17.5%) citations were from journals, news paper, reference books, and others. So it was concluded that, researchers depend more on books on literature for their investigations.
2. The chronological distribution of citations shows that maximum number of citations are covered during the period of 1970-1980 i.e. 4366 (22%).
3. The authorship pattern of citations shows that the single authored citations are more in number than others i.e. 16066 (88%).

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Ya Devi Sarva Bhuteshu Sparsharupena Samsthita – Kolkata Durga Puja and The Intangibility Of Heritage

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Introduction:

Unesco's Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage on Wednesday put “Durga Puja in Kolkata” on the Representative List of the Intangible Cultural Heritage of Humanity. Eric Falt, director of UNESCO New Delhi, said he was “confident that this inscription will offer encouragement to the local communities that celebrate Durga Puja, including all the traditional craftspeople, designers, artists, and organisers of large-scale cultural events, as well as tourists and visitors...” The Representative List of the Intangible Cultural Heritage of Humanity currently has 492 elements, UNESCO said in a release. The list of Intangible Cultural Heritage elements on the UNESCO website includes 13 entries from India. Besides Durga Puja in Kolkata (2021), the India list has: Kumbh Mela (2017); Nowruz (2016); traditional brass and copper utensil-making among the Thatheras of Jandiala Guru, Punjab (2014); Sankirtana of Manipur (2013); Buddhist chanting of Ladakh (2012); Chhau dance, Kalbelia dance of Rajasthan, and Mudi yettu of Kerala (2010); Ramman festival of Garhwal (2009); and Kutiyattam Sanskrit theatre, Ramlila, and Vedic chanting (2008). The 2021 Representative List of the Intangible Cultural Heritage of Humanity also has entries including Arabic calligraphy, Uzbekistan's Bakhshi art, Congolese rumba, falconry, Inuit drum dancing of Denmark, and the traditional Italian knowledge and practice of truffle hunting and extraction (Chowdhury, 2021). The addition of Kolkata Durga Puja, invited approbations from most quarters. Surprisingly, it also attracted some criticism. The approval is comprehensible, but the censure was based on the problematic use of the term 'intangible'. The novelist and critic Amit Chaudhuri, for instance, is of the opinion that the Pujas are a tribute to, and product of, not only Calcutta's humanity, but its historically multifarious and creative forms of habitation. They are rooted in the tangible, and can't really achieve the levels of extraordinariness associated with them in sequestered spaces meant for expos, or in suburban gated developments, or, for that matter, in other cities (Chaudhuri, 2021).

Devi or Goddesses form an integral part of Hindu Mythology and Indian fiesta -

Goddess Durga being one of the most powerful and revered. The autumnal festival popularly known as Sharodotsav, recalls the power of female Shakti (power) symbolized by the Goddess Durga who slays Asuras (a group of power-seeking deities) to re-establish peace and sanctity on earth again. Durga's distinctive nature, and to a great extent probably her appeal, comes from the combination of world supportive qualities and liminal characteristics that associate her with the periphery of civilized order (Borah, 2011). In many respects Durga violates the model of the Hindu woman. She is not submissive, she is not subordinated to a male deity, she does not fulfill household duties, and she excels at what is traditionally a male function, fighting in battle. As an independent warrior who can hold her own against any male on the battlefield, she reverses the normal role for females and therefore stands outside normal society. Unlike the normal female, Durga does not lend her power or shakti to a male consort but rather receives power from the male gods in order to perform her own heroic exploits. They give up their inner strength, fire, and heat to create her and in so doing surrender their potency to her (Kinsley, 96).

Origin and Evolution:

Also known as Navaratri, the great festival celebrating the victory of the goddess Durga over the demon Mahisasura, as described in the “Devi Mahatmya” of the Markandeya Purana. It takes place in the bright half of Ashvina (September/October) and is traditionally said to commemorate Rama's worship of Durga before going to Lanka to rescue Sita from the clutches of Ravana. The first recorded Durga Puja is believed to have been celebrated by Bhabananda, the ancestor of Maharaja Krishnachandra of Nadia, in or about 1606. In Krishnachandra's day, the Puja was a grand but private affair in the elegant thakur dalan (hall of the deity) of the palace built by his ancestor, Rudra Ray. The family Puja of the Sabarna Choudhuris of Barisha dates back to 1610 – the oldest in Calcutta, and conducted even today in a highly traditional style. The festival became immensely popular among the zamindars (landlords) of West Bengal like the Shobhabajar puja of Raja Nabakrishna Deb and the Janbajar puja of Rani Rasmoni, where it grew in importance under the British, with the prominent bhadralok families of Calcutta holding increasingly ostentatious festivities to enhance their status (Bradley, p.214). These families still host traditional pujas but Durga Puja has evolved now a truly mass-based festival, at least as significant for its social as for its religious aspects. Some bemoan the fact that, in its present avatar, Durga Puja has turned into a consumerist social carnival, a major public spectacle and a major arts event riding on the wave of commercialisation, corporate sponsorship, and craze for award-winning. Beyond being an art festival and a socio-religious event, Durga puja has also been a

political event with regional and national political parties having sponsored Durga puja celebrations. In 2019, West Bengal Chief Minister, Mamata Banerjee announced a grant of Rupees twenty five thousand each to all community-organised Durga pujas in the state (Since 2016, the government has been organising a Durga Puja Carnival — a parade of popular pujas from Kolkata and adjoining districts along with cultural performances).

The twentieth century witnessed the emergence of community Durga Puja which was also at times organized publicly. The oldest Puja in Calcutta, as some believes, was used to be the family Puja of Sabarna Chaudhury of Barisha which dates back to 1610. The first publicly organized puja happened in Guptipara of Hoogli district when the families of twelve men were stopped from participating in a household puja organised by the Sen family. They formed a twelve man committee and held a puja. There is a difference of opinion about the year of worship – 1761 or 1790. Since then these kind of puja arrangement is known as barowari (baro –twelve, yar – friend). Later the term barowari was replaced by sarbojonin (for all men and women). The first Barowari Durga Puja was organized in Kolkata by Bhowanipore Sanatan Dharmotsahini Sabha in 1909 at Balaram Bose Ghat Road, Bhowanipore. On this occasion, Sri Aurobindo published the famous Durga Stotra in the Kartika 1316 AD issue of his Bengali journal, Dharma.

Puja Procedure and Protocols:

Durga puja is a ten-day event, of which the last five days involve certain rituals and practices. The festival begins with Mahalaya/Pitrimoksha Amavasya, a day on which Hindus perform tarpaṇa by offering water and food to their dead ancestors. The day also marks the advent of Durga from her mythological marital home in Kailash. The next significant day of the festival is the sixth day (Shashthi), on which devotees welcome the goddess and festive celebrations are inaugurated. On the seventh day (Saptami), eighth (Ashtami) and ninth (Navami) days, the goddess along with Lakshmi, Saraswati, Ganesha, and Kartikeya are revered. These days mark the main days of worship with recitation of scriptures, prayers, legends of Durga in Devi Mahatmyam (a Hindu philosophical text describing the Goddess as the supreme power and creator of the universe, a part of the Markandeya Purana), social visits to elaborately decorated and illuminated pandals (temporary structures meant for hosting the puja), among others.

Durga puja is, in part, a post-monsoon harvest festival observed on the same days in the Shaktism tradition of Hinduism as those in its other traditions. The practice of including a bundle of nine different plants, called navapatrika, as a symbolism of Durga, is a testament practice to its agricultural importance. The typically selected plants include not only representative important crops, but also non-crops. This probably signifies the Hindu belief that the goddess is "not merely the power inherent in the

growth of crops but the power inherent in all vegetation" (Kinsley, 111-12). The festival is a social and public event in the eastern and northeastern states of India, where it dominates religious and socio-cultural life, with temporary pandals built at community squares, roadside shrines, and temples. The festival is also observed by some Shakta Hindus as a private home-based festival. The festival starts at twilight with prayers to Saraswati. She is believed to be another aspect of goddess Durga, and who is the external and internal activity of all existence, in everything and everywhere. This is typically also the day on which the eyes of the deities on the representative clay sculpture-idols are painted (chakshudaan), bringing them to a lifelike appearance.

The day also marks prayers to Ganesha and visit to pandals temples. Nationally, day two to five mark the remembrance of the goddess and her multiple manifestations, such as Kumari (goddess of fertility), Mai (mother), Ajima (grandmother), Lakshmi (goddess of wealth) and in some regions as the Saptamatrikas (seven mothers) or Navadurga (nine aspects of Durga). In Bengal, however, the major festivities and social celebrations begin on the sixth day. The puja rituals involve mantras (words manifesting spiritual transformation), shlokas (holy verses), incantatory chants and arati, as well as offerings. These also include Vedic chants and recitations of the Devi Mahatmya text in Sanskrit. The shlokas and mantras praise the divinity of the goddess; according to them Durga is omnipresent as the embodiment of power, nourishment, memory, forbearance, faith, forgiveness, intellect, wealth, emotions, desires, beauty, satisfaction, righteousness, fulfillment and peace. The rituals before the puja begins include the following: Bodhana: Involves rites to awaken and welcome the goddess to be a guest, typically done on the sixth day of the festival. Adhivasa: Anointing ritual wherein symbolic offerings are made to Durga, with each item representing a remembrance of subtle forms of her. This is typically completed on the sixth day as well. Navapatrika snan: Bathing of the navapatrika with holy water done on the seventh day of the festival. Sandhi puja and Ashtami pushpanjali: The eighth day begins with elaborate pushpanjali rituals. The cusp of the ending of the eighth day and beginning of the ninth day is considered to be the moment when per scriptures Durga engaged in a fierce battle against Mahishasura and was attacked by the demons Chanda and Munda. Goddess Chamunda emerged from the third eye of Durga and killed Chanda and Munda at the cusp of Ashtami and Navami, the eighth and ninth days respectively. This moment is marked by the sandhi puja, involving the offering of one hundred and eight lotuses and lighting of the same number of lamps. It is a forty-eight minutes long ritual commemorating the climax of battle. The rituals are performed in the last twenty four minutes of Ashtami and the first twenty four minutes of Navami. In some regions, devotees sacrifice an animal such as a buffalo or goat, but mostly, there is no longer an actual animal sacrifice and a

symbolic sacrifice substitutes it. The surrogate effigy is smeared in red vermilion to symbolize the blood spilled. The goddess is then offered food (bhog). Some places also engage in devotional service. Homa and bhog: The ninth day of festival is marked with the homa (fire oblation) rituals and bhog. Some places also perform kumari puja on this day. Sindoor khela and immersion: The tenth and last day, called Vijaya Dashami is marked by sindoor khela, where women smear sindoor or vermilion on the sculpture-idols and also smear each other with it. This ritual signifies the wishing of a blissful marital life for married women (historically the ritual has been restricted to married women, called *ēyostrees*). The tenth day is the day when Durga emerged victorious against Mahishasura and it ends with a procession where the clay sculpture-idols are ceremoniously taken to a river or coast for immersion rites. Following the immersion, Durga is believed to return to her mythological marital home of Kailasha to Shiva and the cosmos in general. People distribute sweets and gifts, visit their friends and family members on the tenth day. Some communities such as those near Varanasi mark the day after Vijaya Dashami, called Ekadashi, by visiting a Durga temple. Dhunuchi naach and dhuno pora: dhunuchi naach involves a dance ritual performed with dhunuchi (incense burner). Drummers called dhakis, carrying large leather-strung dhaks create music, to which people often dance during arati. Some places, especially home pujas, also observe dhuno pora, a ritual involving married women carrying dhunuchis burning with incense and dried coconuts, on a cloth on their head and hands (Rodrigues, 44-68).

Conclusion:

Richard Wagner's term, *Gesamtkunstwerk*, meaning 'total art', as used by Amit Chaudhuri in his article, is indeed appropriate in describing the unclassifiable socio-cultural-political construct which the Pujas have morphed into in the late twentieth century. According to UNESCO, "cultural heritage does not end at monuments and collections of objects", but "also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts". Intangible cultural heritage, according to UNESCO, is "traditional, contemporary and living at the same time", "inclusive", "representative", and "community-based". It is "an important factor in maintaining cultural diversity in the face of growing globalisation" — and "an understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life". From that perspective, at least, the 'intangibility' tag of UNESCO is eminently justified.

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Different Art to Sustain The Culture of The Nation

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Abstract

The process of nation building is possible through social construction and person building, because a person builds a society and a nation is formed from that society itself. Humans, animals, animals, all living and non-living things have their own developmental process, the same process is its expression in the form of travel.

The expression is concerned with expressing one's feelings to a person according to the requirement, as well as another expression which gives rise to a formative process, that expression is possible both in the society or in the individual form.

The construction of art and its forms is also a form of this expression, from the age of Adam to the modern age, the way humans collect food resources, from the journey of luxury to the manufacture of things, from stone tools to air-conditioned rooms It is artistic.

The history of Indian art forms is Vedic and according to these Vedic traditions, it is known to us that the description of sixty-four art forms are available in the forms of architectural art, writing, singing, playing, drama, etc. which directly and indirectly affect the cultural of a nation. Has been instrumental in strengthening the legacy.

The maturity of any society and individual is attested by the art and its forms prevailing in that society, which reflects the contribution of the art forms to the nation building.

Keywords: Developmental process of culture, Form of expression, Structural development of art

Introduction

Everything a human see in his life. Understands and feels. The sentiments related to it which arise in the form of sensation to see it. Expresses it. Generally, man expresses this expression in a procedural manner like dancing, singing and writing with the help of his available medium. And this is the process of cultural construction by humans in the context of their environment and society.

The process of nation building is possible through social construction and person building. Because a person builds a society and through that society it is possible to build

a beautiful and structured nation.

This is a formative process that is going on in relation to the living, non-living, human, society and nation. The nature of his journey, that is, the form of the constructive process, is the expression of that living person society and nation.

If this is said in the context of artistic forms, then we can understand directly that the creation of art is the result of the expression of folk. In which the prevailing consciousness gives rise to many art forms in the form of its expression form under the element of both subjectivity and objectivity or socialism. And the process of making them is the cultural history of that folk and society, under which we present the study of various art forms.

Folk and Expression

Folk literature is a mirror of society. The soul of our earth resides in the captivating lines of folklore. Different emotions have an effect on the human mind. Their true tableau or counter-image is seen only in these songs. The folklore which is sung in any region of the country reflects the emerging mood in the inner mind of the folk or society. Extremely touching and gentle emotions are the underlying grief and how many touching experiences are set in the vocal cords of songs.

This is possible because those which come out of the human mind. Rather it starts vibrating automatically. And spontaneously becomes eternal and immortal. This is the reason why the same songs of various written forms are available in traditions and human minds in the form of centuries. Which are easily converted from one generation to another. We can understand the only reason for their naturalness and universality. That this is not an expression of the form of blank imagination. Human beings enjoy whatever happens as a result of socio-economic changes in that environment and society. The same emotional expression is presented in the lyrics. That is why it is possible to say that to know the soul of any country, folk songs can be formed on the basis of it.

Such love episodes, heroic stories, will result in songs prevailing in the folk due to many social changes which are manifestations of social processes in the construction of that society. Those who influence the present from their past society, also present a strong expression for building a better society in the future.

If we try to understand the strength of the consciousness prevailing in them, in fact, freedom fighters and folklorists worked to complement each other. Mass movements had a huge impact on the civil and folk literature of our country.

The impact of the national independence movement continued to remote villages. A strong sense of nationalism, patriotism was awakened in the hearts of the illiterate, previous and suppressed masses. National values became an effective expression with the prevalence of folk songs composed in different dialects of the country. Patriotic folklorists, who feel comfortable with the rural masses and feel their sentimental feelings, have expressed their revolutionary sentiments in folk. The

folklorists helped the social reformers who gave the message of renaissance to reach the public opinion.

Lokmanas (rural Indians) became aware of the views of leaders like Mahatma Gandhi, Jawaharlal Nehru, Bhagat Singh, Subhash Chandra Bose and the revolutionary consciousness was awakened. During the freedom movement, rural women started singing national folk songs in their dialects on auspicious occasions. Voices of protest started to be heard in traditional folk songs like **Phag, Kajari, Malhar, Birha, Ragini, Lavani**. Their consciousness was not limited to the freedom movement alone. The same consciousness was communicated against child marriage, dowry, untouchability, casteism and all social evils.

" Sousse Bharat Ke Jai Gawa
 Sousse Bharat Ke Jai Gawa
 Desh Banava Aisan Sundar
 Jaha Re Sukh Subidha Ghar Ghar
 Chhot Mot Ke Pachara Chhoda"
 Lok Kavi Saday ji,

who through his songs, expresses the creation of a superior India with the public. He wants India in which there is no kind of high and low discrimination. Or imagining it. This folk expression is a social expression of India at the time regarding its creation. It seems legitimate.

In which there is a living sense of social status. The situation is simple. And also suggest the creation of a better one who wants to take care of and better the society and the individual of the nation's society and its environment which is the carrier of the national interest consciousness through an artistic medium. It is the artistic form of the culture of the nation.

This consciousness in artistic form originates in many art forms beyond folk songs. In which there is a consciousness of national interest. Such as drama, painting etc.

Time, Society and Changes

If thought of in terms of classical art forms, of course it expresses a strong expression and relevance in terms of the reason of its composition or presentation from its artistic expression. But they do not justify newness, changing society and social, political forms. He is a Shastri because he has his own scriptures and norms. While the nature of folk arts is independent. Therefore, if we say that strong consciousness of national interest is more expressed in folk arts then it is not an exaggeration.

In order to reach an ideological hypothesis, it is necessary to briefly discuss the decade and period, pace, status of these arts. The state of motion that can be seen in the context of social levels. And in terms of the type of presentation, it can also be considered

in terms of geographical spread of different caste and linguistic class.

A large part of all sections of India are tribal areas. The dances of these tribes can be divided into different classes on the basis of anthropological and caste elements. The dance and music of the Indian tribal people are examples of strong folk styles and classical styles.

Along with these art forms which are variously associated with the agricultural agricultural life cycle, they are also art forms. Which is based on two Indian epics and several Jataka and Puranas of Buddhist, Jain and Hindu religions. Many tableaux and silent scenes and other forms of dance drama have developed through their interpretation by words, voice recitations, violations, farce and anthem. In epics, the local form has been considered the entry of great tradition into a Tuksh tradition. But in these local and regional forms, many literary forms of epics have been created. This is the strong form of consciousness.

Connected with the rural community but a separate section is those professional singers, dancers, musicians and actors. Which are known by different names in different parts of India like **Bhand, Nat, Reclamation, Bunkar** etc. The credit for the exchange of ideas, forms and art styles between the village and the urban center goes to this class. He was also a medium for protest and consensus and bringing reform. He also proved to be a means of socio-cultural change by promoting reform movements and emphasizing satire and commentary. The contemporary dramatics of **Bhavai, Nautanki, Tirukuthu, Vithinatam** etc. fall under this category. For some time, they have been called folk dramas or even traditional theater and folk dance. Those who get the right to comment on society and the public also from the society. And it reflects the same society.

The process of social change has been the basis of the development journey of **Loknatya**. The performance of the play from the dance has taken place between agriculture since the hunting era. Fascinating magic in collectives - fantasy styles influenced by sorcery and totmo(Performing method), gave dance a world of masks and other theater. At this stage, the routine and the play were filled with personal Bhangimao and Havabhava(Gesticulate). With the development of the process of rituals of ghosts, ghosts and super-divine powers, the character's hierarchy was determined. Krishi Karma(Agricultural Production Activities) was a technology developed as a collective enterprise. In which the related concepts of social beliefs were strengthened. The direct effects of labor and production were collectively visible in the human consciousness. This was a new cultural framework.

In which all the forms started manifesting their social culture in honorable high thoughts and contemplation. As a result of public beliefs, religion was converted into the system. The participation of religious activities had also been established in social practices. When the people used to work in agricultural activities like harvesting right to left, their labor used to make musical and dramatic plans. New beliefs and new ideas were attached to it.

Folk culture has often expressed its spiritual and philosophical thinking through abstraction. The way of revealing the overwhelmed context to the clean spiritual elements and subtle senses is almost the same with folk culture. In order to express the abstract as tangible, the folk has often done its work from the things around them. For this, he has also considered the natural substance household material daily verbs and the word to produce his expression. Folk culture certainly has an artistic vision for both tangible and intangible genres. In both these processes there is a co-ordination of his creativity and prehistoric principles.

Modernism is a vibrant process of continuous development. It is a life system expressed by our perception and behavior. In spite of being against the tradition, the tradition itself is forced to socialize itself. The identity of the contemporaneity that humans hold in their time period. It has a relation to the metaphorical nature of modernity. It is a powerful concept of a renewable and evolving life context of its cultural achievements as an eternal seal. Modernism has made a huge inward change in our life and on the other hand, Brahma's behavior is its presence.

Teaching of ancient social system is possible only through ancient history. History is a renewable storehouse of knowledge. Therefore the study of sociology requires history knowledge. We divide time to follow history. We give different names to time or time in the ancient, middle and modern categories. For identification or, for example, for the introduction of form, quality, state, Kaal(Time) is like a river which has been tied in many places. And each dam has a different name. In philosophical discussion, Kaal is considered to be inseparable, amazing and inauspicious. Which is a continuous flow.

The river Kaal flows from the mountain up to the lap of the sea. We are familiar with Ghats. Pause for a while and see the scene there. This is social knowledge. The river flows. The knowledge behind dries up. Which we call past tense. Where we stand. That is the present tense. The future of history and sociology is not worried. In ancient times, our fund is the current method. Our social form is. The future is the essential export that is in the hands of Kaal Karma and God. Not in the hands of sociologists.

A time or period has the meaning of form, quality and condition. Nature of the then economic, social and political artistic or cultural achievements. If we discuss the Vedic period. Or even before that, consider the period. Which is called the historical period of wisdom. So we will need to analyze the entire phases of the life stages of that time, social structure, political pleasure - peace, discord and peace, economic production, power, collective beliefs and exception values. These elements will be the foundation of social studies of thought. Therefore, knowledge of history is the first step to information about social order. History is the flashlight that will recognize the sociality of our exploration period.

Conclusion

As a result of the historical study of art and art forms, we know that any form of

art is a political economic, social, economic, and even emotional change of a person in the country. In the context of this, this expression emerges as the basic social medium of the past. That is, art and artistry is an ideological expression that within itself is an indicator of all the multifaceted possibilities of society and the present situation and situation.

Art and various artistic forms of any country and the social consciousness prevailing therein are the bearers of a mirror which expresses the prevailing consciousness in the present and plays an important role in the creation of future consciousness. For the creation of a successful introductory and cumulative form of a pure and strong process of society and society, being conscious is an essential element to be present or remain as a human sensation. As much as food for life. Consciousness provides food to the body of society and country. Because on the basis of consciousness, the person prevailing in the society and society affects him by his daily process. Which is the root factor of change. And the culture prevailing in that nation and society is the carrier of that consciousness. That is, the bearer of the food of that society is the cultural form by which the confirmed nature of the society keeps on trying to be healthy and able to operate smoothly. Any plot, nation, territory, society, individual, family Sanskrit is equally important.

Today in terms of modernity, the nature of person and consciousness has changed a lot. And changing. The external culture behavioral influence on the prevailing form of traditions is basically influencing the art and forms. Due to which the consciousness of that society and nation is directly affected. In the context of all these scenarios, protecting the culture by making a protective approach is very important in the context of society and the defense of society. The importance of preserving and teaching the culture as the backbone of society and nation proves to be very important. Because culture plays an important role as the operator of any nation.

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प्रेम और प्रकृति : एक चिंतन

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प्रेम बहुत गहन और गहरा भाव है....कोई रिश्ता या भावना इससे अछूती रह नहीं सकती....जितनी अधिक गहराई होगी उतना ही प्रेम उदात्त और ऊँचा होगा इसीलिए सदियों से प्रेम कोई भेद नहीं मानता.... एक ही रौ में बहता है और बजता है....चूँकि जिसे हम जानते नहीं उसे रहस्य मान लेते हैं ऐसे ही न हम 'प्रेम' को जानते हैं न 'प्रकृति' को...यूँ तो दोनों बेहद नज़दीकी और रोज़मर्रा के साधारण शब्द प्रतीत होते हैं किंतु इनके संबंध में विश्लेषण करना असाधारण—सा महसूस हो रहा है...यह कहना उचित लग रहा है कि वक्र रेखा, सरल रेखा खींचने की अपेक्षा कहीं ज्यादा आसान होती है... जिस भाव को आप अनुभूत कर सकते हैं.... जिस हवा को आप सॉस—दर—सॉस अपनी जीवनी शक्ति बनाते हैं उसे शब्दों में बाँधना और आँखों से देखना उतना आसान नहीं है।

जाने—माने पत्रकार विश्वनाथ सचदेव जब मशहूर शायर गुलज़ार से 'प्रेम' पर कुछ पूछते हैं तो गुलज़ार जैसे कोई कविता—सी पढ़ते हुए कहते हैं, "प्यार जो कर बैठता हूँ तो कभी घुटने छिल जाते हैं, कभी कोहनी।" क्या होता है यह प्यार जिसमें घुटने छिलवाने पड़ते हैं? वे बोले— "प्यार अहसास है।

प्यार कोई बोल नहीं, प्यार आवाज़ नहीं"
एक ख़ामोशी है, सुनती है, कहा करती है
न यह बुझती है, न रुकती है, न ठहरी है कहीं
नूर की बूँद है, सदियों से बहा करती है।" (1)

तो प्रेम को सैद्धांतिक रूप में परिभाषाबद्ध करना न सिर्फ़ मुश्किल वरन् थोड़ा—सा संभव भी नहीं लगता..... किंतु प्रेम और प्रकृति दोनों को ही साथ में समझना हमारे विषय की आवश्यकता है जिसे पूर्ण करना मेरी अनिवार्यता बन जाती है।

जब मुझे लगता है कि 'प्रेम' पर कुछ कहूँ या लिखूँ तो मैं शब्द चुनने में खुद को अशक्त महसूस करने लगती हूँ....उड़ती हुई तितलियाँ हिलते-डुलते फूल-पत्तियाँ परिंदों की आवाज़.. ..हँसते हुए बच्चे और शाम का मौन...आसमान की रिक्तता और पृथ्वी का चुंबकत्व बस लगता है यही प्रेम है और यही प्रकृति....मैं इन्हें परिभाषित करने में असमर्थ हूँ और इस असमर्थता को जाहिर करते हुए मुझे कोई संशय या संकोच नहीं है....क्योंकि परिभाषाएँ बेहद सीमित और इनवरटेडकोमा में बंद शब्दों का समुच्चय भर होती हैं।

“प्रेम को परिभाषित करना प्रेम की हत्या करने जैसा है....इतने गंभीर और विराट भाव को परिभाषित करना हमारा अहंकार प्रदर्शित करता है”। प्रेम शर्तों से परे होता है....ठीक वैसे ही जैसे माँ और बच्चे का संबंध होता है “अनकंडीशनल”। सच्चे प्रेम में शब्द बिल्कुल चुप रहते हैं। प्रेम में चार शैशुअनिवार्यतः जुड़े रहते हैं—शैपसमदबमए “जतनहहसमए” बतपपिबम “दक नमितपदहेण् (कहानीकार श्री जयशंकर से 23 / 10 / 2005 रविवार को हुई बातचीत के आधार पर)

“शब्दकोश के अनुसार प्रेम के अर्थ कुछ इस प्रकार से व्यंजित किए गये—

- S किसी के मन में होनेवाला कोमल भाव जो किसी ऐसे काम, चीज, बात या व्यक्ति के प्रति होता है जिसे वह बहुत अच्छा, प्रशंसनीय तथा सुखद समझता है अथवा जिसके साथ वह अपना घनिष्ठ संबंध बनाये रखना चाहता है।
- S अपने विशुद्ध और विस्तृत रूप में यह ईश्वरीय तत्व या ईश्वरता का व्यक्त रूप माना जाता है और सदा स्वार्थरहित तथा दूसरों के सर्वतोमुखी कल्याण के भावों से ओतप्रोत होता है।
- S श्रृंगारिक तथा साहित्यिक क्षेत्रों में वह मनोभाव जिसमें स्त्री और पुरुष दोनों एक दूसरे के गुण, रूप, व्यवहार, स्वभाव आदि पर रीझकर सदा पास या साथ रहना और एक दूसरे को अपना बनाकर प्रसन्न तथा संतुष्ट रहना चाहते हैं। (2)
- S “प्रेम किसी के प्रति सहज आकर्षण का अनुभव करने, उसका साथ चाहने और प्रत्यक्ष या परोक्ष रूप से उसे अपनी यौनेच्छाओं के केंद्र में स्थापित करने का नाम है।” (3)
- S प्रेम एक तरह की आध्यात्मिक जिज्ञासा है—

(लारेल डरेल)

प्रेम जागृतिमें स्वप्न की तरह प्रवेश करता है। अस्तित्व के अनिश्चित स्वरूप को

समझने....जिन अवधारणाओं को गढ़कर मनुष्य अपने को सुसम्बद्ध (अंतर्निष्ठ) अखंड जानने लगता है, प्रेम अपने कोमल प्रहार से उसे तोड़ डालता है।(4)

“प्रेम में गहरी बहुत व्यथा है,
डूबने के बाद कोई पा सका है।” (5)

प्रेम बहुत गहन, सघनतम और विस्तार देनेवाला भाव है....वह चिंतन, सोच और दिशा देता है। तभी प्रकृति मात्र दिनचर्या का एक हिस्सा भर नहीं रह जाती...वह साथ-साथ चलती है मित्रभाव के साथ....प्रेम अगर शाश्वत भाव है तो प्रकृति परिवर्तनशील फिर भी दोनों चिरनिरंतर हैं....प्रकृति को देखने के लिए सिर्फ सामान्य आँखें पर्याप्त नहीं हैं, उसके सौंदर्य को देखने के लिए 'दृष्टि' चाहिए क्योंकि उसमें समाहित सौंदर्य को मस्तिष्क और तर्क से भी आगे की दुनिया, जहाँ प्रेम तत्व को अनुभूत किया जा सके—अनिवार्यतः जरूरी होती है।

“कहते हैं जो प्यार करता है उसे हमेशा झूठे सपनों की फसल काटनी पड़ती है!”(6)

प्रेम और प्रकृति के गाढ़े सुनहरे रंग के और विस्तृत विश्लेषण हम केदारजी की कविताओं के साथ-साथ करेंगे ही किंतु उससे पूर्व प्रकृति के विश्वकोशीय अर्थ का संक्षिप्त परिचय यकीनन सहायक सिद्ध होगा।

हिंदी विश्वकोश के अनुसार—“प्रकृति का अर्थ है— मूल कारण, स्वभाव या रूप। सांख्य दर्शन में सत्कार्यवाद के अनुसार कार्य अपने कारण में उत्पत्ति के पूर्व भी वर्तमान रहता है। कारण— सूक्ष्म कार्य है तथा कार्य—कारण का स्थूल रूप है। तत्त्वतः कार्य और कारण में भेद नहीं है। संसार में जो कुछ भी चेतनविहीन पदार्थ है वह सुख, दुःख या मोह का कारण है। अंतः ये जड़ पदार्थ किसी ऐसे एक कारण के परिणाम हैं जिसमें सुख, दुःख और मोह उत्पन्न करनेवाले गुणवर्तमान हैं। यह कारण सबका मूल होगा और इसका दूसरा कोई कारण न होगा। यह कारण एक और अविभाज्य होगा। इसमें तीनों गुण अपनी साम्यावस्था में स्थित होंगे। ये तीन गुण क्रमशः सत्त्व, रजस् और तसम् कहे गये हैं। इनकी साम्यावस्था ही मूल प्रकृति कही जाती है। यह किसी का विकार नहीं है, पर सभी जड़ पदार्थ इसके विकार हैं।” (7)

“व्याकरण में प्रकृति वह मूल शब्द है जिससे प्रत्यय आदि जोड़कर नये शब्दों का निर्माण होता है।”(8)

प्रकृति परिवर्तनशील है किंतु गति का उन्मेष है....वह मौलिक है जिसे कभी भी रिक्तता और आवृत्ति पसंद नहीं। प्रकृति का कोई विकल्प नहीं..... यह वह स्थान है जहाँ अनुभवों से शिक्षा ली जाती है।

यदि हम यह मानें कि संपूर्ण सृष्टि के रचयिता ईश्वर हैं तो प्रकृति उसी ईश्वर का विस्तृत अंश है। सृष्टि, ईश्वर और प्रकृति कुछ भी अलग नहीं है..... यह हमारी भेद दृष्टि है जिसके कारण हमें यह संबंध पृथक और भिन्न लगता है। वास्तव में जो कुछ भी अस्तित्ववान है एक ही परम सत्ता का विस्तार है।

प्रकृति ही आनंद है और आनंद अस्तित्व की मूल प्रकृति है। “प्रकृति का ज़रा भी कोई प्रयोजन नहीं है। वह परम निःप्रयोजन है।” (9) प्रयोजन हम आरोपित कर देते हैं, वह तो अपने गुण-धर्म में स्थित अपना काम कर रही होती है। दरअसल मनुष्य प्रकृति का ही विस्तार है।

हमारी ज्ञान परंपरा के अनुसार प्रकृति के दो रूप हैं—सूक्ष्म और स्थूल अर्थात् परा और अपरा प्रकृति। परा प्रकृति सूक्ष्म प्रकृति है क्योंकि उसका रूप त्रिगुणात्मक नहीं है.... वह तत्वों से परे है, जबकि अपरा यानी स्थूल प्रकृति सत्त्व, रजस् और तमस् गुणों को लेकर विकसित होती है। प्रकृति के तीन गुणों और पंच तत्वों से ही मनुष्य और अन्यप्राणी जगत का अस्तित्व है। शरीर से मन तक प्रकृति का स्थूल और सूक्ष्मविस्तार है। मनुष्य और प्रकृति अभिन्न है।

जीवन बहुत विशाल है... महज यथार्थ भर नहीं... जो बस हमारी सीमाएँ देख पाती हैं वह कल भी था और आगे हमारे बाद भी रहेगा। जो असंख्य प्राणियों और रूपों में फैला है.... ऐसे ही प्रकृति कुछ लुभावने उपादान भर नहीं है “वह (प्रकृति) अपने त्रिगुण रूप और पंच तत्वाव्यक विस्तार में मनुष्य की कल्पना से भी बहुत विस्तीर्ण है। जितना विस्तार जान लिया गया है वह प्रकृति के बारे में जानने की हमारी सीमा है, प्रकृति की नहीं।” (10)

प्रकृति की तरह प्रेम में भी द्वैत नहीं होता..... चूँकि मनुष्य, प्रकृति का ही विस्तार है.... अतएव प्रेम भी सूक्ष्म और स्थूल दोनों रूपों में होते हुए भी अभिन्न है। प्रेम की सूक्ष्म दिव्यता और ऐंद्रिक सुंदरता की विराट अभिव्यक्तियों के लिए प्रकृति सर्जनाशक्ति बनती है... यदि प्रेम जैविक घटना, विचार अथवा भौतिक शक्ति है तो प्रकृति की भूमिका वहीं तक हो सकती है जहाँ तक उसका (प्रकृति का) अस्तित्व है।

प्रेम किसी अनंत बिंदु पर ही जाकर ठहरता होगा चूँकि वह आखिरी बिंदु अभी तक अप्राप्त है इसीलिए प्रेम सतत, जीवंत और सर्वदा मौजूद है। यह जब हमसे श्रेष्ठ होता है तो अतिमानवीय हो जाता है और हमसे जो छोटे हैं उनके प्रति करुण हो जाता है।

प्रकृति नियमों से बँधी हुई है जबकि “प्रेम की परिभाषा तय कर उसके नियम बनाना न कभी संभव था, न कभी संभव होगा। नियम बन गए तो प्रेम नहीं होगा, एक क्रियामात्र रह जायेगा” (11)

प्रेम आत्मा का पोषण है.....

“नेह जरावत दुहुन को, दीपक और पतंग ।

जरिबो और जराइबो याही रहत उमंग ।”

हमारी काव्य परंपरा का प्रकृति के साथ बहुत ही गहरा संबंध रहा है जिसे हमें अपने विशिष्ट दार्शनिक, सांस्कृतिक और आध्यात्मिक परिप्रेक्ष्य में समझने की ज़रूरत है। भारतीय काव्य परंपरा में कभी प्रकृति ‘सूक्ष्म प्रकृति’ की दिव्य प्रेरणा है तो कभी ‘स्थूल प्रकृति’ की मनमोहिनी प्रतिकृति ।

पाश्चात्य साहित्य में प्रकृति मानव के साथ-साथ चलती है जबकि पूर्वी साहित्य में प्रकृति संपूर्ण जीवन दृष्टि की तरह है जो सिर्फ मानवीकरण तक सीमित नहीं है.... वह इससे आगे जाकर अद्भुत और दैवीय हो जाती है जिसे सर्जना में व्यक्त किया गया है। विशेषकर हमारे भक्तिकाल के कवियों जैसे दूर, तुलसी, मीरा कबीर आदि द्वारा...वही रीतिकालीन काव्य की सीमा प्रकृति की स्थूलता और ऐंद्रिकता तक ही विस्तृत हो पायी है। छायावादी काव्य में प्रकृति द्रवैत और अद्रवैतयानी ‘परा’ और ‘अपरा’ रूप में दिखाई देती जहाँ बाह्य चित्रण के साथ-साथ आध्यात्मिकता और सहस्य भी है...वहीं प्रगतिशील काव्य में प्रकृति साहचर्य भाव के साथ चलती है....जहाँ.. “दिन की उदासी पेंशनपाए चपरासी जैसी हो सकती है या कोई पेड़ बड़े भाई जैसा हो सकता है..” (12)

और अंततः “सब तरह की प्रकृति और प्राकृतिक प्रेरणाएँ ‘मनस’ तत्व पर समाप्त हो जाती हैं ।” (13)

“दरअसल ‘उद्देश्य’ महज़ आदमी के मस्तिष्क की उपज है वरना जहाँ तक प्रकृति का सवाल है, वह तो कारण-कार्य की लौह-जंजीर के अलावा कुछ भी नहीं। उसमें किसी रंगीन, अर्थसंगत रहस्यमय जीवन-दर्शन के सूत्रों को ढूँढना बेकार है।” (14) और अंततः “दरअसल प्रेम आत्मसंकोच की अवस्था में मानसिक विलास नहीं, आत्मविस्तार की प्रक्रिया में जीवन का वास्तविक अनुभव है।” (15)

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डॉ. सूर्य कुमारी.पी.

हिन्दी विभाग

मानविकी संकाय,

हैदराबाद विश्वविद्यालय, हैदराबाद-५०००४६

शोध सार

हिन्दी और तेलुगु भाषाओं में शब्दों की संरचना करने की चेष्टा की गयी है । इस क्रम में अंतर्राष्ट्रीय शब्दावली का विकास हुआ है उसे ग्रहण करने के साथ-साथ संस्कृत से और अंग्रेजी से भी शब्दों को स्वीकार करने की कोशिश की गयी है । इसके बाद शब्दों को लिप्यंतरण करना, जहाँ शब्दों का लिप्यंतरण का संभव नहीं हुआ है वहाँ नव शब्दों का निर्माण भी किया गया है । हिन्दी और तेलुगु भाषाओं के विकास में संस्कृत और संस्कृतेतर अरबी और फ़ारसी भाषाओं के प्रभाव के अतिरिक्त आधुनिक युग में अंग्रेजी का प्रभाव विशेष रूप से दिखाई देता है । वैज्ञानिक और तकनीकी शब्दावली मनुष्य के सामान्य व्यवहार की भाषा से भिन्न विज्ञान और तकनीकी की शब्दावली होती है । यहाँ पर पारिभाषिक शब्दावली की अर्थीय संरचना और भाषिक संरचना महत्वपूर्ण हो जाती हैं । इसी की चर्चा की जा रही है ।

प्रस्तावना

1750 के बाद विशेष रूप से भारत पर यूरोप का प्रभाव पड़ने लगा । इस के अनुसार भारत में भाषाओं के आधुनिकीकरण की प्रक्रिया का प्रारंभ हुआ था । मुख्य रूप से भारत पर अंग्रेजों के शासन के फल स्वरूप भारतीय भाषाओं में यूरोपीय ज्ञान-विज्ञान का अंतरण होने लगा । भारत में आरंभ से भी विज्ञान के कुछ क्षेत्रों का विकास हुआ था । संस्कृत भाषा इन वैज्ञानिक उपलब्धियों की अभिव्यक्ति का माध्यम रही । यूरोपीय ज्ञान-विज्ञान के अंतरण के क्रम में भारतीय भाषाओं में वैज्ञानिक एवं तकनीकी शब्दावली की संरचना की आवश्यकता महसूस हुई ।

युनेस्को की ओर से भी वैज्ञानिक शब्दावली के निर्माण के क्षेत्र में कार्यरत संस्थाओं की सहायता मिलती है । इन संस्थाओं की ओर से विभिन्न वैज्ञानिक से संबंधित कोशों का प्रकाशन किया गया है । "इन कोशों को एक बार देखकर कोई भी निश्चित रूप से यह कह सकता है कि पौधों तथा रसायनिक प्रक्रियाओं के बाइनोमियल (द्विपदी) शब्दावली के अतिरिक्त भी काफी संख्या में ऐसे वैज्ञानिक शब्द हैं जो संसार की अनेक भाषाओं में समान रूप से प्रयुक्त हो रहे हैं । मोटे तौर पर वैज्ञानिक अंतर्राष्ट्रीय शब्दावली को निम्नलिखित वर्गों में बांटा जा सकता है – (1) माप की इकाइयां, (2) रसायनिक तत्वों के नाम, (3) रसायनिक यौगिकों के नाम, (4) आविष्कारों के सम्मान में रखे गये शब्द, (5) आविष्कारों द्वारा दिये गये विशेष नाम, (6) वनस्पति और जंतु विज्ञान की द्विपद शब्दावली

और (7) विश्वव्यापी प्रयोग के अन्य शब्द ।¹¹ अंतर्राष्ट्रीय शब्दावली में सभी भाषाओं के लिए तत्त्वों के नामों का निर्धारण किया गया था । उदाहरण के लिए हिन्दी में 'सोना', 'चांदी', 'तांबा' और तेलुगु में 'बंगारं', 'वेंडि' और 'रागि' आदि । इस तरह की शब्दावली का लोकप्रिय विज्ञान लेखन में प्रयोग होता है । इसके अलावा अंतर्राष्ट्रीय प्रयोग को दृष्टि में रखते हुए वनस्पति और विज्ञान की द्विपद नामावली का निर्माण भी किया गया था । द्विपद नामावली का प्रयोग मुख्य रूप से वनस्पति विज्ञान और प्राणी-विज्ञान में होता है । उदाहरण के लिए दृ'म्यांगिफेरा इंडिका' ये शब्द हिन्दी में 'आम' के लिए प्रचलित है जब कि तेलुगु में 'मामिडि' कहा जाता है ।

1. भारतीय भाषाओं में वैज्ञानिक एवं तकनीकी शब्दावली निर्माण की प्रक्रिया

आधुनिक युग तक आते-आते हिन्दी और तेलुगु भाषाओं के प्रयोग का विस्तार हुआ । यह विस्तार वैज्ञानिक और तकनीकी शब्दावली के निर्माण की ओर प्रेरित करता है । क्रमशः कालांतर में उन भाषाओं का आधुनिकीकरण और मानकीकरण होता है । हिन्दी और तेलुगु विज्ञान और तकनीकी शब्दावली के विकास में इस प्रकार की शब्दावली भी दिखाई देती है । ऐसी शब्दावली को हिन्दी और तेलुगु में पूर्व प्रचलित देशी वैज्ञानिक और तकनीकी शब्दावली के रूप में स्वीकार किया जा सकता है । इस क्रम में विज्ञान की क्षेत्र में संस्कृत भाषा की धातुओं के बल पर नव शब्द निर्माण का प्रयास किया गया है । (अ) अंग्रेजी-वैज्ञानिक-तकनीकी शब्दावली के लिए हिन्दी और तेलुगु भाषाओं में प्रचलित प्रति शब्द, (इ) अंग्रेजी-हिन्दी-तेलुगु प्रति शब्द और (ई) आंशिक लिप्यंतरण । इस तरह से अंग्रेजी वैज्ञानिक-तकनीकी शब्दों के रूप में प्रचलित शब्दों के लिए हिन्दी और तेलुगु भाषाओं में प्रचलित प्रति शब्दों को भी देख सकते हैं ।

अंग्रेजी शब्दों के लिए हिन्दी में एक ही प्रतिशब्द मिलता है । तेलुगु में एकाधिक प्रतिशब्द दिखाई देते हैं । इसके अलावा कुछ पदबंधों के संदर्भ में आंशिक लिप्यंतरण भी दिखाई देता है । कभी यह लिप्यंतरण पदबंध के आरंभ में दिखाई देता है तो कभी पद बंध के अंत में । भाषा प्रयोक्ताओं का प्रयोग ही इस तरह के आंशिक लिप्यंतरण का आधार है ।

2. अंतर्राष्ट्रीय शब्दावली- स्वीकृति

अंतर्राष्ट्रीय शब्दावली- स्वीकृति के अंतर्गत रसायन विज्ञान, चिकित्सा विज्ञान और अर्थशास्त्र के कुछ शब्दों का उदाहरण दिया गया है । अंग्रेजी- हिन्दी- तेलुगु ध्वनि और लिपि व्यवस्था की दृष्टि से ये तीनों भाषाएँ भिन्न-भिन्न सामाजिक व्यवस्थाओं में विकसित होने के कारण इनकी ध्वनि व्यवस्थाओं में और लिपि व्यवस्थाओं में काफी अंतर है । इन तीनों भाषाओं की वर्णमालाओं का विन्यास ध्वनि गत विशेषताएँ वर्णों का उच्चारण मूल और बलाघात के स्तर पर भिन्नताओं के कारण लिप्यंतरण के स्तर पर अंतर दिखाई देता है । इनके साथ-साथ रोमन लिपि, देवनागरी लिपि और ब्राह्मी लिपि के अंतर के कारण भी लिप्यंतरण की प्रणाली में अंतर दिखाई देता है । अंग्रेजी वर्णमाला रोमन वर्णमाला प्रणाली पर विकसित है, जब कि हिन्दी की देवनागरी और तेलुगु की ब्राह्मी । इसलिए इन भाषाओं ने अपनी ध्वनि व्यवस्था की आवश्यकताओं के अनुसार वर्णों और विशेष चिह्नों को जोड़ लिया है ।

रोमन वर्णमाला में व्यंजन वर्णों के बीच-बीच में ही स्वरों का स्थान है जब कि हिन्दी और

तेलुगु भाषा की वर्णमाला संस्कृत प्रणाली पर आधारित है अर्थात् कंठ्य, तालव्य, मूर्धन्य, दंत्य, ओष्ठ्य और नासिक्य के रूप में इनको पहचाना गया है। इसी प्रकार हिन्दी और तेलुगु स्वरों का भी क्रम विन्यास दीर्घता और ह्रस्व के आधार पर बनाया गया है। इसके अलावा ध्यान देने की बात यह है कि अंग्रेजी वर्णमाला के हर स्वर और व्यंजन का एक उच्चारण मूल्य निर्धारित है जबकि शब्दों में प्रयुक्त होने पर उनका मूल्य बदल भी सकता है। इसलिए अंग्रेजी का एक वर्ण गुच्छ अलग-अलग ध्वनियों का प्रतिनिधित्व करता है। देवनागरी और ब्राह्मी को सामान्यतः ध्वन्यात्मक लिपि कहा जाता है। अंग्रेजी उच्चारण प्रणाली के अनुरूप हिन्दी और तेलुगु अक्षर प्रधान भाषाएँ हैं बलाघात प्रधान नहीं। इसलिए अंग्रेजी-हिन्दी और अंग्रेजी-तेलुगु लिप्यंतरण की प्रणालियों में अंतर आ जाता है।

अंग्रेजी का शब्द 'Back wash' के लिए हिन्दी में इसका लिप्यंतरण 'बैक वॉश' के रूप में किया गया है। तेलुगु में 'बॉक वाश' के रूप में देवनागरी में (ऐ) ध्वनि नहीं है। 'ए' और 'ऐ' दो ही ध्वनियाएँ हैं। जब कि (ऐ) ध्वनि नहीं होने के कारण इसका लिप्यंतरण 'बैक' के रूप में किया गया है। इसके अलावा 'बैक वॉश' पदबंध में 'वॉश' के लिए प्रथम शब्द 'Back' में 'Ba' का उच्चारण 'बै' है तो लिप्यंतरण में हिन्दी में (ऐ) ध्वनि नहीं होने के कारण 'बै' के रूप में बदल गया। लेकिन इसी समय में दूसरे शब्द में 'वॉ' मात्र 'वा' नहीं है। इसका प्रयोग ऊपर चंद्र बिंदी के रूप में हुआ है। अंग्रेजी भाषा के संपर्क के बाद देवनागरी में (ँ) यह चिह्न 'वॉ' ध्वनि के साथ आगया है। तेलुगु लिपि के प्रति ध्यान दीजिए। यह 'बॉक वाश' के रूप में हुआ है। तेलुगु में 'बै' ध्वनि है। लेकिन अंग्रेजी 'B' का उच्चारण मूल 'बै' नहीं है। इसलिए तेलुगु में 'बाक वाश' ('बॉक वाश') के रूप में इसका लिप्यंतरण हुआ है। इसके अलावा अंग्रेजी में 'ठ' के साथ 'बा' का प्रयोग हुआ है। 'बा' के लिए तेलुगु में 'का' का प्रयोग किया गया है और 'वाश' में हिन्दी में 'श' का प्रयोग किया गया है। इसी तरह 'Acheson graphite' शब्द के लिए हिन्दी लिप्यंतरण में ये 'एचेसन ग्रेफाइट' में हुआ है। 'graphite' का लिप्यंतरण 'ग्रेफाइट' के रूप में हुआ है। तेलुगु में वहीं 'अकेसन ग्राफ़ैट' (అకేసన్ గ్రాఫైట్) के रूप में हुआ है। 'Clamp holder' शब्द के लिए हिन्दी में आप इस शब्द का अनुवाद 'दबाना धारक' के रूप में देखेंगे जबकि तेलुगु में इसका यथावत् 'ल्कांप होल्डर' (క్లాంప్ హోల్డర్) के रूप में लिप्यंतरण किया गया है। अर्थात् जिन शब्दों का हिन्दी में लिप्यंतरण हुआ है, उनका पूर्णतः तेलुगु में लिप्यंतरण नहीं हुआ है। हिन्दी में जिन शब्दों के लिए अनुवाद के बल पर नव शब्दों का निर्माण हुआ है वहाँ तेलुगु में लिप्यंतरण हुआ है।

3. अंतर्राष्ट्रीय शब्दावली को स्वीकार करना और लिप्यंतरित करना

अंतर्राष्ट्रीय शब्दावली वैज्ञानिक संघों और अंतर्राष्ट्रीय परिषदों से बनाई जाती है। इस अंतर्राष्ट्रीय शब्दावली का प्रयोग हिन्दी और तेलुगु भाषाओं में जो-के-त्यों किया जाता है। इस तरह ज्यों-के-त्यों प्रयोग करते समय इनका लिप्यंतरण किया जाता है। इस संदर्भ में वैज्ञानिक और तकनीकी शब्दावली के स्थाई आयोग के द्वारा स्पष्ट किया गया है कि अंतर्राष्ट्रीय शब्दों को यथा संभव उनके प्रचलित अंग्रेजी रूपों में ही अपनाना चाहिए और हिन्दी व अन्य भारतीय भाषाओं की प्रकृति के अनुसरण ही इनका लिप्यंतरण करना चाहिए। तदनुसार हिन्दी और तेलुगु में क्रमशः उन भाषाओं की

प्रकृति के अनुसार ही लिप्यंतरण किया गया है ।

रसायन शास्त्र, वृक्ष शास्त्र, वन विज्ञान के क्षेत्रों में अंतर्राष्ट्रीय शब्दों के प्रचलित अंग्रेजी रूपों को ही अपनाया गया है । अंतर्राष्ट्रीय शब्दों की स्वीकृति के संदर्भ में स्रोत भाषा की वर्तनी में प्रयुक्त अक्षरों के स्थानों पर लक्ष्य भाषा में प्राप्त सम ध्वनीय अक्षरों के न होने पर लगभग सम ध्वनीय अक्षरों, उनके भी न होने पर निकट ध्वनीय अक्षरों और उनके भी न होने पर उच्चारण के अनुसार लिप्यंतरण करना चाहिए । इस संदर्भ में "डॉ. बलराज सिंह सिरौही लिखते हैं कि लिप्यंतरण का आधार उच्चारण या ध्वनि ही है इसलिए लिप्यंतरण न करके प्रति लेखन ही किया जाना चाहिए । ऐसी दशा में यदि शब्द लिप्यंतरणीय है तो अपने आप लिप्यंतरण हो जाएगा अन्यथा प्रति लेखन हो जाएगा ।

लिप्यंतरण की प्रक्रिया के विविध रूप

(A). लिप्यंतरण

हिन्दी भाषा की तुलना में तेलुगु में लिप्यंतरण ध्वनि परिवर्तन की दृष्टि से सटीक हुआ है । तेलुगु की तुलना में हिन्दी में लिप्यंतरण में अधिकतर ध्वनि परिवर्तन की समस्याएँ दिखाई देती हैं ।

(B) अंग्रेजी से हिन्दी – तेलुगु पारिभाषिक और तकनीकी शब्दावली का आंशिक लिप्यंतरण

आंशिक रूप से लिप्यंतरित शब्दों का निर्माण करते समय भाषा-वैज्ञानिक नियमों या व्याकरणिक नियमों का अनुपालन नहीं किया गया है । अतः यह कहना मुश्किल हो जाता है कि, किसी भाग का अनुवाद क्यों किया गया है ? किसी भाग का सीधे लिप्यंतरण क्यों किया गया है ? उदाहरण के लिए 'Drain theory' शब्द के लिए हिन्दी और तेलुगु में गठित शब्दों के प्रति ध्यान दें, तो क्रमशः 'नाली सिद्धांत' और 'ड्रेन सिद्धांतम' ('డ్రైन्स* సిద్ధాంతం') शब्दों का गठन किया गया है । हिन्दी में इस संदर्भ में दोनों शब्दों का अनुवाद किया गया है । हिन्दी में मात्र 'Drain' शब्द का अनुवाद किया गया है । इसी तरह से 'Managing agency system' शब्द के लिए हिन्दी में 'प्रबंध प्रणाली' कहा गया है तो तेलुगु में मैनेजिंग एजेंसी पद्धति ('మేనేజింగ్ ఏజెन्సీ పద్ధతి*') का प्रयोग किया गया है । चिकित्सा विज्ञान में 'Antibiotic' शब्द के लिए हिन्दी में 'एंटीबयोटिक दवाएँ' और तेलुगु में 'एंटीबयोटिक और सूक्ष्मजीवि नाशक' ('యాంటిబయోటిక్] సూక్ష్మజీవి నాశకం') शब्दों का निर्माण किया गया है । हिन्दी में अतिरिक्त शब्द 'दवाएँ' को जोड़ दिया गया है जब कि तेलुगु में 'सूक्ष्मजीवी' को नाश करने वाला अर्थ देते हुए शब्द का निर्माण किया गया है । 'Cesarean section' का हिन्दी में उसी तरह से लिप्यंतरण किया गया है तो तेलुगु में 'सिजेरियन आपरेशन' ('సిజేరియన్ ఆపరేషన్*') के रूप में । तेलुगु में आपरेशन शब्द को अतिरिक्त शब्द के रूप में जोड़ा गया है । इसी तरह से 'Robotic surgery' शब्द के लिए हिन्दी में सीधे 'रोबोटिक सर्जरी' लिखते हुए लिप्यंतरण किया गया है तो तेलुगु में 'रोबो सायंतो शस्त्र चिकित्सा' ('రోబో సాయంతో శస్త్రచికిత్స') शब्द का निर्माण किया गया । कुछ शब्दों में 'का' के लिए, जैसे कारकों का 'का' और 'हुई' जैसे कृदंत का प्रयोग करते हुए शब्दों का निर्माण किया गया है । इस तरह से हिन्दी-तेलुगु शब्द निर्माण की प्रक्रिया में कोई स्पष्ट व्याकरणिक नियम आंशिक लिप्यंतरण में नहीं दिखाई देता है ।

भारतीय भाषाओं में नव शब्द निर्माण की प्रक्रिया- संस्कृत धातुओं और उपसर्गों के बल पर

भारतीय भाषाओं में पारिभाषिक शब्दावलियों का निर्माण करते समय उनको अखिल भारतीय स्वरूप देने का प्रयत्न किया गया है अर्थात् दूसरी भारतीय भाषाओं में भी इन शब्दों की स्वीकृति को इस दृष्टि से दो उपागमों को अपनाया गया है। प्रथम उपागम के अंतर्गत इस बात के प्रति ध्यान दिया गया है कि क्या सभी भारतीय भाषाओं में इसी किसी पारिभाषिक शब्द के लिए समान शब्द प्रचलन में हैं क्या ? फिर यदि समान रूप से शब्द प्रचलन में नहीं तो अधिकाधिक भारतीय भाषाओं में समान प्रतिशब्दों का प्रचलन हो तो ऐसे शब्दों को स्वीकार किया गया है। जहाँ समान रूप से प्रचलित शब्द नहीं है वहाँ हिन्दीतर भाषाओं से भी शब्दों को चुन कर हिन्दी में स्थान देने का प्रयत्न किया गया है। इस चयन में इस आधार को विशेष रूप से देखा गया है कि क्या उन शब्दों की ध्वनि व्यवस्था हिन्दी शब्दों के ध्वनि प्रवाह में सहज स्वीकृत हो सकती हैं क्या ? उदाहरण के लिए मराठी से पावती (एकनॉलज्डमेंट), खन्नड़ से निवळ (NET) और पंजाबी से भल (SILT) ऐसे ही स्वीकृति शब्द हैं।

इसके अलावा दूसरी पद्धति जो अपनाई गयी है उसमें भी सभी भारतीय भाषाओं में अधिकाधिक समानता लाने के उद्देश्य से शब्दों के निर्माण की प्रक्रिया में संस्कृत धातुओं पर आधारित शब्दों का निर्माण किया गया है। इस क्रम में संस्कृत परंपरा में प्रचलित धातु के साथ उपसर्ग और प्रत्ययों को जोड़ने की पद्धति का अनुगमन किया गया। उन धातुओं के साथ उपसर्ग या प्रत्यय लगाकर हिन्दी-तेलुगु भाषाओं के लिए पारिभाषिक शब्दों का निर्माण किया गया है। संस्कृत में ऐसे 19 उपसर्ग हैं, जिनको संस्कृत धातुओं के साथ मिलाकर अक्सर शब्द निर्माण किया जाता है। हिन्दी भाषा में इन उपसर्गों के बल पर कई शब्दों का निर्माण किया गया है। तेलुगु भाषा में भी इन उपसर्गों का उपयोग करते हुए नए पारिभाषिक शब्दों का निर्माण हिन्दी के समानांतर किया गया है। तेलुगु में संज्ञा शब्दों के साथ प्रथम विभक्ति के प्रत्ययों को लगाकर किसी भी दूसरी भाषा के शब्दों में तेलुगु की प्रवाहमयता लाई जा सकती है। तेलुगु के प्रथम विभक्ति के प्रत्यय हैं 'डु', 'मु', 'उ', 'लु' इसको संस्कृत या अंग्रेजी संज्ञा शब्दों के साथ लगाने पर वे शब्द तेलुगु के अपने शब्द बन जाते हैं और तेलुगु भाषा में इनको सहज स्वीकार किया जाता है। हिन्दी और तेलुगु भाषाओं के पारिभाषिक शब्दावली के परस्पर संबंधों का अर्थ विस्तार या अर्थ संकोच की दृष्टि से मूल्यांकन करने पर शब्दों के अर्थों की बारीकियाँ सामने आ जाती हैं। पारिभाषिक शब्दावली को अखिल भारतीय स्वरूप देने के बावजूद यह अंतर अलग-अलग भाषाओं की मुख्य रूप से हिन्दी और तेलुगु भाषाओं की विशेषताओं को स्पष्ट करता है।

वैज्ञानिक एवं तकनीकी शब्दावली सामान्य दैनंदिन जीवन में प्रचलित व्यवहारिक शब्दावली से भिन्न होती है। अर्थ प्रजनन की दृष्टि से प्रत्ययों के आधार पर भी शब्दों का निर्माण किया जाता है। शब्द के अंत में जुड़ते हुए ये प्रत्यय अर्थ का निष्पादन करते हैं। गर्भ-गर्भाशयी, जीव-जीवीय, तीव्र-तीव्रता, द्रव्य-द्रव्यता, द्रव-द्रवित, बन-बनावट और भर-भराव इस प्रकार के शब्द हैं जिनके बल पर संकल्पना या प्रक्रिया बोधकता वैज्ञानिक एवं तकनीकी शब्दावली में आ जाती है। इनमें हर प्रत्यय की अपनी एक विशेषता होती है। उदाहरण के लिए - 'इक' प्रत्यय से गुण, या विशेषता का बोध हो जाता है। 'इक', 'ईय' प्रत्ययों से समाज-सामाजिक, गणित-गणितीय और केंद्र-केंद्रीय आदि

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भारतीय भाषाओं में वैज्ञानिक एवं तकनीकी शब्दावली निर्माण सामासिक शब्दों के बल पर समस्त पूर्व संरचित शब्दों को 'अ-व्युत्पन्न शब्द' के रूप में परिभाषित किया गया है, जिन्हें 'रूढ़' की संज्ञा दी गई है,....इसके विपरीत जो शब्द किसी-न-किसी संरचना प्रक्रिया के परिणाम स्वरूप निर्मित होते हैं, उन्हें 'यौगिक' की श्रेणी में रखा जाता है । यौगिक शब्दों को शब्द-निर्माण की प्रक्रिया के स्तर पर दो भागों में बाँटा जा सकता है – व्युत्पन्न शब्द और सामासिक शब्द । पहली प्रक्रिया व्युत्पन्न शब्दों को प्रजनित करती है और दूसरी सामासिक शब्दों को । पहली प्रक्रिया रूढ़ शब्दों द्वारा नये शब्द-निर्माण तक सीमित है,....जबकि दूसरी प्रक्रिया उन सभी प्रकारों को अपने भीतर समेटती है, जिनमें दो या दो से अधिक शब्दों को सामंजस्य से नया शब्द बनता है" ।³ स्पष्ट है कि किसी भाषा के रूढ़ शब्दों के अतिरिक्त विज्ञान और तकनॉलजी के विस्तार से अभिप्रेत संकल्पनाओं और प्रक्रियाओं की अभिव्यक्ति के लिए बहुधा सामासिक शब्दों का निर्माण होता है ।

सारांश के रूप में यह कह सकते हैं कि विज्ञान और तकनीकी भाषा की विशेषताओं में खासकर 1. सुस्पष्टता और परिशुद्धता 2. संक्षिप्तता और सुबोधता 3. वस्तुनिष्ठता 4. आलंकारिकता का अभाव को वैज्ञानिक भाषा की विशेषताओं के रूप में रेखांकित कर सकते हैं । विज्ञान का विषय, क्षेत्र, क्रम बद्ध और सुनिश्चित होता है । इसलिए शब्दों के अर्थ क्षेत्र की समस्या और संरचना के साथ-साथ महत्वपूर्ण हो जाती है । अंग्रेजी-हिन्दी-तेलुगु भाषाओं में वैज्ञानिक एवं तकनीकी शब्दावली की संरचना और प्रक्रिया स्पष्ट हो जाती है । विज्ञान की शब्दावली के निर्माण में शब्दों की संरचना ही नहीं, ज्ञान किसी भी क्षेत्र से संबंधित वस्तु बोधकता, संकल्पना बोधकता और प्रक्रिया बोधकता भी महत्वपूर्ण होती हैं ।

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कंप्यूटर के विकास सापेक्ष मशीनी अनुवाद में अनेकार्थकता की समस्या

डॉ.राम प्रकाश यादव

सहायक प्रोफेसर

अनुवाद अध्ययन विभाग

महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय

बीज शब्द – कंप्यूटर पीढ़ी, अनेकार्थकता, कृत्रिम बुद्धि, न्यूरल नेटवर्क, अनुवाद स्मृति ।

1940 के दशक से वैक्यूम ट्यूब आधारित कंप्यूटर पीढ़ी के आगमन के साथ ही भाषा प्रयोग हेतु कंप्यूटर का प्रारम्भ हुआ। विकासकर्ताओं ने भाषा प्रयोग से आगे बढ़कर अनुवाद के क्षेत्र में भी कंप्यूटर के उपयोग पर कार्य आरंभ किया। द्वितीय विश्व युद्ध और उसके बाद शीत युद्ध के दौर में भी एक दूसरे की वैज्ञानिक और तकनीकी प्रगति से परिचित होने और आगे बढ़ने की होड़ ने मशीनी अनुवाद प्रणाली के विकसित होने में महती भूमिका निभाई। वस्तुतः कंप्यूटर प्रौद्योगिकी के विकास ने यह संभावना पैदा की कि गणना के क्षेत्र से आगे बढ़कर विविध क्षेत्रों में उसके अनुप्रयोग पर कार्य किया जाय। मशीन की भाषा कृत्रिम भाषा होती है और मानव द्वारा प्रयोग की जाने वाली भाषा प्राकृतिक भाषाएँ होती हैं। प्राकृतिक भाषाएँ अपने स्वभाव में अनुभवजन्य, संरचनापरक और संदर्भपरक होती हैं और इसी कारण अर्थ ग्रहण में जटिल होती हैं। साथ ही प्रत्येक मानव भाषा अपने सामाजिक, सांस्कृतिक और भौगोलिक कारकों के कारण विशिष्ट होती है और इसी कारण भिन्न भी होती है। उनकी अपनी विशिष्ट शब्दावली होती है जो उनके समेकित अनुभवों से निःसृत होती है। भाषा के प्रयोग क्षेत्र विविध हैं और अभिव्यक्ति की संभावनाएँ तो अनंत हैं। भाषा में एक शब्द कई अर्थ में प्रयुक्त होते हैं। वस्तुतः यहीं से अनेकार्थकता की समस्या भी उत्पन्न होती है। अनेकार्थकता के कारण मानव भाषा अनुवाद करने में इन पहलुओं के प्रति सतर्कता की मांग करती है। अतएव अनुवाद प्रक्रिया में मानवीय हस्तक्षेप अनिवार्य हो जाता है। भाषा की विविध अर्थ छटाओं को मशीन में निरूपित करना असंभव है।

1956 में जार्ज टाउन प्रयोग में मशीनी अनुवाद को लेकर कुछ सफलता मिली। परंतु जो समस्या उभरकर सामने आई वह अनेकार्थकता की थी। पचास और साठ के दशक में ट्रांजिस्टर आधारित कंप्यूटर की दूसरी पीढ़ी अस्तित्व में आ चुकी थी। इसकी प्रोग्रामिंग भाषा असेंबली भाषा थी। इसके बाद 60 और 70 के दशक में कंप्यूटर की तीसरी पीढ़ी आती है। यह इंटीग्रेटेड सर्किट (IC) आधारित थी। इस पीढ़ी के साथ ही उच्च स्तर की प्रोग्रामिंग भाषाओं का आगमन होता है, जिनमें **FORTRAN, BASIC, Pascal, COBOL** और **C** आदि प्रमुख हैं।¹ यह मिनीकम्प्यूटर का दौर था। पिछली पीढ़ी की तुलना में अब कंप्यूटर ज्यादा छोटे, सस्ते और अधिक दक्ष थे।

यद्यपि मशीनी अनुवाद को लेकर यह दौर पूरी दुनिया में निराशा भरा था। संयुक्त राज्य अमरीका की

सरकार ने 1964 ई० में सामान्य तौर पर कंप्यूटेशनल भाषाविज्ञान और विशेष तौर पर मशीनी अनुवाद को लेकर एक स्वचालित भाषा संसाधन सलाहकार समिति (ALPAC = Automatic Language Processing Advisory Committee) का गठन किया जिसके अध्यक्ष जॉन आर. पीएर्स थे। इस समिति की रिपोर्ट 1966 ई० में आई। समिति ने कंप्यूटेशनल भाषाविज्ञान और मशीनी अनुवाद में अब तक की प्रगति को लेकर असंतोष प्रकट किया और इसकी सफलता को लेकर गंभीर प्रश्न उठाए, जिसके परिणामस्वरूप संयुक्त राज्य अमरीका की सरकार ने इसके लिए दिए जाने वाले अनुदान की राशि को अत्यंत कम कर दिया। इससे मशीनी अनुवाद प्रणाली के विकास को गंभीर धक्का लगा।

प्रारम्भ में मशीनी अनुवाद की विकास प्रणाली से केवल कंप्यूटर विशेषज्ञ ही जुड़े थे और उनका यह मानना था कि प्राकृतिक भाषाओं को वे अकेले ही कृत्रिम भाषा में तर्कों की प्रणाली के द्वारा व्यक्त कर सकते हैं। भाषाविज्ञानियों को साथ न लेकर चलने का यह परिणाम हुआ कि भाषा की कंप्यूटर में अभिव्यक्ति को लेकर उनके प्रयोग सफल नहीं रहे। इन परिस्थितियों में यह मांग उठी कि मशीनी अनुवाद के व्यापक उद्देश्य को लेकर कंप्यूटर विशेषज्ञों और भाषाविज्ञानियों को एक ही प्लेटफार्म पर इकट्ठा होकर प्रयास करने चाहिए। भाषा की संरचना को समझने और अर्थ की सटीक अभिव्यक्ति के लिए भाषा विशेषज्ञों का कंप्यूटर विशेषज्ञों के साथ आना मशीनी अनुवाद के लिए प्रेरक साबित हुआ। इस एकजुटता को कंप्यूटर हार्डवेयर के विकास ने अनुकूल अवसर उपलब्ध कराए।

1970 के दशक में चौथी पीढ़ी के कंप्यूटर का आगमन हुआ। यह माइक्रोप्रोसेसर आधारित था। इसमें VLSI (very large-scale integration) का इस्तेमाल किया गया था। VLSI में हजारों ट्रांजिस्टर एक ही माइक्रोचिप में लगाए गए होते थे। इसमें सेमीकंडक्टर मेमोरी जैसे RAM और ROM का प्रयोग किया गया था। इस पीढ़ी में उच्च स्तरीय प्रोग्रामिंग भाषाओं, जैसे— Python, C#, Java, JavaScript, Rust, Kotlin आदि का प्रयोग किया गया था। 3 यूरोपीय समुदायों के मध्य बहुभाषिक समस्या के निदान के लिए इस दशक में मशीन अनुवाद को काफी बल मिला जिससे कि उन समुदायों के बीच प्रशासनिक, आर्थिक, सामाजिक, राजनीतिक एवं तकनीकी दस्तावेजों को उन समुदायों की भाषा में तत्काल उपलब्ध कराया जा सके।

1980 के दशक में कंप्यूटर की पाँचवी पीढ़ी का आगमन होता है। जापान की इसमें महत्वपूर्ण भूमिका थी। इसमें लाखों ट्रांजिस्टर एक ही माइक्रोचिप में लगाए गए थे। इस पीढ़ी के कंप्यूटर प्राकृतिक भाषाओं को समझ सकते हैं। इसे वर्तमान और भविष्य की कंप्यूटर पीढ़ी के रूप में चिन्हित किया जाता है। कंप्यूटर की गति, सटीकता और विश्वसनीयता में अभूतपूर्व वृद्धि हुई। सौ वर्षों के अल्प समय में ही यह तकनीक मेनफ्रेम से विकसित होकर मनुष्य की जेब में आ गयी। कृत्रिम बुद्धि (Artificial Intelligence) के विकास ने इस पीढ़ी के कंप्यूटर को पर्याप्त शक्ति दे दी। कृत्रिम बुद्धि के आ जाने से मशीनी अनुवाद की प्रणाली के विकास को भी एक नयी दिशा मिली।

कृत्रिम बुद्धि को स्पष्ट करते हुए प्रो० सूरजभान सिंह कहते हैं—“कृत्रिम बुद्धि वास्तव में

मानव-बुद्धि की कार्यप्रणाली और निर्णय लेने की प्रक्रिया का यंत्रानुकरण (simulation) या नकल है। जिसे हम बुद्धि कहते हैं वह तर्कों (सवहपब) का एक अनुक्रम (sequence) है, जो पहले से मस्तिष्क में संचित कुछ नियमों से परिचालित होता है। ज्ञान और अनुभव इन नियमों को पुष्ट करते हैं। ये नियम जो अत्यंत सूक्ष्म होते हैं हमारे मस्तिष्क में अव्यक्त रूप में अंतर्निहित (inherent) रहते हैं। यदि हम किसी टीआरएच इन नियमों और तर्कों को प्रकट रूप में विकृत करने में समर्थ हो सकें तो इन्हें कंप्यूटर द्वारा समझे जा सकने वाले एल्गोरिद्म (Algorithm) या सूत्रों (फॉर्मूला) में परिवर्तित कर कंप्यूटर के स्मृतिकोश (memory) में डाला जा सकता है। यदि ऐसा हो सके तो कंप्यूटर भी इस कृत्रिम बुद्धि के आधार पर वही निर्णय और परिणाम दे सकता है जो मनुष्य देता है।⁴

अनेकार्थकता से आशय है— एक शब्द के दो या दो से अधिक अर्थ। हिंदी शब्द 'सोना' के दो अर्थ हैं— एक शयन करना और दूसरा स्वर्ण धातु। इसी प्रकार 'हार' शब्द है, जो कि गले में पहनने वाले हार अथवा पराजय को द्योतित करता है। कंप्यूटर इसमें से किस अर्थ को ग्रहण करे यह एक चुनौती है। भाषा की शब्दावली भी अल्प भेदक और अतिभेदक होती है। इससे आशय है किसी भाषा के एक शब्द हेतु दूसरी भाषा में एक से अधिक विकल्पों का होना। जैसे अंग्रेजी के 'You' शब्द के लिए हिंदी में 'तू, तुम और आप' शब्द प्रयोग में लाए जाते हैं। इसमें से कौन सा चुनाव ज्यादा उपयुक्त होगा, यह व्यक्ति के सांसारिक ज्ञान पर निर्भर करेगा। मनुष्य जन्म लेते ही अपने आस-पास के वातावरण से लगातार सीखता रहता है और भाषाई संस्कार और अनुभव ग्रहण करता है।

⁴ सिंह सूरजभान, अंग्रेजी-हिंदी अनुवाद व्याकरण, 2010, दिल्ली, प्रभात प्रकाशन, पृष्ठ-258

इस ज्ञान और अनुभव का प्रयोग उपयुक्त संदर्भों में वह भाषाई प्रयोग के लिए और अनुवाद के लिए करता है। मशीन को यह सांसारिक ज्ञान प्रदान करना कठिन है। कृत्रिम बुद्धि ने कंप्यूटर को सांसारिक ज्ञान को समझने में पर्याप्त सहायता की है। इसके द्वारा सांसारिक ज्ञान के निरूपण में हो रही कठिनाई कम हुई है। कृत्रिम बुद्धि के व्यावहारिक अनुप्रयोग के क्षेत्र में उत्साहवर्धक सूचनाएँ मिल रही हैं। आज जब आप अपने फोन में कोई भाषाई अनुप्रयोग कर रहे होते हैं तो आपको टाइपिंग टूल संभावित शब्दों के कतिपय विकल्प की सलाह देता है। इस सलाह के देने में इसी कृत्रिम बुद्धि का अनुप्रयोग किया जाता है जो आपके टाइपिंग पैटर्न को देखकर यह अनुमान लगा लेता है कि आगामी शब्द के लिए किस प्रकार की सलाह वह आपको उपलब्ध कराए।

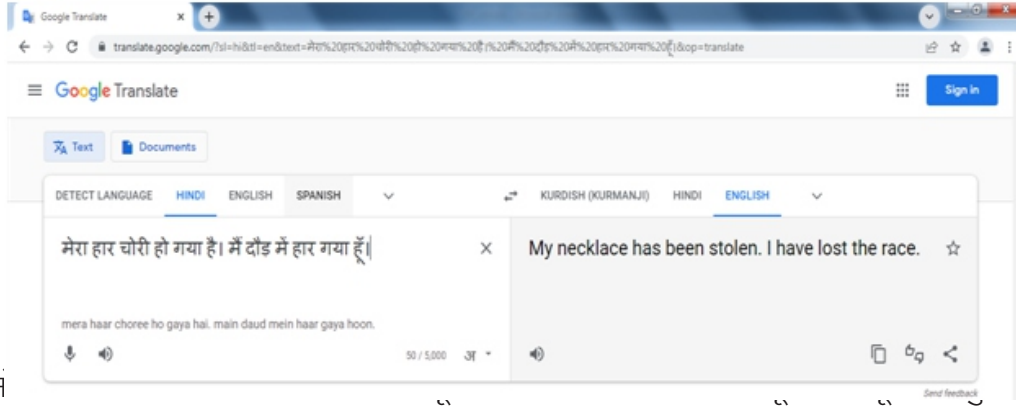
मशीनी अनुवाद के अंतर्गत मानव आधारित मशीनी अनुवाद (HAMT) और मशीन आधारित मानव अनुवाद (MAHT) दो तरह की अनुवाद प्रक्रियाएँ इसके समाधान हेतु अपनाई गयीं। मानव आधारित मशीनी अनुवाद के अंतर्गत पहले मानव के द्वारा अनुवाद किया जाता है और तदुपरांत उसे मशीन में डालकर अपेक्षित परिणाम प्राप्त किए जाते हैं। मशीन आधारित मानव अनुवाद के अंतर्गत मशीन प्रारम्भिक अनुवाद परिणाम देती है और तदुपरांत मानव उसे अंतिम रूप देता है। यद्यपि अंतिम परिणाम में दोनों प्रक्रियाओं में मानव निरीक्षण अनिवार्य है अन्यथा त्रुटि की संभावना बनी रहती है। मानवीय हस्तक्षेप से अनेकार्थकता की समस्या का निराकरण किया जाता है। पूर्ण स्वचालित मशीनी

अनुवाद एक आदर्श स्थिति है, जिसके लिए भाषाविज्ञानी और कंप्यूटर विशेषज्ञ साथ मिलकर एक प्लेटफॉर्म पर आकार सम्मिलित उद्यम से इसके निराकरण में दिन रात लगे हुए हैं। इनके इस उद्यम का परिणाम है कि डोमेन स्पेसिफिक क्षेत्रों में ये स्वचालित अनुवाद संतोषजनक परिणाम दे रहे हैं। यद्यपि साहित्यिक अनुवाद के क्षेत्र में पूर्ण स्वचालित मशीनी अनुवाद आज भी एक स्वप्न की तरह है। मशीनी अनुवाद के लिए तीन प्रकार की प्रणालियाँ उपलब्ध हैं—

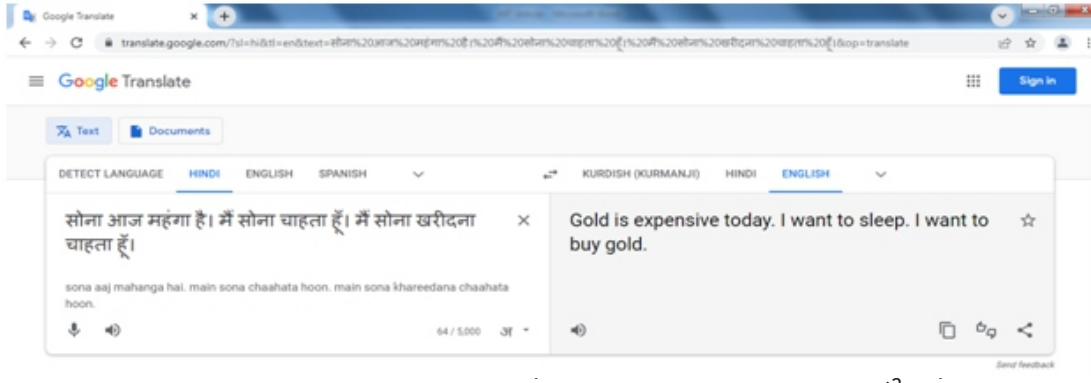
1. नियम आधारित मशीनी अनुवाद
2. सांख्यिकी आधारित मशीनी अनुवाद
3. हाइब्रिड मशीनी अनुवाद

नियम आधारित मशीनी अनुवाद (**Rule Based Machine Translation**) असीम संभवनाओं का क्षेत्र है। वस्तुतः अनुवाद को मशीन में लाने के लिए यह सर्वोत्तम विकल्प है, परंतु प्राकृतिक भाषाओं और कृत्रिम भाषाओं के मध्य सामंजस्य बिठाना और भाषा के अनुप्रयोग में कंप्यूटर को दक्ष बनाना यह लंबे समय, श्रम और अनुवाद प्रौद्योगिकी के क्षेत्र में और भी त्वरित विकास की मांग करता है। भाषा विज्ञानियों और कंप्यूटर विशेषज्ञों दोनों का मानना है कि मशीनी अनुवाद की समस्त बाधाओं का हल यदि कहीं है तो यहीं है, लेकिन तत्क्षण यह समाधान संभव नहीं है। इसमें स्रोत भाषा के लेक्सीकान और लक्ष्य भाषा के लेक्सीकान के साथ एक इंटरमीडिएट लेक्सीकान कार्य करता है जो सुस्थापित नियमों के माध्यम से अनुवाद कार्य को संपन्न करता है। अनेकार्थकता की समस्या को नियमों के माध्यम से इस प्रणाली द्वारा हल किया जा सकता है। यहाँ पर कंप्यूटर में यह सांसारिक ज्ञान निरूपित किया जा सकता है कि एक सोना शयन की क्रिया है और दूसरी स्वर्ण धातु है।

दूसरी प्रणाली है सांख्यिकी आधारित मशीनी अनुवाद (**Statistical Based Machine Translation**) प्रणाली, जिसका प्रयोग अनुवाद के क्षेत्र में बड़ी तीव्रता से हुआ है और कम समय में इसने बड़े अच्छे अनुवाद परिणाम उपलब्ध कराए हैं। इसमें बड़े पैमाने पर कार्पस निर्मित किए जाते हैं। इस प्रणाली में अनुवाद विकल्पों का संग्रह अनुवाद स्मृति (**Translation Memory**) में होता है और प्रायिकता के सिद्धांत के आधार पर यह सबसे अधिक प्रयोग किए जाने वाले विकल्प को उपलब्ध कराती है। इस प्रणाली की सबसे बड़ी सीमा यह है कि एक स्तर के बाद इसमें विकास की संभावना नहीं बन पाती। गूगल की प्रारंभिक अनुवाद प्रणाली इसी सिद्धांत पर आधारित थी। वर्ष 2016 से गूगल ने न्यूरल मशीनी अनुवाद को अपना लिया है। यह अनुवाद की दक्षता और सटीकता को बढ़ाने के लिए कृत्रिम न्यूरल नेटवर्क का प्रयोग करता है। 5 मानव और मशीन अनुवाद के बीच की दूरी को कम करने में यह प्रणाली उपयोगी रही है। इस प्रणाली ने अनेकार्थकता की समस्या को हल करने में कुछ सफलता अर्जित की है। उदाहरण के लिए— “मेरा हार चोरी हो गया है। मैं दौड़ में हार गया हूँ।” का गूगल अनुवाद है— “**My necklace has been stolen- I have lost the race-**” ‘हार’ शब्द का संदर्भ के अनुरूप अनुवाद परिणाम उपयुक्त है।



“स है—
 “Gold is expensive today. I want to sleep. I want to buy gold.” ‘शयन की क्रिया’
 और ‘स्वर्ण धातु को’ लेकर अनुवाद परिणाम प्रत्येक वाक्य में स्पष्ट अंतर कर रहे हैं।



लेकर उत्साहवर्धक संदेश देते हैं।

तीसरी अनुवाद प्रणाली है— हाइब्रिड मशीनी अनुवाद प्रणाली (Hybrid Machine Translation System), जिसमें कि नियम आधारित और सांख्यिकी आधारित दोनों प्रकार की अनुवाद प्रणालियों का सम्मिश्रण होता है। हाइब्रिड मशीनी अनुवाद प्रणाली ने मशीनी अनुवाद के तीव्र विकास को सुनिश्चित किया है और इससे अपेक्षाकृत अच्छे परिणाम प्राप्त हुए हैं। परंतु इस प्रणाली की भी सीमा है। इसमें पश्च संसाधन (Post Editing) की आवश्यकता पड़ती है और पूर्ण स्वचालित मशीनी अनुवाद में यह एक बड़ी बाधा है। पूर्ण स्वचालित मशीनी अनुवाद वह स्थिति है, जब बिना किसी मानवीय हस्तक्षेप के अनुवाद प्रक्रिया मशीन द्वारा स्वयं संपादित की जाय।

मशीनी अनुवाद के क्षेत्र में आज जो भी प्रयास हो रहे हैं, वह डोमेन स्पेसिफिक क्षेत्रों में ही मशीनी अनुवाद प्रणाली के विकास को लेकर ज्यादा केंद्रित हैं। जैसे— चिकित्सा, पर्यटन, प्रबंधन, सामान्य बातचीत, बैंक, रेलवे आदि। इसकी शब्दावली पारिभाषिक होने के अनेकार्थकता या द्व्यार्थकता की

संभावना कम होती है। इन सीमित क्षेत्रों में अनुवाद प्रणाली के विकास को विभिन्न भाषाओं में पर्याप्त सफलता मिली है। आज के बहुभाषिक युग में सूचना और संचार क्रांति के कारण त्वरित अनुवाद प्रणाली एक अनिवार्य आवश्यकता के रूप में उभरी है। कहते हैं कि आवश्यकता ही आविष्कार की प्रेरक शक्ति है तो यह समय की बात है कि कब हम पूर्ण स्वचालित अनुवाद प्रणाली को विकसित करने में एक लंबी छलाँग लगाते हैं।

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વિદ્યા Knowledge Vs Wisdom બુદ્ધિ

શ્રીમતી વોલ્ગાબેન સંજયભાઈ ઠાકર
નાગપુર

આ લેખ વાંચતા પહેલાં જ આપ માત્ર બે મિનિટ શાંતિથી વિચાર તેમજ વિશ્લેષણ કરો કે વિદ્યા અને બુદ્ધિ વચ્ચે શું ફરક છે ? અને ત્યાર પછી જ આગળ વાંચો.

આમ તો વિદ્યા, બુદ્ધિ, શિક્ષણ, જ્ઞાન વિગેરે બધાં જ શબ્દો સંસ્કૃત બૃહદશબ્દ “જ્ઞાન” માંથી જ આવ્યા છે. જીવનનું અંતિમ ધ્યેય આ બધાંનો સમન્વય કરીને એક એવો પ્રકાશપુંજ મેળવવાનો છે, જેનાથી “કેવળ જ્ઞાન” ની પ્રાપ્તિ થાય. આનું શ્રેષ્ઠ ઉદાહરણ એટલે જીવનનાં દરેક તબક્કાનું નિરિક્ષણ કર્યા પછી કઠોર તપ અને મહેનત દ્વારા “કેવળ જ્ઞાન” ની પ્રાપ્તિ સુધી પહોંચેલા ભગવાન ગૌતમ બુદ્ધ.

તેમ છતાં આ બધાં શબ્દો વચ્ચે ઘણું અંતર છે.

વિદ્યા - એટલે કે Knowledge, માહિતીનો ભંડાર, ડેટા અથવા તથ્યોનો સમૂહ તેમજ તેને યાદ રાખવાની અને વ્યવહારમાં વાપરવાની ક્ષમતા.

- વિદ્યા પુસ્તક, કેળવણી અને સત્સંગથી હાંસિલ કરી શકાય છે.
- વિદ્યા અર્થ ઉપાર્જનમાં અને જીવનનિર્વાહમાં મદદ કરે છે.
- તે એકાગ્રતા, યાદશક્તિ તેમજ પ્રેક્ટીસથી વિકાસ પામે છે.
- આમ, Knowledge is knowing bunch of stuff, skill and information.

બુદ્ધિ - એટલે કે Wisdom ગ્રહણ કરેલી વિદ્યાને સમજવાની તેમજ તેનું વિશ્લેષણ કરવાની ક્ષમતા.

- વિદ્યાનો આધાર લઈ નવું જ્ઞાન સર્જન કરવાની ક્ષમતા.
- તે અનુવાંશિક, શારિરીક ક્ષમતા, વાતાવરણ તેમજ ઈશ્વરકૃપાથી હાંસિલ થાય છે.
- બુદ્ધિ માણસને નવીન પરિસ્થિતીનાં અનુકૂળ થવામાં સહાય કરે છે.
- આમ ગ્રહણ કરેલી વિદ્યાની અભિવ્યક્તિ તેમજ વિશ્લેષણ, મંથન એ બુદ્ધિ છે.
- Wisdom is being able to retain and impliment knowledge. It is beyond learning process.

બુદ્ધિ હોય તેને વિદ્યા ગ્રહણ કરવી સહેલી છે તેમજ ગ્રહણ કરેલી વિદ્યાનું વિશ્લેષણ પણ સહેલું છે, પરંતુ બુદ્ધિ ઓછી હોય તો સતત પ્રયત્નો છતાં પણ વિદ્યા ગ્રહણ થતી નથી તેમજ તે વિદ્યાની અભિવ્યક્તિ કે વિશ્લેષણ ક્ષમતા પણ વધારી શકાતી નથી.

જેનું શ્રેષ્ઠ ઉદાહરણ એટલે મહાકવિ કાલિદાસ-

પ્રચંડ બુદ્ધિઆંક ધરાવતા મહાકવિ કલિદાસ જેમણે બાળપણમાં કોઈપણ પ્રકારની વિદ્યા ગ્રહણ કરી ન હતી. કદાચ એટલે જ સમાજ તેમને મૂઢ અને જડ સમજતો હતો. એમની પત્ની વિદ્યોત્તમાએ તેમને વિદ્યા શિખવવાના ખૂબ પ્રયત્નો કર્યા, પરંતુ કાલિદાસ વિદ્યાની આંટી-ઘૂંટી ઉકેલી જ ન શક્યા. અંતે કંટાળીને ગુસ્સામાં કાલિદાસની પત્ની વિદ્યોત્તમાં એમને પૂછે છે કે,

“અસ્તિ કશ્ચિત્ વાગ્વિશેષ :” ?- તને કોઈ વાણી વિચાર થયો ? અને ઈશ્વરકૃપાથી અસામાન્ય બુદ્ધિ ધરાવતાં કાલિદાસનાં મગજનાં જાણે કે એક જ્ઞાનનું કિરણ પ્રવેશ પામે છે અને પત્ની દ્વારા ઉપર પ્રમાણે કહેલા ત્રણ શબ્દો- અસ્તિ : થી કુમારસંભવ, કશ્ચિત્ થી મેઘદૂતમ તેમજ વાગ્વિશેષ:થી રઘુવંશ જેવા મહાકાવ્ય તેમણે લખી નાંખ્યા અને પોતાનું નામ દુનિયામાં અમર કરી દીધું.

૧. અસ્તિત્યુત્તરચ્ચાં દિશિ દેવાત્તાત્મા હિમલાયો નામ નામાધિરાજ : (કુમાર સંભવ)

૨. કશ્ચિત્ કાન્તાવિરહગુરુણા સ્વાધિકારાત્ પ્રમત: (મેઘદૂતમ)

૩. વાગર્થાધિવ સંપૃક્તૌ વાગર્થપ્રતિપત્તયે..... (રઘુવંશમ)

આમ જ્ઞાન ઘણીવાર સુષુપ્ત અવસ્થામાં હોઈ શકે છે, જે જાગૃત થતાં, વિદ્યા પણ આપોઆપ આવે છે.

ઘણાં બધાં ઈજનેરો એ એક મોટા પાઈપમાં વાયરો પસાર કર્યા અને જમીનમાં એ પાઈપ ઉતાર્યા. કામ થઈ ગયા પછી યાદ આવ્યું કે એક વાયર હજુ એ પાઈપમાંથી પાસ કરવાનો હતો, હવે શું થાય ? ફરી બહાર કાઢવામાં ખર્ચો વધી જાય. અહીં ઈજનેરોની વિદ્યાની સીમા આવી ગઈ, ત્યારે એક બુદ્ધિમાની વ્યક્તિએ કહ્યું કે ઉંદરની પૂંછડી સાથે વાયર બાંધીને પાઈપમાં ઉંદરને મોકલો, એ બીજી બાજુ નીકળે એટલે આપણું કામ પતી ગયું, અને એ પ્રમાણે જ કોઈ ખર્ચા વગર પાઈપમાંથી એક હજુ વાયર પાસ થઈ ગયો.

આમ, જ્યાં વિદ્યાની સીમાઓ સમાપ્ત થાય છે ત્યાંથી બુદ્ધિ વાપરવાની શરૂઆત થાય છે.

કોઈ વ્યક્તિ બંધ મશીનને હથોડો મારીને ફરી ચાલુ કરવાનાં કામનાં મહેનતાણા રૂપે ૧૦૦૦/- રૂપિયા લેતો હોય તો, અહીં હથોડો મારવાનો તો કદાચ એક રૂપિયોજ હશે પણ તે ક્યાં સચોટ જગ્યાએ મારવો કે જેથી મશીન ચાલુ થાય તે પેટેનું બાકીનું મહેનતાણું હશે. અહીં પણ બુદ્ધિ ચાતુર્યની વાત છે.

“બુદ્ધિર્ચસ્ય બલં તસ્ય”-જેનામાં બુદ્ધિ છે, તે જ બળવાન છે. એક જ ક્લાસનાં બાલવાડીથી સાથે બેસીને એક સરખી કોલેજ સુધીની ડીગ્રી મેળવેલાં બે વિદ્યાર્થીઓ એક સરખી વિદ્યા ગ્રહણ કરેલી હોવા છતાં અલગ અલગ બુદ્ધિનાં સ્તરનો કારણે ભવિષ્યમાં જુદા-જુદા સ્થાને પહોંચે છે. આમ બુદ્ધિ એટલે નિપુણતા.

Wisdom goes beyond learning process.

તો બીજી તરફ વિદ્યાનો એક સદ્ગુણ એવો છે કે એ સમયનાં સાપેક્ષમાં પોતાનાં સિદ્ધાંતો બદલી શકે છે, પણ કદી વિચલીત થતી નથી વિદ્યાને વિજ્ઞાનનો પણ આધાર હોય છે. માટેજ વિદ્યા (જ્ઞાન) વિશાળ છે, ક્રાંતિકારી છે, કહો કે તેજોમય છે. તેના કારણે વિદ્યાનું વર્ગીકરણ નથી થતું અને કુવિદ્યા, અવિદ્યા કે દુર્વિદ્યા જેવા શબ્દોને આપણા શબ્દકોષમાં સ્થાન જ નથી. વિદ્યા સત્ય છે, શાશ્વત છે.

જ્યારે કે બુદ્ધિનાં પ્રકાર હોય છે; તમે તમારી ચતુરાઈ કઈ તરફ વાળો છો તે તમારા સંસ્કાર, ચારિત્ર્ય ઘડતર વિગેરે ઉપર આધાર રાખે છે તે અનુસાર બુદ્ધિનું સદ્બુદ્ધિ, દુર્બુદ્ધિ, મંદબુદ્ધિ, બુદ્ધિત્રહીન, સામાન્ય બુદ્ધિ, વિશિષ્ટબુદ્ધિ વિગેરે માં વર્ગીકરણ થયું છે અણુશક્તિની શોધ વિદ્યાનાં સિદ્ધાંતો વડે થઈ છે, પરંતુ તે શક્તિને ક્યાં વાપરવી એ મનુષ્યની બુદ્ધી (સદ્બુદ્ધિ કે દુર્બુદ્ધિ) ઉપર આધારિત હતું અને તેથી જ સદ્બુદ્ધિનાં અભાવે જાપાનમાં નાગાસાકી, હિરોશીમાં ઉપર અણુબોમ્બ ત્રાટક્યાં અને લાખો લોકો ભોગ બન્યા. જ્યારે બીજી તરફ અણુશક્તિ (Atomic Energy) નો સદ્ઉપયોગ પણ વીજળી ઉત્પન્ન કરવા, મેડિકલ સાયન્સમાં તેમજ બ્રહ્માંડનાં રહસ્યો જાણવામાં અનેક જગ્યાએ થઈ રહ્યો છે.

મનોવિજ્ઞાનીઓ ભલે અનેક રીતે વિશ્લેષણ કરે પરંતુ શિક્ષાવિદો માટે હજુ પણ વિદ્યા તેમજ બુદ્ધિ એ વાદ-વિવાદનો વિષય છે. એમની સર્વમાન્યપરિભાષા નથી. બુદ્ધિ દ્વારા શોધાયેલાં સિદ્ધાંતોને સમયનાં સાપેક્ષમાં તેમજ નિયમો, શબ્દો અને કાયદાની મર્યાદામાં બાંધીને આગમની પેઢીને વિદ્યા સ્વરૂપે વહેંચવામાં આવે માટે જ આપણા શિક્ષણસંકુલો વિદ્યામંદીર કહેવાય છે, તેમજ વિદ્યાર્થીઓને જે તે વિષયનું જ્ઞાન ત્યાં અપાય છે. જેમકે ભાષાવિદ્યા, રસાયનવિદ્યા, સંગીતવિદ્યા વિગેરે....જેને આપણે વ્યવસાયલક્ષી શિક્ષણ (વિદ્યા) કહીએ છીએ. બુદ્ધિલક્ષી-બૌદ્ધિક એટલે કે વ્યવહારિક શિક્ષણ આપવાની જવાબદારી સમાજ તેમજ માતા-પિતા ઉપર છે, જેનાથી બાળકોનો બૌદ્ધિક વિકાસ થાય તેમજ ચારિત્ર્ય ઘડતર થાય.

ધર્મક્ષેત્રે વિદ્યા તેમજ બુદ્ધિ -

ધાર્મિક પુસ્તકો માં સચવાયેલ માહિતી, ધર્મનાં નિતી નિયમો એ વિજ્ઞાન આધારિત નહીં પરંતુ જે તે સમયને અનુરૂપ બન્યાં હોય છે, જેને શબ્દશઃ બીજા વાતાવરણમાં પણ અનુસરવાથી ઘણીવાર સમાજ જડ બને છે. આને જ ધર્મઘંટા કહેવાય છે.

જ્યારે સમય પ્રમાણે જે તે ધર્મનાં સિદ્ધાંતોને સમજીને, તેનું માળખું બુદ્ધિપૂર્વ સમય અને સંજોગોને અનુરૂપ બનાવીને ઈશ્વર સ્મરણ કરવાથી એક નવી ચેતના ઉત્પન્ન થાય છે જેને કદાચ ધાર્મિકતા કહી શકાય.

મને આશા છે કે આપણા તમામ ધર્મમાં ધાર્મિક સ્થાનો તેમજ શિક્ષણ સંકુલો કે જ્યાં સરસ્વતી માંની સાધના થાય છે તે માત્ર મંદિરો કે વિદ્યાનાં મંદિરો ન રહેતા, વિશાળ દૃષ્ટિકોણ અપનાવે. આપણા બાળકો પુસ્તકો માં આપેલી માહિતીની લીટીઓ વચ્ચેનો ભાવાર્થ (Between the lines) પણ સમજે. કદાચ આ જ વિદ્યા અને બુદ્ધિનો સમન્વય કહેવાશે અને એવાં વિદ્યાર્થીઓ આગળ જતા આદર્શ સમાજની સ્થાપનામાં મદદરૂપ થશે.

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પદ્યવાર્તાકાર શામળ

પ્રા.ઈલા વૃજલાલ શુક્લ
નાગપુર

એક જ યુગવેલીના ત્રણ પુષ્પો :

ઈ.સ. ના સત્તરમાં શતકનો ઉત્તરાર્ધ અને અઠારમા શતકનો પૂવાર્ધ મધ્યકાલીન ગુજરાતી સાહિત્યના ઉત્કર્ષ કાળની ત્રિમૂર્તિ જેવા ત્રણ કવિઓ અખો, પ્રમાનંદ અને શામળથી સુશોભિત બન્યો છે. એક જ યુગવેલીના પુષ્પો હોવા છતાં આ ત્રણે પુષ્પો પ્રકૃતિ અને પરાગે પરસ્પરથી અત્યંત ભિન્ન હતા. આ યુગવેલીનું પ્રથમ પુષ્પ એ અખો જ્ઞાતિ કવિ હતો. આધ્યાત્મિક અનુભૂતિનું દર્શન કરાવતી કવિતા દ્વારા સમાજના આધ્યાત્મિક વિકાસના યાત્રીઓને તે પથદર્શક બને છે. બીજું પુષ્પ તે પ્રેમાનંદ. તે આપણો આખ્યાન કવિ છે, રસ કવિ છે. ધર્મ અને નીતિની છાંટવાળી સંસારી રસની કવિતાથી સમાજના મધ્યમવર્ગના હૃદયાસને તે બિરાજેલો અને આ યુગવેલીનું ત્રીજું પુષ્પ તે શામળ. તે કથાકવિ છે. કલ્પનાના બે દોરે બાંધીને ચમત્કારિક સૃષ્ટિમાં તે આપણને પોતાની વાર્તાઓનું ઉડ્ડયન કરાવે છે.

કવિજીવન :

કવિતા એ કવિતા મનનનું ચિત્ર છે. કવિજીવન એ રસસરિતાનું ઉદ્ભવસ્થાન છે. કવિનું જીવનવૃત્તાંત જાણ્યા વિના કવિતાના હાર્દનું પૂર્ણ જ્ઞાન અસંભવિત નહિ તો પણ અતિશય કઠિન તો બને છે જ અને તેથી જ કવિતા સાહિત્ય સર્જનને સમજતી વખતે તેના જીવનનો પણ આછો પરિચય આવશ્યક બને છે.

સત્તરમા શતકના અંતમાં જન્મેલ આ કવિ શ્રીગોળ માળવી બ્રાહ્મણ હતા. તેમના પિતાનું નામ ઈશ્વર અને માતાનું નામ આનંદીબાઈ હતું. તેની પાસે ગુજરાતી ઉપરાંત સંસ્કૃત અને હિન્દીનું પણ સાફ એવું જ્ઞાન હતું. અમદાવાદમાં જ આવેલ વેંગણપુરમાં એ વસતો હતો. તેના સાહિત્યસર્જનમાં માતર તાલુકાના સિંહુજના વતની રખીદાસે ખૂબ જ મદદ કરી હતી. તેણે તેને આશ્રય આપ્યો હતો એના બદલામાં આ કવિએ રખીદાસને ‘રખીદાસ ચરિત્ર’ માં અમર કર્યો છે.

સાહિત્યસર્જન :

સામળનું સમગ્ર સાહિત્યસર્જન બે વિભાગમાં વહેંચાઈ જાય છે. (૧) વાર્તાઓથી ઈતર તત્વોવાળી કૃતિઓ. (૨) કેવળ પદ્યવાર્તાઓ આમા પ્રથમ વિભાગમાં ‘ઉદ્યમ કર્મસંવાદ’, ‘રાવણ મંદોદરી સંવાદ’, ‘અંગદવિષ્ટિ’, ‘શિવપુરાણ’, ‘રેવાખંડ’, ‘રણછોડજીનો શલોકો’, ‘અભરામ કુલીનો શલોકો’, ‘પતાઈ રાવળનો ગરબો’ વગેરેને અને બીજા વિભાગમાં ‘પન્નાવતીની વાર્તા’, ‘ચંદ્ર ચંદ્રાવતીની વાર્તા’, ‘પંચખંડ’, ‘સિંહાસન બત્રીશી’, ‘નંદબત્રીશી’, ‘મદનમોહના’, ‘બરાસ કસ્તુરી’, ‘સુડા બહેતરી’, વગેરેને મૂકી શકાય.

કેવળ પદ્યવાર્તાઓને આધારે પદ્યવાર્તાકાર તરીકેની શામળની લાક્ષણિકતાઓનો પરિચય કરીએ તો તેની પદ્યવાર્તાઓમાંથી તેનું વ્યક્તિત્વ કંઈક આવું પરખાયું છે.

૧. પદ્યવાર્તાઓનું વસ્તુ :

શામળ પદ્યવાર્તાઓના વસ્તુની બાબતમાં પ્રેમાનંદની જેમ મૌલિક નથી. સંસ્કૃત કથાવસ્તુઓમાંથી તેણે ઘણી પ્રેરણા લીધી છે. શ્રી મંજુલાલ મજમુદાર આ વિષે નોંધતાં કહે છે કે 'દરેક ઝરણામાંથી પોતાને ગમ્યું તેટલું-કોઈનામાંથી અંજલિ-તો કોઈનામાંથી વિશેષ એમણે મગજમાં સંઘરી સક્યું અને પછી એ ઝરણાના જળ સેળભેળ કરીને વાર્તાઓનો એક અખૂટ ઝરો નિપજાવ્યો. એ ઝરો એ એમની 'વાર્તાઓનો મોટા સમૂહ' પણ શામળ જૂની સંસ્કૃત પદ્યકથાઓમાંથી વસ્તુનું માત્ર સૂચન મેળવે છે. આ પછી પોતાની કલ્પના અને વાર્તાકાળને કામે લગાડી ઘણી બધી નવીનતા એ પરંપરા પ્રાપ્ત વાર્તાઓમાં ઉમેરે છે.

૨. વસ્તુ સંકલનના :

(અ) વાર્તાનો મંગલાચરણથી આરંભ :

શામળની પદ્યવાર્તાઓનો આરંભ પણ પ્રેમાનંદના આરંભની જેમ મંગલાચરણથી થાય છે. આરંભમાં તે દેવી શારદાની સ્તુતિ કરે છે અને ત્યાર બાદ કથાની શરૂઆત કરે છે.

(બ) વસ્તુ ગૂંથણી :

કથાની સીધી શરૂઆત કરી વાચકોને રસ પડે એ રીતે શામળ પાત્રોની વ્યક્તિગત ઓળખાણ આપવાની શરૂઆત કરે છે. વસ્તુને રજૂ કરવાની બાબતમાં તેને ખૂબ ઉતાવળ જણાય છે. છતાં તેની વાર્તાઓમાં કાર્યવેગ ઘણો હોય છે. વાચકને કુતૂહલ થાય એવી ઘટનાઓ તે ઊભી કરે છે. આ કુતૂહલવૃત્તિ તે લોકોમાં ઊભી કરી શક્યો છે તેનું એક કારણ તે સારો કથા કવિ છે. તેની પદ્યવાર્તાઓમાં કથા રસ મુખ્ય અને કાવ્ય રસ ગૌણ હોય છે અને તેથી જ તેની પદ્યવાર્તાઓ પ્રેમાનંદની કૃતિની જેમ ઉત્તમ કલાત્મક કૃતિઓ બનતી નથી. ત્વરિત, કાર્યવેગ એ એની મોટી મર્યાદા બનતી જાય છે. શ્રી રવિશંકર જોષી આ સંદર્ભમાં આ સંદર્ભમાં કહે છે કે-"But Shamal is in hurry, he has no time to pause think may even to steel deeply. પ્રસંગમાં આગળ ઘસો એમ વિચારી શામળ કાવ્યત્વને વિસારે પાડે છે.

(ક) આડકથાનો ઉપયોગ :

શામળ તેની પદ્યવાર્તામાં આડકથાનો ઉપયોગ પણ કરે છે. આવી આડકથાઓથી ક્યારેક વાર્તાપ્રવાહમાં ભંગ થાય છે. પણ ઘણી આડકથાઓ એટલી કલાત્મક રીતે ગૂંથાઈ હોય છે કે મુખ્ય વાર્તા કરતાં પણ તે વધુ રસયુક્ત બને છે. છતાં સમગ્રરિતે જોતાં આવી આડકથાઓના સંકલનનો અભાવ એ તેની એક મર્યાદા બની જાય છે.

૩. પાત્રાલેખન :

શામળની વાર્તાઓમાં વસ્તુને મુકાબલે પાત્રાલેખન ગૌણ હોય છે. એના પાત્રો મોટે ભાગે વસ્તુ દ્વારા જ રજૂ થાય છે અને તેથી જ શામળની વાર્તાઓ જેટલી લોકહૈયે વસેલી છે તેટલા તેના પાત્રો વસેલા નથી. છતાં તેની પાત્રદષ્ટિ પ્રેમાનંદની પાત્રસૃષ્ટિ કરતાં ઘણી વિશાળ છે. એમાં વિવિધ ધરના માનવીઓ અને પ્રાણિઓનો સમાવેશ થાય છે. એમાં રાજાથી માંડીને ઘાંચી અને સુધાર જેવા માનવ પાત્રો ઉપરાંત ભૂત, પિશાચ અને ડાકણ જેવા માનવેતર પાત્રો અને હંસ, પોપટ, બિલાડી જેવા પક્ષી અને પ્રાણીઓનો પણ સમાવેશ થાય છે. આ માનવેતર પાત્રો ઘણી વાર માનવપાત્રોના સહાયક નીવડે છે તો કોઈવાર એમના દુસ્મન પણ સાબિત થાય છે.

૪. પુરૂષ પાત્રો કરતાં ઉચ્ચતર સ્ત્રી-પાત્રો :

શામળની વાર્તાઓમાં સ્ત્રીપાત્રો એમનાં પુરૂષ પાત્રો કરતાં વિશેષ તેજસ્વી, હિંમતવાન, કાર્યદક્ષ અને ચતુર હોય છે. જે એ વાર્તાઓની આકર્ષકતાને વધારે છે. મોહના, ભદ્રા, પન્નાવતી વગેરે વાર્તાઓની નાયિકાઓ નાયક કરતાં વધારે તેજસ્વી છે. લેખકે તે વાર્તાઓમાં ભામિનીના સતીત્વનું, મોહનાના સાહસનું અને સુલોચનાના આત્મભોગનું રસમય આલેખન કર્યું છે.

પુરૂષ પાત્રોમાં 'સિંહાસન બત્રીસી' માં વિક્રમ અને 'વિક્રમચરિત્ર' તેમજ 'મદનમોહનાં' માં મદન વગેરેનું આલેખન ધ્યાનપાત્ર બને છે. છતાં શામળનાં પાત્રોના મનોભાવોના સૂક્ષ્મ નિરૂપણનો અભાવ જોવા મળે છે. તેનાં પાત્રો પ્રેમાનંદના જેટલી ઘેરી અને સૂક્ષ્મ અસર ઊભી કરી શકતા નથી. વળી આ પાત્રો પોતાનું સ્વતંત્ર વ્યક્તિત્વ પણ ઉપસાવી શકતા નથી અને તેથી જ અનંતરાય રાવળ રહે છે, 'શામળને વાર્તા અને પ્રસંગમાં જેટલો રસ છે તેટલો પાત્રોના વૃત્તિ વ્યાપારોના સ્વાભાવિક અને ઝીણવટભર્યા નિરૂપણમાં નથી'.

૫. ચમત્કારોનો ઉપયોગ :

શામળની વાર્તા સૃષ્ટિમાં ચમત્કારોનો ઢગલો જોવા મળે છે અને આથી જ એની વાર્તાઓમાં મુખ્ય રસ તરીકે અદ્ભુત રસ હોય છે. એમાં જન્મોજન્મનું જ્ઞાન, પાતાલગમન, આકાશવિહાર મૃતસંજીવની, પશુ-પક્ષીઓમાં માનુષીવાચા, માણસમાંથી પોપટ અને પુરૂષમાંથી સ્ત્રી વગેરેને ચમત્કારો ગણાવી શકાય. એના ચમત્કાર શોખ વિષે વાત કરતાં શ્રી રા.વિ. પાઠક નોંધે છે, 'શામળને આવા ચમત્કારોનો એટલો બધો શોખ છે કે ચમત્કાર વિના વાર્તા ચાલી શકતી હોય તો પણ ચમત્કાર લાવ્યા વિના રહેતો નથી.' છતાં એક વસ્તુ નોંધવી જોઈએ કે ચમત્કાર હોવા છતાં એની વાર્તાઓમાં વાસ્તવિકતાનો સદંતર અભાવ પણ જોવા મળતો નથી.

૬. શામળનો અદ્ભુત સમસ્યા શોખ :

મધ્યકાલીન ગુજરાતમાં સમસ્યા એ બુદ્ધિવર્ધક વ્યાયામ એ મનોરંજનનું સાધન હતું. નાટક અને નવલકથામાં જેમ સંવાદ એ કાર્યવેગ વેધક હોય છે તેમ અહીં સમસ્યાઓ કાર્યવેગને વધારે છે. આ સમસ્યાઓ કેટલીક વાર સરળ હોય છે અને કેટલીક વાર મુશ્કેલ પણ. ઘરગથ્યું શિખામણોથી યુક્ત આ સમસ્યાઓ વ્યાવહારિક જ્ઞાન પણ આપે છે અને સમાજમાં 'પ્રચલિત રૂઢિઓ તથા રિવાજોનો પણ ખ્યાલ આપે છે.

૭. બોધક સુભાષિત અને નીતિયુત પદ્યવાર્તાઓ :

શામળની પદ્યવાર્તાઓમાં નીતિ અને ઉપદેશ પણ આવે છે પણ આ ઉપદેશ વાચકને સંસારથી વિમુખ બનાવે તેવો હોતો નથી. મોટે ભાગે તેના દ્વારા વાચકને વ્યાવહારિક જ્ઞાન પ્રાપ્ત થાય છે. આમ સંસારમાં ડહાપણવાળા બની સફળ અને સુખી થવાનો બોધ શામળ પાસેથી પ્રાપ્ત થતો હોવાથી તેને સંસાર બુદ્ધિવાળાને કવિ કહેવામાં આવે છે.

૮. સંસાર નિરીક્ષણનો પરિચય :

સંસારનો જાણતલ શામળ માનવસ્વભાવથી પણ બરાબર પરિચિત છે અને તેથી જ માનવીની નબળાઈનો અને વાસનાઓને તેને તેના વાસ્તવિક સ્વરૂપમાં તેની પદ્યવાર્તાઓમાં નિરૂપી છે. સમાજમાં પ્રચલિત લાંચ-રૂચતની બદિ આલેખન તેને 'નંદબત્રીસી' માં કર્યું છે તો "પંચદંડ" અને 'સુડા બ્હોતેરી' માં સ્ત્રી-ચરિત્રનું આલેખન ખૂબ જ સુંદર રીતે કર્યું છે.

૯. શામળ કવિ તરીકે :

શામળને કવિ તરીકે મૂલવવા માટે તેના ત્રણ પાસાં તરફ આપણે નજર નાખવી પડશે.

(અ) શામળના છપ્પા :

પ્રભાતિયાં નરસિંહ તણાં ભજન મીરાંના ખાસ.

ઉપરની પંક્તિઓમાં બતાવ્યા મુજબ શામળને છપ્પામાં સારી એવી લોકપ્રિયતા મળે છે. એની સામે છપ્પાનું ચોક્કસ માપ મળે છે. એના છપ્પામાં પ્રથમ જ ચરણ કાવ્યછંદના અને પછીના બે ચરણ દોહરાતા હોય છે. આ છપ્પાઓમાં તે ડહાપણમાં સલાહ સુચનો આપે છે. દા.ત. ‘પેટ કરાવે વેટ’ કે પછી ‘જીવતો નર ભદ્રા પામશે, ’ તેના છપ્પાની આવી પંક્તિઓમાં લગભગ કહેવત જેવી બની ગઈ છે. ક્યારેક આ છપ્પાઓમાં અસંગતિપણું જોવા મળે છે.

(બ) શામળનાં રસનું આલેખન :

શામળની રસ સમૃદ્ધિ પ્રેમાનંદ જેવી વિશાળ અને વૈવિધ્યસભર નથી. છતાં પણ ‘અંગદવિષ્ટિ માં વીરરસ, ‘રાવણ-મંદોદરી’ સંવાદમાં દાસ્યરસ ‘ સિંહાસન બત્રીસી’ માં અદ્ભુત રસ અને ‘મદનમોહના’ માં શૃંગાર રસ વગેરે રસનું તેણે સાદું નિરૂપણ કર્યું છે. છતાં એક વસ્તુ નિશ્ચિત છે કે કોઈ પણ રસ નિષ્પન્ન કરવા જતાં શામળને હાથે કથારસ જ મુખ્યત્વે નિષ્પન્ન થઈ જાય છે અને તેથી જ શામળમાં રસ નિષ્પત્તિની વાત કરતાં નવલરામ કહે છે, ‘પ્રેમાનંદની કવિતા અખંડ લહરી છે, જ્યારે શામળની કવિતા ખંડલહરી છે’. તેમના વાર્તાઓમાં ક્યારેક રસ જામવાની તૈયારી હોય ત્યારે આડકથાઓ આવીને ઊભી રહે છે અને રસને ખંડિત કરે છે.

(ક) કાવ્યની દૃષ્ટિએ :

આમ સફળ વાર્તાકાર શામળ કવિ તરીકે એટલો મોટો નથી. તેની કાવ્ય ભાષા તે પોતે જ ‘મદનમોહના’ માં કહે છે તેમ-

સાદી ભાષા, સાદી કડી, સાદી વાત વિવેક,

સાદામાં શિક્ષા કથે એ જ કવિજન એક.

તેનું કવિત્વ પ્રેમાનંદની કોટિનું નથી. તેનું વર્ણન કૌશલ્ય અને કલ્પના લાલિત્ય પણ ખૂબ આકર્ષક નથી. અલંકાર સમૃદ્ધિની બાબતમાં પણ તે પ્રેમાનંદઆગળ દરિદ્ર જ જણાય છે. તેની વાર્તામાં કાવ્યરસ કરતાં કથારસ જ મુખ્ય બની જાય છે.

શામળની કવિતામાં પદ્ય ઘણું છે પણ કવિતા ઓછી છે. તેની કૃતિઓમાં ઘણી પંક્તિઓ જોડકણાનાં જેવીજ છે. શૈલીની સૂક્ષ્મ છટાઓ, વર્ણનશક્તિ તથા કલ્પના લાલિત્યનો તેમાં અભાવ જોવા મળે છે. તેનાં સૌંદર્ય રૂઢ પ્રકારના વધુ છે અને તેમાં કલાત્મકતાનો અભાવ જોવા મળે છે. તેની કવિતામાં Inspiration(પ્રેરણા) નથી. સાંભળીને અનુભવ પરથી લખતો હોય તેવું લાગે છે અને આથી જ તે નીચલા વર્ણને વધુ ગમે છે. શ્રી અનંતરાય રાવળ તેના કવિત્વને આગિયાના ઝબકાર સાથે સરખાવે છે.

૧૦. ઉપસંહાર -

આમ છતાં પણ શામળ મધ્યકાલીન ગુજરાતી સાહિત્યનો ગણના પાત્ર સાહિત્યકાર છે. મધ્યકાલીન ગુજરાતી પદ્યવાર્તા શામળને હાથે સોળે કળાએ ખીલી છે અને પ્રેમાનંદના આખ્યાન જેવી રીતે ગુજરાતી આખ્યાનનું શિખર તે શામળની વાર્તાઓ એ મધ્યકાલીન લોકવાર્તાનું શિખર છે.

* * * * *

ઘાવા-પૃથ્વીના કવિ ઉશનસ

-ડૉ. અસ્મિતા યાજ્ઞિક

અમે કવિઓ,
અર્ધ આરાજ્યકો ;.....
તમારી સંસ્કૃતિ ઉપર ઊગી નીકળતું
અમે તો સનાતન ઘાસ, લીલુડો ટલુકો ;
અમેતો ખુલ્લું આકાશ, ભૂરો પવન.

શ્રી નટવરલાલ કુબેરદાસ પંડ્યા 'ઉશનસ' નો જન્મ ઈ.સ. ૧૯૨૦ માં સપ્ટેમ્બરની ૨૮મીએ સાવલીમાં થયો. નવસારી અને વલસાડમાં તેમણે અધ્યાપન કાર્ય કર્યું. ૧૯૫૫ માં પ્રથમ કાવ્યસંગ્રહ 'પ્રસૂન' પ્રગટ થયા પછી પચીસેક કાવ્યસંગ્રહો, 'વેગડો' નામે લઘુનવલ, 'સદ્માતાનો ખાંચો' એ સ્મૃતિકથા, 'હળવાશની ક્ષણોમાં' હાસ્યનિબંધો, 'ડોશીની વલુ ખને બીજાં એકાંકી' તથા 'રૂપ અને રસ' અને 'ઉપસર્ગ' જેવા વિવેચન સંગ્રહો એમણે આપ્યા. ઈ.સ. ૧૯૪૩ માં 'વળાવી બા આવી' કાવ્ય પ્રગટ થયું અને ૧૯૫૨માં 'ચાર અધ્યયનો' એ વિવેચનસંગ્રહ પ્રગટ થયો હતો, એટલે એમની લેખન યાત્રા પચાસેક વર્ષની ગણાય. ૧૯૭૫માં 'અશ્વત્થ' કાવ્યસંગ્રહમાં ઉશનસ 'કવિનું જાહેરનમું લખ્યું.

આ કાન્તદર્શી કવિ લખે છે -

'કવિ લેખે મારે હવે બીજું' કોઈ કામ કરવાનું બાકી રહ્યું નથી. મારી કવિતાએ સંદેશા આપવાનું કામ ક્યારનુંય છોડી દીધું છે. હવે હું સર્જનના રહસ્યની બરાબર સંમુખ ઉભો રહેવા માગુ છું, ઉઘડવા માગુ છું.'

જાંદગીને કવિએ આ રીતે જોઈ છે-

'ભરતી વિશે ઉભરાય ખાડી, પાંસળી એ પાંસળી

- ના તે નહિં

ને ઓટમાં એ હાડપિંજરની ગણી લો પાંસળીએ પાંસળી

- તે યે નહિં

ઓટ ને ભરતી ઉભય સંઘાય જે ક્ષણ

તે સમુંદર જાંદગી.

શૈશવે ખીલતું ફૂલના જેવું વસંતલ સ્મિત પણ નહિ, ને આંખ અષાઢી મેઘ જેવું રૂએ એ પણ નહિ-જાંદગી તો છે- 'હર આહ કે' મલકી જતી, હર સ્મિત ભરતું ડૂસકું, તે સંઘિક્ષણ છે જાંદગી.

કવિ શ્રી જગદીશ જોશીએ 'એ જાંદગી' કાવ્યને અંગ્રેજીમાં અવતાર્યું છે-

" Every sign giving forth a grin,

Every smile gasping a sob,

That moment of confluence itself is life"

કવિનાં સોનેટ અતિશય પ્રિય થયાં, જેમાં પ્રકૃતિ સાથે જીવનચિંતન રસાઈને રજૂ થયું.

‘અરેરે, ક્યાંથી એ નસીબ વળી કે દ્વૈત જ શમે ?

તમે સાથે રહેજો ઘણુંય મુજને એ ગણીશ હું’

‘અરેરે : અંતે તો ઘરણી તણી માટીની જણી છું,

અમસ્તી આવેગે પકડી લઉ જો હાથ, ખમજો

હવે પ્રકૃતિ અને પ્રેમ એકાકાર થઈ ગયો છે. શ્રી સુંદરજી બેટાઈએ ‘રાત’ ને પારિતોષિકને પાત્ર કૃતિ કહી, લખ્યું - ‘આખી કૃતિ મનમાં રમી રહે તેવી છે’. રાતને આલેખતા કવિ રૂપકોના પ્રદેશમાં કેવા પ્રવેશે છે !-

‘દિન મોટું મેદાન ઊંખળતું, પત્રથી ખેડી ખેડી,

રાતલડી તો સાપ-ભોંણમાં પાછી ફરતી કેડી.’

પ્રગલ્ભ કલ્પનાશક્તિ અને ઊર્મિસભર રૂપકો તેમજ પ્રતીકો ઉશનસની વિશિષ્ટતા છે. ‘ઘૂંટવો એવો શબ્દ ગહન કે આભ રહે અંકાઈ’ ની કવિજંખના ઉત્કંઠ સંવેદનનું રૂપ પામે છે. સદ્ગતપિતાને ઉદ્દેશીને લખાયેલા આઠ સોનેટ મર્મસ્પર્શી શબ્દો દ્વારા વિલક્ષણ અનુભૂતિને અભિવ્યક્ત કરે છે-

‘અરે, આ વેળા તો અનુભવ થયો અદ્ભુત નવો :

હતો વ્હેલી વેળા જનકહીન ગેહે પ્રવિશતો,

હું જાણે કો મોટા હવડ અવકાશે પદ ઘરું...

સૂતો રાત્રે ખાટે જનકની જ, રે ગોદડુંય એ.’ તો ‘વતન એટલે’ કાવ્યમાં બા અને વતન કેવાં એકરૂપ થઈ જાય છે !-

ઘવન એટલે છેવટે તો એક છાંયડી;

છાંયડીને બાનો ચેહરો;

વતનને બાનો ચહેરો

ને અતિ પ્રસિદ્ધ ‘વળાવી બા આવી’ ના સંવેદનથી કોણ અજાણ....-

‘વળાવી બા આવી નિજ સકલ સંકલ સંતાન ક્રમશઃ,

ગૃહવ્યાપી જોયો વિરહ, પડી બેસી પગથિયે

ઉશનસને ઋતુઓના કવિ કહેવામાં અતિશ્યાક્તિ નથી. વસંત પંચમીનું સોનેટ પંચક હોય કે ગઝલના સ્વરૂપે ‘વસંત’ જાણે રોમરોમમાં વસંત છે-

‘આવી ગયો છે શ્વાસ મલયના પ્રવાહમાં,

પ્હેલી જ આંધી ગોળ વલયના પ્રવાહમાં.’

ગ્રીષ્મ, હેમંત અને શરદનાં ગાન કરવા કવિ થાક્યા નથી-

‘શરદ-તડકા મેઘોપૂકે ઉછેરી રહ્યા ફૂલ

અવ ઊઘડશે રાત્રે પાકું સુધામય ઉજ્જવલ.’

‘ઘર બંધ કરતાં’ સ્વગતોક્તિ કાવ્યમાં કવિ ઉપેક્ષિતા વેલડી

પ્રતિ સ્નેહ દાખવે છે- તુલસીના કુંડાને તો પડોશીને ઘેર મૂકી આવીશ, 'પણ આ અભાગણી વેલડીનું શું કરીશ ?....એને હું કોને ભાળવીશ ? કેમ કરી એની લઉ રજા હું કેમ કહું, જાડી અને લાઈકું સફળ સર્જન કર્યું છે. એમનું 'ઘાસ' વિષનું લાઈકું જોઈએ-

મકાનપાથે

ઘાસનો આછો આછો

હજી ભૂકંપ

ઘાવા-પૃથ્વીના, માણસ માત્રના ચાલક કવિ કહે છે-

'અરે જે જે ચહેરા ભવપથ જતાં સંમુખ મળ્યા,

અમે ચાલી બેઠાં તરત, મીણની જેમ પીગળ્યાં.'

'ડુંગરા' ગીતમાં કવિએ માનવ-મન અને જીવનને, કલ્પનો દ્વારા યથાર્થ આલેખન કરી, નિજી મુદ્રા આંકી, નિરૂપી દીધું છે-

'કે ડુંગરા હજીયે એના એ જ, અસલના આદિવાસી રે લોલ કે ડુંગરા અસલના આદિવાસી કે મંનની વાટે મળે રે લોલ ?

પૃથ્વી પર કવિ અમૃતનું આલ્વાન કરે છે-

'તમે આવો, આવો અમૃત ! મુજ સારાથે જીવને,

ઝમો વર્ણો શબ્દે, અમર થઈ જાવો જી કવને.'

હવે અજાણ્યા પલાડો છે. આ યાત્રા નામ વિનાનાં નવાં આશ્ચર્યો માં પ્રવેશે છે. ક્યાંય કોરી માટી નથી, દટ્ટિ ભીની થઈ છે :- 'ભીની માટી ગંધે ઉશનસતણો પલાડ ઝમતો'. ચિત્તમાં પ્રૌઢ પ્લાડીનો ઊંચો નીચો શિખરિણી લય છે. હવે તો તૃણ એ જ કવિનો પરિચય છે.

નર્મદચંદ્રક જેવા ચંદ્રકોથી તેમજ ભારત સરકાર દ્વારા પુરસ્કારથી કવિ ઉશનસુ સન્માનિત થતા રહ્યા.

અધ્યાત્મભાવે અંધકાર, તૃણ અને તારકોનું ઐક્ય જોતા, ઝાકળ અને તૃણપત્તીઓને પામતા અને સ્વને અનુભવતા કવિ કહે છે-

'મેં અંધકારે મુજને દીઠો છે

કાયાલીણો કેવળ પારદર્શક

આ તારકો ને તૃણને જવા આવવા

કો સૂક્ષ્મ સંવેદનશીન માધ્યમ.'

કવિ ઉશનસે લખ્યું છે- 'આ વિપુલ બ્રહ્માંડમાં હું પણ એક નક્ષત્ર છું-એજ મારે હવે પુરવાર કરવું છે. આ અવકાશ ના પોલાણમાં મારે મારા ચૈતન્યવિસ્મયનો એક કંપ મોકલી આપવો છે. ૨૦૧૧ ના નવેમ્બરની છઠ્ઠી તારીખે દેહવિલય પામી કવિ વિસ્મય વચ્ચે વિસ્મયના જ એક સ-જીવ માધ્યમ તરીકે ઊભા છે. ઉશનસને કોટિ કોટિ પ્રણામ.

* * * * *

મહાત્મા ગાંધી ના મતે ભારત માં શિક્ષણ વ્યવસ્થા

ડૉ. ભાવેશ ચંદ્રકાન્ત ભૂપતાણી

એસસીસ્ટન્ટ પ્રોફેસર

વી એમ વી કોમેર્સ જે એમ ટી આર્ટસ તેમજ જે જે પી સાયન્સ કોલેજ, નાગપુર

આપણે સહુ જાણીએ છે કે ગાંધીજી ને મહાત્મા ના બિરુદ થી શું કામ નવાજવા માં આવેલ છે કારણ તેમના દ્વારા ફક્ત આઝાદી ની ચળવળ જ નહિ અપિતુ તેમની ઉન્નત અને ક્રાંતિકારી વિચારધારા પણ છે. ગાંધીજી સ્વયં ક્રાંતિકારી ન હતા પણ તેમની વિચારધારા તે સમય ના વિચારકો થી થોડી ભિન્ન પણ, ક્રાંતિકારી કહી શકાય તેવી હતી. તેઓએ ઉત્તમ વિચારક, વિવેચક, સમાજ સુધારક તથા ઉમદા સાહિત્યિક તરીકે ની ફક્ત સમજ ન હતી કેળવી પણ તેઓએ તેમના વિચારો ને પોતાના જીવન પર લાગુ કરી સ્વતઃ પર અમલબજાવણી સુદ્ધા નિષ્ઠા પૂર્વક કરી હતી.

ગાંધીજી એ શિક્ષણ વ્યવસ્થા ને પ્રાથમિક શિક્ષણ અને ઉચ્ચ શિક્ષણ તેમ બે ભાગ માં વહેંચણી ની પરિકલ્પના કરી હતી. તેમના મતે બાળક ને પ્રાથમિક શિક્ષણ ૭ વર્ષ સુધી આપવું જોઈએ તેમની શિક્ષણ વ્યવસ્થા અનુસાર શિક્ષણ પૂર્ણ રીતે સ્વાયત અને સ્વાવલંબી હોવું જોઈએ. તેમની વિચારધારા અનુસાર, શિક્ષા થી એકબાળક ની મનુષ્ય ના રૂપે તમામ શારીરિક, માનસિક, અને આધ્યાત્મિક શક્તિઓ નો સર્વમુખી વિકાસ થવો જોઈએ. અક્ષર જ્ઞાન તે શિક્ષા નો આરંભ નથી તો અંતિમ લક્ષ્ય પણ નથી, તે તો શિક્ષા ના અનેક ઉપાયો માંથી એક છે, જેના દ્વારા મનુષ્ય શિક્ષિત થાય છે. એટલેજ અક્ષર જ્ઞાન ને શિક્ષા તરીકે નિરૂપિત કરવું યોગ્ય નથી. ગાંધીજી ના અનુસાર બાળકો ની શિક્ષા નો આરંભ, કળા અને કૌશલ્ય ની તાલીમ થી થવો જોઈએ, જેથી તેમના ભીતર નિર્માણ ની ભાવના નો ઉદ્ભવ થાય. આવી જ રીતે દરેક પાઠશાળા પણ સ્વાલંબી થઈ શકે છે, તેમાં શરત માત્ર એટલી જ છે કે આ શાળાઓ માં બનેલી તમામ વસ્તુ રાજ્ય પોતે ખરીદી લે.

ગાંધીજી નું માનવું હતું કે પ્રાથમિક શાળાને સ્વ-સહાયક બનાવવા માટે જે ઉદ્યોગ તરત જ દેખાય છે તે કાંતણ છે. તેમાં કપાસની પસંદગીથી લઈને રંગબેરંગી અને વેલા-પાંદડાની ખાદી બનાવવા સુધીની તમામ પ્રવૃત્તિઓનો સમાવેશ થાય છે. આમાં, એક કલાક માટે વેતન ઓછામાં ઓછા બે પૈસા હોવું જોઈએ. શાળા પાંચ કલાક ચાલે તો ચાર કલાક સુધી મજૂરી અને એક કલાક સુધી જે ઉદ્યોગ શીખાડવા માં આવે તેના શાસ્ત્ર સાથે અન્ય બીજા વિષયો શીખાડાવવા માં આવે. ઉદ્યોગ ભણાવતી વખતે ન ભણાવી શકાય તેવા અન્ય વિષયો ભણાવવા જોઈએ. ઉદ્યોગ શીખવતી વખતે જે વિષયો શીખવી શકાય છે તેમાં ઇતિહાસ, ભૂગોળ અને ગણિતનો આંશિક અથવા સંપૂર્ણ રીતે સમાવેશ થાય છે. ભાષાશાસ્ત્ર અને તેની સાથે વ્યાકરણ અને સાયો તેમજ ચોખ્ખો ઉચ્ચાર ચોક્કસ આવશે. આ પદ્ધતિ દ્વારા વિદ્યાર્થીઓ ને ચાર કલાક ઉદ્યોગ કાર્ય કરવા ના પૈસા મળશે જેથી તેની શિક્ષા નો ખર્ચ તે સ્વયં વાહન કરી શકે. આ વિદ્યાર્થીઓ દ્વારા જે પણ ઉત્પાદન શાળાઓ માં થશે તેને સરકાર ખરીદવાની બાંધધરી આપે તો શાળા પણ સ્વાવલંબી થઈ શકે. તેમણે સિક્કા ની બીજી બાજુ બતાડતાં એમ પણ કહ્યું હતું કે આમ કરવાથી ઉત્પાદન માં બગાડ પણ થશે પણ સાથે સાથે તેમનું માનવું હતું કે બગાડ કયા વ્યવસાય માં નથી થતો ? બગાડ તો મજૂર ઉત્પાદન કરે તેમાં પણ થતો હોય છે અને વિદ્યાર્થીઓ કરશે તેમાં પણ થશેજ. આનો અર્થ એમ થયો કે ગાંધીજી એ તેમના શિક્ષણ પદ્ધતિ ના અભિગમ નો પર્યાપ્ત અભ્યાસ કરીને પોતાનો આ પદ્ધતિ નો અભિપ્રાય આપેલ હતો.

ગાંધીજી ના શબ્દો માં :

૧) તમામ પ્રકારના શિક્ષણના માધ્યમ તરીકે ઉદ્યોગને રાખીએ તો, વિદ્યાર્થી શ્રેષ્ઠ શિક્ષણ મેળવે છે તેમજ પરિવારના પ્રયત્નો અને મૂલ્યો આવા ઔદ્યોગિક શિક્ષણના ખૂબ મૂલ્યવાન ઘટક બને છે. ભારત જેવા ગરીબ દેશના શિક્ષણને સ્વાવલંબી બનાવવા માટે, તેમાં જે અપાર શક્તિ છે, તે સિવાય શિક્ષણના શુદ્ધ વિજ્ઞાનની દૃષ્ટિએ, ઉદ્યોગને શિક્ષણનું માધ્યમ બનાવવાથી વિદ્યાર્થીઓનો સર્વાંગી વિકાસ બહુજ સરળ થાય છે.

૨) ઉદ્યોગને શિક્ષણનું માધ્યમ બનાવવાથી પ્રાથમિક શિક્ષણ ચોક્કસપણે સ્વાવલંબી બની શકે છે. ભારત જેવા ગરીબ દેશના શિક્ષણનો પ્રશ્ન શિક્ષણને સ્વાવલંબી બનાવીને જ ઉકેલી શકાય છે. વધુમાં, આ પદ્ધતિ આપણી આર્ય સંસ્કૃતિને અનુરૂપ હોઈ શકે છે. મને યરખા નો ઉદ્યોગ ખરેખર ગમ્યો છે. એવું લાગે છે કે આ સર્વ-વ્યાપક હોઈ શકે છે. તેથી, મારા બે વર્ષના અનુભવમાં, સ્પિનિંગ વ્હીલ ઉદ્યોગની પ્રાપ્તિના આંકડા જ મારી પાસે છે. જો કે આપ વિચારો છો તેટલા આંકડા મારા શિક્ષણ કાર્યને હજુ સુધી આટલી વ્યવસ્થિત રીતે પ્રાપ્ત થઈ શક્યા નથી. તેથી આમાં મેળવેલ અનુભવને વિસ્તારવા માટે ઘણો અવકાશ છે. જો તમે આ આંકડાઓ અને તેમના વિશે કરવામાં આવેલી ટિપ્પણીઓ સાંભળવા માંગતા હો, તો હું તેમને વિસ્તાર પૂર્વક કહી શકું.

૩) મારા માટે એ પણ સ્પષ્ટ થઈ રહ્યું છે કે અંગ્રેજીને દૂર કરી, પ્રાથમિક શિક્ષણને વધુ વ્યાપક રીતે ધ્યાનમાં લેવાથી તેમજ ઉદ્યોગને વધુ સમય આપવાથી, આ પદ્ધતિથી આપણે થોડા વર્ષોમાં વિદ્યાર્થીઓનો વધુ વિકાસ સાધી શકીશું. અમે આજના શિક્ષણને છોડી દઈશું તથા 'પંડિતાઈ', 'વિદ્વતા', કૌશલ્ય વગેરે આજના શિક્ષણના ખૂબ જ ભ્રામક વિચારો ને બાજુ માં મુકીશું, તો જ આપણે ઉદ્યોગ શિક્ષણમાં થઈ રહેલા સર્વાંગી વિકાસને ઓળખી શકીશું.

૪) શાળા જીવન નો પોણા ભાગ નો સમય ઉદ્યોગ ને ફાળવીને શિક્ષણ જગત માં પ્રથમ ક્રાંતિ લાવે શકાય છે. બીજી ક્રાંતિ શાળાના કુલ સમય ગાળા માં થી વાંચન, લેખન, સમયપત્રક, પરીક્ષા, વિષયવાર શિક્ષણ વગેરેના માધ્યમો દૂર કરીને ઉદ્યોગ જગત ને નીચે જણાવેલ સાધન રૂપે કામ માં લાવવાથી સરળતા અને સિદ્ધિ બંને પ્રાપ્ત થશે :

(અ)શ્રુત શિક્ષા:

શિક્ષાના પુસ્તકો પર આધાર રાખવાને બદલે, શિક્ષક વિદ્યાર્થીઓ ની સામે જીવંત પુસ્તક બની વાત કરશે જેથી વિદ્યાર્થીઓ વ્યવસ્થિત રીતે એટલું બધું શીખે છે કે શિક્ષકનો ઉત્સાહ અને વિદ્યાર્થીઓ ની જિજ્ઞાસા ફળસ્વરૂપ નવા નવા પ્રકરણ ઉમેરાતા જાય છે. આવી શ્રુત શિક્ષા માં પુસ્તકો નો ખર્ચ લગભગ મટી જ જાય છે.

આ)શિક્ષકનો સહવાસ એ એક આવશ્યક સાધન છે:

શિક્ષક હૃદય ઉત્સાહથી ભરપૂર હશે, તો આ ઉદ્યોગ - શિક્ષણ ખૂબ જ શૈક્ષણિક બનશે અને સહવાસ ખૂબ જ સરળ બનશે, રસિક અને પરસ્પર વિકાસ સાર્થક થઈ જશે. આવા શિક્ષકની સાથે સાથે સતત વિદ્યાર્થી પણ જોડેલો રહેશે.

ઘ)સતત ટેકો આપવાની રાષ્ટ્રીય અને સામાજિક વૃત્તિ:

ઉદ્યોગ દ્વારા વિદ્યાર્થી વર્ગ બાળપણથી જ પ્રજા, સમાજ અથવા સરકારને મદદ કરવાનું શરૂ કરે છે. કુશળ અને ઉત્સાહી શિક્ષક તેમની શાળામાં દાખલ થયેલ વિદ્યાર્થીઓ ને શ્રેષ્ઠ પ્રકારની સેવા અને સામાજિક પરિચયનું વ્યવહારુ અને જીવંત શિક્ષણ આપે છે. ઉદ્યોગ -શિક્ષણનું આ નવું માધ્યમ સમગ્ર શિક્ષણને ખૂબ જ વ્યવહારુ, જીવંત અને ફળદાયી બનાવે છે. જેમ જેમ હું આ સૂત્ર પર વધુને

વધુ ચિંતન કરું છું તેમ તેમ તે મારા માટે વધુને વધુ સ્પષ્ટ થતું જાય છે કે ખાદી, ગ્રામોદ્યોગ, મધપાન નિષેધ, હરિજન-સેવા અને ગ્રામ-સફાઈ જેવી આપણી જીવનદાયી વૃત્તિઓ મારા માટે વધુ ને વધુ સ્પષ્ટ થઈ રહી છે કે સ્વરાજ્ય-સાધના અને સ્વરાજ-વ્યવસ્થાપન એ ઉદ્યોગ લક્ષી છે. પ્રાથમિક શાળાઓ હવે આગળ વધશે.

ઈ) માતા-પિતા તેમજ વડીલો સાથે વધુ નિકટ અને વધુ જીવંત સંબંધ:

આ નવી પ્રાથમિક શિક્ષા નું સાધન બહુજ શક્તિશાળી પુરવાર થવાનું છે. આજ ની શિક્ષા વિદ્યાર્થીઓ અને તેમના વાલીઓ વચ્ચે અંતર વધારી રહી છે. મા-બાપને તેમના બાળકોના શાળાકીય શિક્ષણમાં પ્રાથમિક શિક્ષણની સહી કરીને અને ફી ભરવા સિવાય રસ નથી. શાળામાં મળેલું શિક્ષણ પુસ્તકીયું હોવાથી ઘરની વ્યવસ્થાના વર્તનથી ભાગી જાય છે - પારિવારિક પ્રેમ તૂટી જાય છે. વર્ણ પ્રણાલીમાં પરંપરાગત ખેતી અને ઉદ્યોગોના પુસ્તકી શિક્ષણમાં ખોવાઈ જવાથી અને ફસાઈ જવાને કારણે શુદ્ધ વર્ણ-વ્યવસ્થા લુપ્ત થઈ રહી છે. પરિણામે દેશની ખેતી અને ગ્રામોદ્યોગ સુકાઈ રહ્યા છે. આપણું શિક્ષણ ઔદ્યોગિક હશે એટલે તેનો સીધો સંબંધ ગામડાંના ઉદ્યોગો સાથે એટલે કે મા-બાપના ધંધા સાથે હશે. તેથી માતાપિતા તેમાં ખૂબ રસ લેશે. તેઓને ખાતરી થશે કે છોકરાઓ છોકરીઓ અભ્યાસ કરીને ઉદ્યોગવિહીન નહીં બને, પરંતુ, ઘરના કામકાજમાં મદદ કરશે. આ રીતે પ્રાથમિક શિક્ષણને ફરજિયાત બનાવવાનો પ્રશ્ન સરળ બનશે. ફરજિયાત શિક્ષણના પાછળ નું બળ સજા નહિ રહેશે તથા માતા-પિતાનો ઉત્સાહપૂર્ણ સહકાર જ સાચી શક્તિ બની રહેશે.

ઉ) પ્રાથમિક શિક્ષણનો વ્યાપ આપ વધારવા માંગો છો, તે ખૂબ જ યોગ્ય છે. ગુજરાતીના વિદ્યાર્થીઓ કે જેમણે ચોથા ધોરણ સુધી અભ્યાસ કર્યો છે તેઓ મારી પાસે આવેલા છે અને તેઓના અનુભવો થી એવી પ્રતીતિ થાય છે કે ચાર ધોરણ સુધી ભણેલા ગામડાં ના વિદ્યાર્થીઓ ના દરેક પ્રશ્નો પર નવા ક્રાંતિકારી રીતે વિચારવું જોઈએ. અનુભવ એ છે કે ચાર ધોરણ પછી ગામડાના વિદ્યાર્થીઓ અંગ્રેજીના મોહથી શહેરી શાળાઓ તરફ આકર્ષાય છે. આ શિક્ષા ખર્ચાળ હોવા થી ઘણા વિદ્યાર્થીઓ માટે આવા શિક્ષણ માટે ના દ્વાર બંદ થઈ જાય છે.. તેમનું શિક્ષણ અધવચ્ચે જ બંધ થઈ જાય છે. અને જેઓ મોટી મુશ્કેલી સાથે આવી શિક્ષા પ્રાપ્ત કરે છે, તેઓ આ વૈભવી અને પરજીવી શિક્ષણ લઈને પોતાની જાત સાથે, માતા-પિતા તેમજ ગામના હિત સાથે દગો કરે છે. આ વર્ગ ને જો ગામ માં જ ઉદ્યોગ -શાળા ના માધ્યમ થી શીખવીએ તો વાલીઓ, વિદ્યાર્થી અને ગામને ઘણો ફાયદો થાય છે. વિદ્યાર્થીઓને વિનીત (મેટ્રિક) સુધી નું શિક્ષણ કે જ્ઞાન બહુજ થોડા સમય માં ચાર કલાક ઉદ્યોગ અને બે કલાક અધ્યન વાળી સ્કુલ માં બહુજ સરળ અને સુગમ રીતે આપી શકાય છે એવો મારો અનુભવ દૃઢ થતો જય રહ્યો છે.

પ) વર્તમાન શિક્ષણ પ્રણાલી કોઈપણ રીતે દેશની જરૂરિયાતોને પૂર્ણ કરી શકતી નથી. ઉચ્ચ શિક્ષણની તમામ શાખાઓમાં અંગ્રેજી ભાષાને માધ્યમ બનાવીને ઉચ્ચ શિક્ષિત મુકીભર લોકો અને અભણ જનતા વચ્ચે કાયમી દીવાલ ઊભી કરી છે. જેના કારણે સામાન્ય માણસને ફિલ્ટર કરીને જ્ઞાન પસાર કરવામાં મોટી અડચણ ઊભી થઈ છે. અંગ્રેજીના આટલા મહત્વના કારણે ભણેલા-ગણેલા લોકો એટલા પ્રભાવિત થઈ ગયા છે કે તેમની પ્રત્યક્ષ જીવન માટેની માનસિક શક્તિઓ લકવાગ્રસ્ત થઈ ગઈ છે અને તેઓ પોતાના જ દેશમાં વિદેશીઓ જેવા થઈ ગયા છે. ઔદ્યોગિક શિક્ષણની ગેરહાજરીએ શિક્ષિતોને ઉત્પાદક કાર્ય માટે સંપૂર્ણપણે અયોગ્ય બનાવ્યા છે અને તેમને શારીરિક રીતે પણ મોટું નુકસાન કર્યું છે. આજે પ્રાથમિક શિક્ષણ પાછળ થતો ખર્ચ સાવ નકામો છે. કારણ કે જે કંઈ પણ શીખવવામાં આવે છે તે વાંચનારાઓ ખૂબ જ ઝડપથી ભૂલી જાય છે અને શહેરો તથા ગામડાઓની દૃષ્ટિએ તે એક પૈસો પણ મૂલ્યવાન નથી. વર્તમાન શિક્ષણ પ્રણાલીમાંથી જે

પણ લાભો પ્રાપ્ત થાય છે, તેમાંથી દેશનો મુખ્ય કરદાતા વર્ગ વંચિત રહે છે. તેના બાળકોને લગભગ કંઈ જ આવતું નથી.

૬) પ્રાથમિક શિક્ષણનો અભ્યાસક્રમ ઓછામાં ઓછો સાત વર્ષનો હોવો જોઈએ. આમાં બાળકોને એવું સામાન્ય જ્ઞાન મળવું જોઈએ, જે તેઓ સામાન્ય રીતે મેટ્રિક સુધીના શિક્ષણમાં મેળવે છે. તેમાં અંગ્રેજી નહીં હોય. તેની જગ્યાએ સારો ઉદ્યોગ શીખવવામાં આવશે.

૭) આ વ્યવસ્થા થી છોકરા-છોકરીઓનો સર્વાંગી વિકાસ થાય, શક્ય હોય ત્યાં સુધી તમામ શિક્ષણ એવા ઉદ્યોગ દ્વારા આપવું જોઈએ જેમાં કેટલીક ઉપ-નિર્માણ ની વ્યવસ્થા પણ હોય. એવું પણ કહી શકાય કે આ ઉદ્યોગ દ્વારા બે હેતુઓ સાકાર થવા જોઈએ - એક, વિદ્યાર્થી તેના અભ્યાસનો ખર્ચ તે ઉદ્યોગની ઉપજ અને તેની મહેનત દ્વારા ચૂકવી શકે છે, અને તે જ સમયે તે છોકરામાં તે બધા ગુણો શાળામાં શીખેલા આ ઉદ્યોગ દ્વારા પ્રાપ્ત થાય છે. સ્ત્રી કે પુરુષ માટે જરૂરી શક્તિઓનો સંપૂર્ણ વિકાસ થવા દો.

આ પ્રકાર ની શિક્ષા પ્રણાલી દ્વારા ઉચ્ચત્તમ માનસિક તેમજ આધ્યાત્મિક ઉન્નતિ પ્રાપ્ત કરી શકાય છે. આ પ્રણાલી માં એક વાત નું જરૂર ધ્યાન રાખવાની આવશ્યકતા છે કે આ પ્રકાર ની કળા કે કૌશલ્યતા ફક્ત યાંત્રિક ક્રિયાઓ સુધી સીમિત ના રહેતા બાળક માં પ્રત્યેક ક્રિયા ના કારણ અને તેની પૂર્ણ વિધિ શીખવા આવશ્યક છે. આ શિક્ષા પ્રણાલી ગાંધીજી એ તેમના સ્વાનુભવ થી પ્રતિપાદિત કરી હતી. ગાંધીજી ના અનુસાર જ્યાં જ્યાં કાર્યકર્તાઓને કાંતણ શીખડાવવા માં આવે છે ત્યાં વધુ કે ઓછા સ્વરૂપે આ પદ્ધતિ પર અવલંબન રાખવામાં આવે છે . આપદ્ધતિ ને અનુસરી ને તેઓએ સ્વયંમે ચંપલ બનાવવાની અને કાંતણ ની શિક્ષા આપી છે જેના પરિણામ સકારત્મક આવ્યા છે. તેમનું માનવું હતું કે આ પ્રકાર ની સાધારણ અને વ્યવહારિક જાણકારીઓ મૌખિક રૂપે કહેવાથી વધુ લાભપ્રદ રહે છે. લખવા અને વાંચવાથી જેટલા બાળકો નથી શીખી શકતા તેનાથી દસ ગણી વધારે જાણકારી આ માધ્યમ થી આપી શકાય છે. તેમની દૃષ્ટિએ પ્રાથમિક શિક્ષણ સૌથી મહત્વપૂર્ણ બાબત છે, પ્રાથમિક શિક્ષણ માં તેમના મતે અંગ્રેજી ભાષા સિવાય જેટલી શિક્ષા મેટ્રિક સુધી થતી હોય છે તેટલી શિક્ષા થઈ જવી જોઈએ એવી મર્યાદા તેઓ માનતા હતા.

ઉચ્ચ શિક્ષા :

ગાંધીજી કોલેજ ની શિક્ષા માં પણ જબરદસ્ત ક્રાંતિ ની ખેવનવા રાખતા હતા , તેઓ ઉચ્ચ શિક્ષા ને રાષ્ટ્રીય આવશ્યકતાઓ સાથે જોડવાની યાહના રાખતા હતા. ઉચ્ચ શિક્ષા માં યંત્રો તેમજ આવિજ અન્ય કળા કૌશલ્ય સંબંધી પ્રવૃત્તિઓની ઉપાધીઓ પ્રાપ્ત થાય એવી તેમની મંશા હતી. આ શિક્ષા વિભિન્ન ઉદ્યોગો થી સંબંધિત રહેવી જોઈએ અને આ ઉદ્યોગો જ ગ્રેજ્યુએટસ તૈયાર કરી તેનો ખર્ચ કોલેજ શિક્ષણ વ્યવસ્થાજ સાથે સાથે ઉદ્યોગ જગત પણ વહન કરે એવા તેમના વિચાર હતા. તેમણે ટાટા કંપની નું ઉદાહરણ આપતા કહ્યું હતું કે તેઓ મેકેનિકલ ગ્રેજ્યુએટસ તૈયાર કરવા ખાતર એક કોલેજ રાજ્ય ની દેખ રેખ માં ચલાવે એવી અપેક્ષા છે. તેવી જ રીતે મિલો માટે લગતા વિશારદ પેદા કરવા ખાતર મિલ માલિક સંઘે એક કોલેજ ચલાવવી જોઈએ. આવું જ કાર્ય બીજા ઉદ્યોગો પણ કરે એવી આશા તેમણે સેવી હતી. વ્યાપારીઓની પણ પોતાની એક કોલેજ હોય એવી જંમના પણ તેમને હતી. હવે રહી જાય છે સાધારણ જ્ઞાન (આર્ટ્સ), આયુર્વેદ અને કૃષિ. સાધારણ જ્ઞાન ના કોલેજ તે વખતે પણ સ્વાશ્રયી હતાજ એટલે તેમને માટે રાજ્ય ને તેમની પોતાની આ પ્રકાર ની સ્વતંત્ર કોલેજ ખોલવાની જરૂરત નહિ રહે. આયુર્વેદ જેવી મહાવિદ્યાલય પ્રમાણિત ઔષધાલયો સાથે જોડી દેવી જોઈએ અને આ વિષય ધનિક લોગો નો પ્રિય વિષય હોવાથી તેમના થી ગાંધીજી ની અપેક્ષાઓ હતી કે આવી વ્યક્તિઓ મળીને ફાળો ઉઘરાવી ને આવી આયુર્વેદ મહાવિદ્યાલયો સંચાલિત કરે. હવે બાકી રહે છે કૃષિ મહાવિદ્યાલય જો તેમણે પોતાના નામ ની લાજ રાખવી હોય તો એમણે પણ સ્વાલંબી થવુંજ પડશે. ગાંધીજી ના મતે કૃષિ મહાવિદ્યાલયો એ રાષ્ટ્ર

ની આવશ્યકતાઓ ની પૂરતી કરવા વાળી સ્વાવલંબી ખેતી કરી પગ ભાર થવું પડશે.

ગાંધીજી ના શિક્ષણ માટે ના આ વિચારો વર્ષ ૧૯૩૭ દરમિયાન ના છે એટલે કે લગભગ ૮૫ વર્ષ પહેલાના તેમના વિચારો આજ ના સંદર્ભ માં પણ તેટલાજ મહત્વ ના અને પ્રસંગોચિત છે. તેમના તે વખત ના આ ક્રાંતિકારી વિચારો નો અમલ આપણા દેશ માં સ્વાતંત્ર્ય મેળવ્યા બાદ તરત કર્યો હોત તો આપણા દેશ ની આજ ની કૃષિ આર્થિક, સામાજિક, ઔદ્યોગિક પરિસ્થિતિ ખરેખર ખાસ્સી સુદ્રઢ થાત કારણ કે તેમની શિક્ષા નીતિ માં કૃષિ, ઉદ્યોગ અને તંત્ર જ્ઞાન નો ઉત્તમ સુમેળ હતો જેથી આપણે સારા ઉદ્યોજક તેમજ ઉમદા ઈન્જીનીયર્સ, પેદા કરી શક્યા હોત. ઉદ્યોજકો ની ઉત્તમ નીતિ અને ઈન્જીનિયર્સ ના તંત્રજ્ઞાન નો લાભ કૃષિ જગત ને પણ થયો હોત આવી રીતે આપણો દેશ સર્વમુખી વિકાસ સાધી શક્યો હોત એવો વર્તાવો કરવામાં કોઈ અતિશયોક્તિ જણાતી નથી.

સંદર્ભ :

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<https://www.easynepalotyping.com/type-gujarati>

Synthesis of Benzimidazole Schiff's Bases Catalysed by Nickel Nanoparticles

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Abstract:

Nickel nanoparticles (Ni NPs) with a crystalline size around 50-80 nm have been synthesized via aqueous precipitation method and characterized by various standard microscopic techniques such as scanning electron microscopy (SEM) & X-ray diffraction (PXRD) to determine the size and structure. Furthermore, Ni NPs was efficiently used as a heterogeneous catalyst for synthesis of benzimidazole Schiff's bases via the reaction of aromatic aldehydes with 2-aminobenzimidazole by using catalytic amount of Ni NPs under solvent free condition. Interestingly, nanocatalyst exhibited an excellent recyclability and reusability up to four times without any additional treatment. The present methodology offers several advantages such as simple procedure, excellent yields, short reaction time and purification of products by non-chromatographic methods.

Keywords: Ni nanoparticles; Catalyst; 2-aminobenzimidazole; Schiff Bases.

1. Introduction

Today, one of the major goals of synthetic organic chemistry lies in the research, discovery and exploitation of environmentally friendly methods. Recently, several techniques for the efficient use of solvent-free reactions and multi-component reactions have been developed individually but when these two wings of green chemistry are be combined, an excellent green chemistry protocol is expected. Multi-component condensation reactions are a compelling method for the synthesis of organic compounds, since the products are formed in a single step and diversity can be achieved by simply varying each component.

The hybrid molecules composed of the combination of part of a heterocyclic ring, like benzimidazole and part of the Schiff's base may exert potential biological activities [1]. Several synthetic methods have been reported for the synthesis of Schiff's bases [2]. However, most of them have limitations including long reaction times, need for a special catalyst, low yields, and extensive recrystallization. Therefore, the more convenient and practical synthetic methods for preparation of these compounds still remains an active research area. Recently, the use of several nanoparticles as catalysts,

like metal and metal oxide NPs and nanocomposites, in organic synthesis has attracted considerable attention. They have many advantages such as their handling, low cost, and being environmentally safe [3-5].

In this article we have reported synthesis and spectroscopic characterization of Ni NPs and its catalytical role in facile and efficient one-pot synthesis of benzimidazole Schiff's bases via the reaction of aromatic aldehydes with 2-aminobenzimidazole by using catalytical amount of Ni NPs under solvent free condition. Also, we have found out an efficient and reusability of Ni NPs towards solvent free synthesis of benzimidazole Schiff's bases and its derivatives. Interestingly, catalyst exhibited an excellent recyclability and reusability (up to 4 times) without any additional treatment.

2. Experimental

2.1. Materials and method

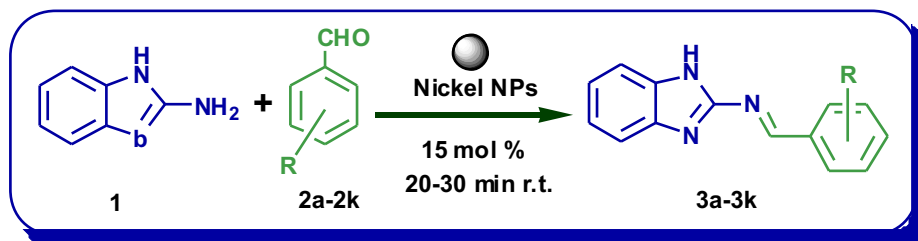
All the chemicals were used of analytical reagent grade (AR) and without purification. These were purchased from Merck, Germany. The size and morphology of Ni NPs were examined by JEOL model JSM-690LV Scanning Electron Microscopy, whose maximum magnification is 300,000X and resolution is 3nm at the Sophisticated Test and Instrumentation Center, Cochin University Kerala. TEM images were formed at Indian Institute of Technology, Pawai, Mumbai using CM200 which can produce magnification details up to 1,000,000X with resolution better than 10 Å. The qualitative elemental analysis of the powder sample were studied by JEOL Model JED-200, Energy Dispersive Spectroscopy (EDS) and thermal analyses (TG/DTG/DTA) at heating rate 10 °C/min under nitrogen atmosphere at the Sophisticated Test and Instrumentation Center, Cochin University Kerala. The crystal structure of the sample was characterized by PXRD, Bruker AXS D8 Advance X-ray diffractometer using CuK α radiation. Infrared spectroscopy was recorded at a 2 cm⁻¹ resolution from 4000 to 400 cm⁻¹ on a Bruker IFS 66v Fourier transform spectrometer using KBr pellets.

2.2 Synthesis of Ni NPs

The Ni nanoparticles were prepared by reducing nickel salt with hydrazine hydrate under basic condition using ethylenediamine as stabilizing agent. The Ni NPs were prepared by dissolving 0.1M nickel nitrate in 20.0 ml of ethylene glycol in 250 ml round flask and then 1.0 ml ethylenediamine was added to this solution. The system was maintained at room temperature the mixture was then heated to 80 °C and reduced with 5 ml hydrazine hydrate (80 %) followed by 1.052 g of sodium hydroxide was added into the heated solution to enhance the reducing power. The black color particles were separated by centrifugation (5250 rpm, 15 min) and then washed with several times with methanol, distilled water and acetone to remove the reducing agents. Nanoparticles were obtained after centrifugation kept in vacuum oven at 30 °C for drying.

2.3 Synthesis of Benzimidazole Schiff's bases by using nickel NPs under solvent free condition (3a-3k):

To a solution of 2-aminobenzimidazole (1 mmol) was added corresponding aromatic aldehyde (1 mmol) and nickel nanoparticles (15 mol %) and the reaction mixture stirred at room temperature for the desired time. The progress of the reaction was checked on TLC. After the completion of the reaction, 15 ml of ethyl acetate was added to the reaction mixture and the catalyst was separated by filtration and evaporated under reduced pressure to leave solid, which was recrystallized from ethanol. Nanoparticles were recovered by centrifuging the aqueous layer and reutilized four times for the same reaction. The obtained products were characterized by various spectroscopy techniques and then compared with authentic samples in the literature.



Scheme 1: Synthesis of Benzimidazole Schiff's bases catalyzed by Ni NPs (15 mol %) under solvent free condition

Spectral data

Selected data for typical compounds are given below.

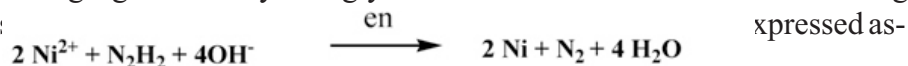
- 1. N-benzylidene-1H-benzo[d]imidazol-2-amine** (Table 2; 3a): Green solid; FTIR (KBr): 3686, 2609, 2916, 2221, 1592, 1524, 1208, 1150, 950 cm^{-1} ; $^1\text{H-NMR}$ (400 MHz, DMSO-d_6) δ : 11.87 (s, 1H, NH), 7.28-7.08 (m, 9H, HArom.) and 5.54 (s, 1H, CH) ppm.
- 2. N-(4-nitrobenzylidene)-1H-benzo[d]imidazol-2-amine** (Table 2; 3b): Brown solid; FTIR (KBr): 3167, 3080, 1614, 1591, 1514, 1425, 1342, 1228, 1109, 833, 763, 680, 441 cm^{-1} ; $^1\text{H-NMR}$ (400 MHz, DMSO-d_6) δ : 11.89 (s, 1H, NH), 9.58 (s, 1H, CH), 7.37-7.16 (m, 4H, HArom) and 6.60-6.20 (m, 4H, HArom) ppm.

3. Result and Discussion

3.1 Structural characterization of Ni NPs

Numbers of methods were available for the production of Ni NPs such as conventional polyol process, spray-pyrolysis method, chemical/electrochemical methods and microwave plasma deposition. Among the chemical synthetic methods, modified polyol method is more suitable for the production of Ni NPs. Therefore, this method is widely accepted by various researchers. However, the synthesis of Ni NPs by

using capping agents or protective agents is interesting work, which enhanced the novel properties of nanoparticles such as catalytic, microbial activity and to control the sizes of metal at nano level. Very less work has been done on Ni NPs by using capping agents. Hence, we choose this technique for the production of Ni NPs by taking ethylenediamine (en) as protective agents with excellent catalytic properties and high stability [6]. The nickel nitrate was reduced with hydrazine hydrate in the presence of ethylenediamine as structure-directing agent in ethylene glycol which lead to the formation of highly monodisperse:



The synthesized nickel (Ni) NPs were characterized by various spectroscopic techniques in order to validate its formation and confirmation of size. The formation of Ni NPs was primarily confirmed from the powder X-ray diffraction (PXRD) curve (Fig 1) From figure 1, it can be seen that the PXRD pattern exhibits three sharp diffraction peaks 2θ at 44.5° , 51.8° , 76.4° , correspond to the (1 1 1), (2 0 0) and (2 2 0) planes of pure face-centered cubic (fcc) respectively, which is according to a standard JCPDS card (No. 04-0850) [8]. Further, average particle size of the Ni NPs was calculated from the major diffraction peak (1 1 1) using the Debye-Scherrer equation and it was above 6 nm. No evident peaks were detected for nickel oxide or hydride. Therefore, PXRD pattern noteworthy supports for formation of nickel nanoparticles.

The size and morphological behavior of the Ni NPs were observed by scanning electron microscopy (SEM) technique (Fig.2) In figure 2, the products were look like globular and spherical shape with the size in the range 20-200 nm.

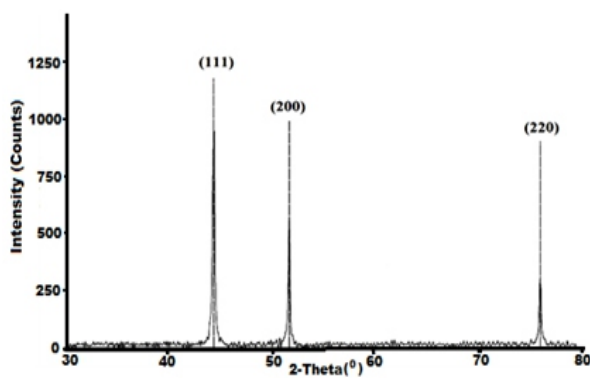


Fig 1: PXRD diffraction pattern of Ni NPs

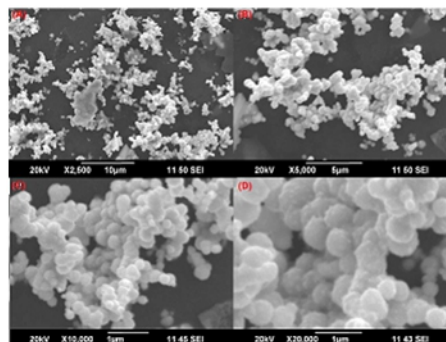


Fig 2: SEM image of Ni NPs

3.2 Synthesis of benzimidazole Schiff's bases various solvents using Ni NPs as a catalyst

We have made attempts to synthesize new organic derivatives by using nano catalyst. In

the present article, we tried to develop alternative method for the synthesis of benzimidazole Schiff's bases under solvent free condition using Ni NPs catalyst. Initially we sought a mild and convenient method for the synthesis of benzimidazole schiff bases at room temperature.

The reaction were carried out with various amount of Cu NPs as catalyst (5 mol % to 25 mol %) for the synthesis of benzimidazole Schiff's bases The yield of product increases remarkably from 54 % to 88 % by increase the concentration of catalyst amount from 5 mol % to 25 mol %. When the catalyst amount was increased from 5 mol % to 15 mol % no further increase in the yield of product was observed. Therefore, the amount of 15 mol % of Cu NPs was selected for all subsequences reaction. Under the optimized reaction conditions, a series of benzimidazole Schiff's bases derivatives (3a–3k) were synthesized. The results are summarized in Table 1.

Entry	Aldehyde	Product	Stirring time (h)	Yield(%) ^a	mp(°C)	mp(°C)
1	Ph	3a	1	88	149-152	152-154
2	4-NO ₂ C ₆ H ₄	3b	1.5	90	264-266	266-268
3	3-NO ₂ C ₆ H ₄	3c	1.5	94	198-194	191-193
4	4-ClC ₆ H ₄	3d	1	92	230-231	231-233
5	2-OHC ₆ H ₄	3e	1.5	90	225-226	226-228
6	4-BrC ₆ H ₄	3f	1.5	90	245-246	264-265
7	2-ClC ₆ H ₄	3g	1	93	212-213	212-214
8	4-OCH ₃ C ₆ H ₄	3h	2	91	222-223	222-224
9	2-ClC ₆ H ₄	3i	2	90	205-207	205-208
10	4-CH ₃ C ₆ H ₄	3j	2	80	212-213	218-219
11	3-CHOC ₆ H ₄	3k	2	70	257-261	261-262

a Isolated Yields

Table 1: Synthesis of Schiff's bases derived from reaction of 2-aminobenzimidazole with

aromatic aldehydes in the presence of 15 mol % of nickel NPs

4. Conclusions

In conclusion, we have demonstrated mild, easy and green methods for efficient synthesis of benzimidazole Schiff's bases via condensation of aromatic aldehydes with 2-aminobenzimidazole under solvent free condition using Ni NPs as a heterogeneous nano catalyst which exhibited an excellent recyclability and reusability up to four times without any additional treatment. The present methodology offers several advantages

such as simple procedure, excellent yields, short reaction time and purification of products by non-chromatographic methods.

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