Bakha's Religion in Mulk Raj Anand's Untouchable (1935)

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Abstract

The untouchability has been one of the major issues in political, economic, and religious realms. The depiction of the untouchables in the literature tries to bring all the spheres (political, economic and religious) together in order to draw a more humanistic equation in their favour. It became all the more important during 1920s and 1930s when Gandhi was urging the untouchables to join the freedom struggle. Religion had been an important aspect to mobilize masses at that time and played important role in the construction of the national and individual identity. For example, Raja Rao's Kanthapura (1938), where the idea of Hari-katha was used by Jayaramachar, who associated national elites like Gandhi with godly images. However, one of the most important novels in Indian English to deal exclusively with the issue of untouchability is Mulk Raj Anand's Untouchable (1935) where the symptoms of mass mobilization for independence struggle are seen through analytical approach towards religion by the untouchable protagonist Bakha. In this paper, I would like to critically analyse the role of religion in the formation of identity and individuality in Mulk Raj Anand's Untouchable and problematise the issue of representation of subalterns.

In Mulk Raj's *Untouchable*, the character of Bakha, the protagonist, receives a highly elevated sense of self-consciousness by the end of the novella. He, who becomes for the reader, the representative of his own untouchable caste is depicted by Mulk Raj as the most conscious and self-interrogating entity. However, this does not make Bakha appear as an enlightened being but a rather confounded personality with confused sense of reality, religion and self. It is as if the gaps are appearing between the reality of the society and the subsequent thwarted fiction of untouchability that the community of Bakha is compelled to live up to and, which in the course of time would get filled up by the diverse experience of the encountering the natives (Brahmin, the other caste people in the market place and so on), non- natives (Tommies) and the likes of bourgeois/ elite nationalists (Mahatma Gandhi).

Mulk Raj's *Untouchable* is considered one of the most important socialist realistic novels emphasizing the importance of humanism in the degraded Indian society (Dulai 187). The humanism through the character of Bakha is treated at its face value. Mulk Raj manifests this humanism without relying on the concretizing of the theoretical abstractions (marxism, philosophy, ideology, etc) too much. A just description in this regard comes from Suijit S. Dulai's (1992) '*Practice before Ideology: Mulk Raj Anand's Unotuchable*':

"Anand's quest now is above all for art, for "a truly humanist art" …, but art nonetheless, an art that will "help raise the untouchables, the serfs, the coolies and other members of society to human dignity and self-awareness. . ." " (189)

Indeed, the art is potent enough to radically transform the structures of the society but can the 'humanist art' as *Untouchable* really undertake such a task? Does the novel actually represent the subaltern? Are the subaltern characters in the novel able to voice their consciousness to the extent that their voices can be problematised?

It is true that this novella is not altogether about the deliberate voicing of subaltern but rather culminates in the utopian probabilities of such a voicing. In the lack of other coordinates like the role and nature of subaltern public sphere, the characters are not able to stage their voice properly. It is not particularly about the characters being unable to speak but in the absence of such a public sphere, 'a truly humanist art' also would not be able to represent them properly.

The problem of expression they faced in the past and are facing in the present though may have slight difference but that is almost negligible. The fact from the Vedas assert that basically in the Indian society, the caste is work based which has been tagged on the underprivileged people, who, unfortunately did not get the chance to come up in life and the so called Brahmins brought a halt to such a class's development; creating unsupportive environment for them and the class is finally tagged as caste itself, that is, Shudra. This can be explained through Slavoj Zizek's (2012) essay *'The Apostate Children of God'* where he identifies how Vedas define the role in the society and help in set up the caste hierarchy rigidly:

The "great chain of being" appears here as founded in the "food chain," the great chain of eating: gods eat mortal humans, humans eat mammals, mammals eat lesser animals who eat

plants, plants "eat" water and earth… such is the eternal cycle of being. So why does then Veda claim that at the top of society are not warriors-kings stronger than all other humans, "eating" them all, but the caste of priests? (Zizek)

It is because this caste of priests will prevent the 'highest level of cosmic eating', which is, killing of humans by gods. The prevention will be done by 'an act of performing the sacrificial rituals'. Then Zizek goes on to explain that a sudden change interpreted 'the great chain of being' as 'the circle of eternal suffering, and the only way to achieve peace is to exempt oneself from it' (Zizek). This is achieved through the practising of vegetarianism (that is, 'not eating killed animals'). The emphasis on vegetarianism channelised the sanctity of purity as 'sole criterion of one's place in caste hierarchy' which in turn brought 'at the bottom the outcasts whose main task is to deal with all kinds of excrements, the putrefying dead remainders of life (from cleaning the toilets to butchering animals and disposing of human bodies).' (Zizek)

The Brahmins of the novel behave in the same manner and expect any untouchable to announce its entry into the market place so that others become aware of an untouchable's arrival.

The untouchable community in the novella is devoid of basic necessities of life: they cannot fetch water from well on their own but have to wait for someone to give them the water. The well becomes a juncture of complex relationship between the upper and the lower castes and also between the lower and the lowest caste. For example, Gulabo, the washer woman, discourages Sohini, Bakha's sister from taking water ('Go back home,' said Gulabo mockingly. 'There is no one to give you water here!') (Anand 16). The purity cult again seems to be prevalent here which has pervaded even within the lower castes to create disparity among them as well. The caste of Gulabo by conforming to the purity cult transacts power with both the upper as well as lower caste. However, largely they both are treated inhumanely. All this becomes even more troubled when brought in the stark contrast with the agendas of Gandhi's humanistic concern.

Isaiah Berlin (1958) in his essay *"Two Concepts of Liberty"* writes:

"It is true that to offer political rights, or safeguards against intervention by the state, to men who are half-naked, illiterate, underfed, and diseased is to mock their condition; they need medical help or education before they can understand, or make use of, an increase in their freedom." (171)

So the individuality of any person or concerned class is not the immediate process but is achieved through the layers of consciousness. Indeed the humanist Mulk Raj Anand in the portrayal of the character "Bakha" in the novel *Untouchable* explicit the same problem of individuality posed by Isaiah Berlin. The novel maintains that the downtrodden, being caught in a cobweb of the foul game played by the oppressors, were certainly made to live in a suspended state throughout. It is through the individuality of Bakha, which strengthens over the period and broadens his perspective that he started questioning the abruptness of condition he and his class were living into.

Upper Caste people like Pandit Kali Nath inherit the religious education been manipulated by their prejudiced ancestors and they knowingly or unknowingly oppress the underprivileged class. Now, when human morality is intuitive, it is certainly the dominant class which will assert it and so if persons like Bakha's father, Lakha, thinks that he and his class are destined to work under other upper caste people then, it is the sedimentary belief of ages that speaks through him or his class. At the same time they are not allowed to get themselves educated and these are social restrictions like they are not allowed to sit with non-untouchables or to enter the temple. So, this coercion is the restriction to the formation of their individual being and without it any notion of liberal state fails. For even if one accepts that they are taught by Brahmins and "the compulsion is justified by education for future insight" (Berlin 196), they are taught so that upper caste meet their personal ends. In fact, I will not say it education by compulsion but rather informing falsely about religion by coercion. Had Brahmins been true to their teachings they would have taught egalitarianism.

So as downtrodden, Bakha, is helpless from all sides. He has an ability to observe the society and point out the problems "How queer, the Hindus don't feed their cows although they call the cow "mother"!" (Anand, 45). He therefore is able to reason out very well the discrimination done with his caste from the religious point of view. Religion, therefore, plays here an important role in determining the behavioral pattern and its relation to the values they believe in. It also distinguishes between acceptable and non-acceptable and people do believe in such values because where in

totality did the meaning of scriptures and religion receded and where the authority of such scriptures materialized is untraceable and so it keeps the people under illusion.

In modern India, this primitive work based caste system in which the class got permanently recognized as caste, needs reformation and therefore intervention by the State. In the novel *Untouchable*(1935), Mulk Raj Anand provides adequate instances regarding how Bakha's individuality gradually arrived: he identifies his individuality when he finds that Tommies (English men)were at ease and developed candid relations with him without much trouble so unlike his upper caste countrymen.

The analytic trip of Bakha comes to a halt when he is on his way to hear the speech by Mahatma Gandhi. Gandhi makes an enchanting comment on scavenging:

"Therefore I prayed that, if I should be born again, I should be so, not as a *Brahmin, Kshatriya, Vaishya, Shudra,* but as an outcaste, as an *Untouchable*. I love scavenging. In my ashram an eighteen-year-old Brahmin lad is doing a scavenger's work, in order to teach *ashram* scavenger cleanliness."(Anand 138)

Gandhi again emphasizes on purity cult but deeper than that he loves scavenging and wants scavenger to be clean. It seems as if Gandhi is promoting clean scavenging. Zizek writes in this regard:

… (Gandhi) emphasized the importance of scavenging and celebrated the Untouchables for performing this "sacred" mission. It is here that the Untouchables are exposed to the greatest ideological temptation: in a way which prefigures today's "identity politics," Gandhi is allowing them to "fall in love with themselves" in their humiliating identity, to accept their degrading work as a noble necessary social task, to perceive even the degrading nature of their work as a sign of their sacrifice, of their readiness to do the dirty job for society. (Zizek)

Bakha, enchanted with the speech of Gandhi hopes for better tomorrow. It is at this point that he feels a sort of spiritual elevation, an epiphanical moment ("a sudden impulse shot through the transformations of space and time") (Anand, 1935: 147-148) which for Bakha appears as boon. There is yet another perspective within the novella in the form of the poet Iqbal Nath Sarshar, after the spiritual message of Gandhi ji, that if scavengers change their profession they will end their caste and modern sanitary system, the flush, will bring about the solution. Poet says, 'Then the sweepers

can be free from the social stigma of untouchability and assume the dignity of status that is their right as useful members of a casteless and classless society."(Anand 145-146)

This individuality wholly arrived after the speech he heard of Mahatma Gandhi makes him aware of self-identity and he stops imitating Tommies and tries to discover the world of freedom which could enhance his being. This self-restraint, rational self-direction is what we can call individuality in true terms and not simply of priorities of individual being.

As far as individuality is concerned Anand has very efficiently depicted it but it seems more contrived when one views it in relation with the religion. In representing the untouchables, Mulk Raj has worked on the minutest detail of their caste and the problems. For the novel is about their identity and the way they were to be portrayed needed a good deal of contemplation. But there is one incident which to me looked contrived and rather exaggeration of their being ignorant. The incident is as follows:

"Bakha had got his answer. The word 'Ram' he had heard very often, also 'Sri, Sri', and he had seen a red shrine with a monkey carved on a wall, caged from without with brass bars- that he knew was called the shrine. Krishna was the blue god who played the flute in the coloured pictures of the betel-leaf-seller's shop in the street. But who was Hari, Narayan? And he was more completely baffled when a man passed by repeating 'Om, Om, Shanti Deva.' Who was Shanti Deva? Was he in temple? "(Anand, 49)

Portraying a victim class and a dumb- class are altogether different aspects. To the Indian readers, this part of narration could not go unnoticed where one wonders that how an Eighteen- year-old can be so ignorant. In other words, Bakha's stance at this juncture could not be called analytical where he appeared to detach himself from the gods but as an entity that lacks what Spivak calls as 'historically adequate referent'(Ahmad 277-279). The individuality without the adequate referent becomes problematic and truncated because then the subject is not able to locate itself historically. This aspect is also seen in Lakha's analysis of their damned community. One needs to question the text here: can this be called as realistic representation? Is it not only one aspect of untouchables' lives? Bakha's sense of alienation from Hindu gods seems logical? ("… and his head

hung in the worship of the unknown god (*Rama*) (emphasis added)." (Anand 52)

Bakha had been abused many times throughout the novel and he had learnt to improve despite such abuses and coercion or restraint. He had asked many thought provoking question from Tommies as well as from Indian babus then how is it that he never enquired about gods from relevant authorities? But again few pages down:

"Jesus! Who was Jesus! The same as Yessuh Messih? Who was he? The sahib says he is god. Was he a god like Rama, God of the Hindus, whom his father worshipped and his forefathers had worshipped…" (Anand 118)

Bakha outshines other of his own community in intellect. He is the representative of his class and I think it is not possible that he doesn't know about Indian Gods or even if he knows, it is known as if he must have heard it somewhere. Bakha with faint idea of religion would not do justice with his community. In fact, his identity formation (or sense of individuality) needs to be reconsidered.

I would like to conclude by mentioning that the characters like Bakha without the sense of history cannot claim true depiction in the light of other texts like Unnav Lakhsminarayana's *Malapalli* (1922) which depict the whole complex web of subalterns' logistics. But one also cannot ignore the fact that Untouchable also became a mediatory text for the Western world to understand the trouble of untouchables who lived in the apartheid like situation. The text despite its anomalies left the reader with the impression that religion and formation of individuality leads to the construction of identity and pervades consciousness among the subalterns.

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8. Ahmad draw an analysis on the term been coined by Spivak(1993) in *Outside in the Teaching Machine.* According to the term, the subject finds the identity and authenticity by referring back to the important historical contexts. Ahmad writes: "the *'historically adequate referent'* for Indian nationhood exists in India in shape of the history of national movement itself" (278)

Review on Cloud Computing Exceptions and Solutions

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Abstract

Although end users are using Mobile Cloud Computing in day to day life, still they are unaware of its actual working. Trends to access Msoffice suite applications to make presentations, collaborated spreadsheets, paper presentations in the form of pdf documentations and social medias are becoming routine need ,that is why cloud computing is on the rise and urging by the Mobile live ware. Further Mobile commerce enabled by Mobile cloud computation and infrastructure. Cloud application services (SaaS) is set to be the expeditious -growing market segment in India in 2019, According to Gartner, Inc statics while comparing it has found that developing country like India revenue will increase to 24.3% in 2019 expected to total $2.4 billion than from 2018 using cloud applications. This paper provides the outline of cloud computing, constituting elements including cloud platform and its applications. Finally elaborating the challenges of cloud computing implementations in Mobile applications and their possible solutions.

Keywords: *GPCS Global Public cloud services*

Introduction

The enabling technologies like 4G, HTML and CSS, Hypervisor, cloudlets and web 4.0 helps for expansion of Mobile Computing. Mobile applications can scale beyond the capabilities of any smart phone as in Mobile Phone industry. Mobile Network Providers are applying mobile cloud as a good option to avoid/make lesser probability of loss of data. In cloud computing, the sharing of information, applications and cost of computing is minimized without the obligation of costly and complex hardware and software. Hence cloud computing is an emerging concept, where the abstraction of technicalities from the end users furnish with the computational resources on demand. Cloud Computing for Mobile Devices providing data storage and processing outside the device as well as the techniques with the help of which Mobile devices are going to access applications being offered by theses clouds.

Figure Cloud Classification-1

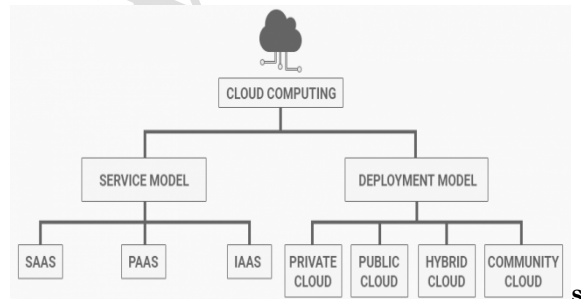| Service Model : Model	Description
Saas	1. It is a software delivery methodology. 2. highly scalable architecture 3. provides licensed multi tenant access to software 4. It is functioning remotely as a web based service 5. Usually billed based on usage.
IaaS	1. It is a virtualized environment, 2. multi tenant where the delivery of technology infrastructure as an on demand 3. scalable service typically billed based on the consumption that can be coupled with application support and Managed Services for Operating system.
PaaS	1.Multi tenant environments , 2.Highly scalable multi tier architecture 3.Providing all the facilities that needed to support the whole life cycle of building and delivering web applications and services entirely from the web. 4. In general applications must be developed with a particular platform in mind.

Figure Service Model-2
Figure Deployement Model -3

SaaS revenue is estimated to grow 23% in 2019 to reach $1.15 billion while IaaS spending is estimated to grow 22% in 2019

Table 1 India Public cloud Services revenue forecast 2018-2020 (Millions of US Dollars)

Segment	2018	2019	2020
Cloud application Infrastructure service(PaaS)	204	251	313
Cloud Application Service(SaaS)	935	1149	1396
Cloud Business Process(BPaaS)	178	213	261
Cloud Management and Service security	187	224	269
Cloud System Infrastructure	462	605	809

service (Iaas)			
Total Revenue	1965	2442	3048

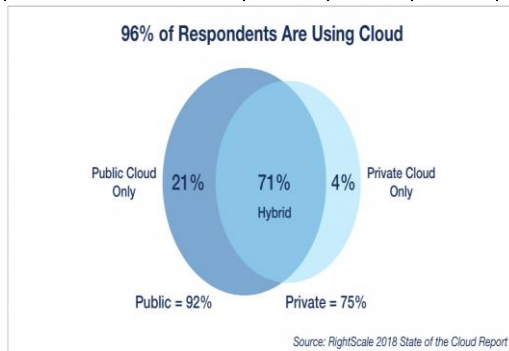**Figure:Cloud Report-4**

Depending on Security issues & corporate needs , customers can opt between private, public or

hybrid cloud deployment. GPCS market growth rate is expected to increase by 17% in year 2020.

Challenges and solutions of Cloud Computing

The principle substances have inconsiderable Degree of hassles so it is also an important aspect to take care about the events or situations, which challenges the implementation of cloud computing.

Table 2 Types of challenges in Cloud Computing

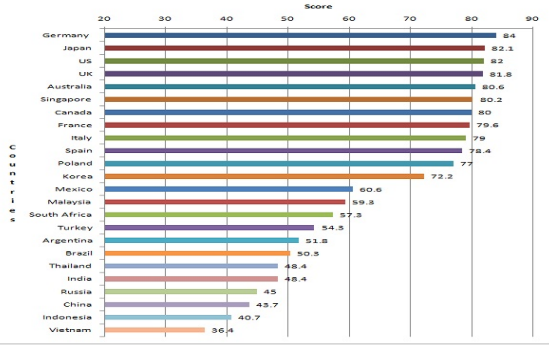| Types of challenges	Features	solutions
Challenges regarding Mobile Devices	Resource Poverty Limited energy source	Solution for limited resource/energy is to divide mobile application into major categories :-1.Dispay 2. Non display application. Non display application most fitted to being offloaded to cloud and some operations like to open an application, data input and displaying result of processing evidently need to run on device so this require display application
Challenges regarding security	Information assurance & operational security Privacy and confidentiality Malicious attack Network Monitoring Incident Response. Compliance and enforcement.	Recovery From misinformation/rumors, malicious attack, Data Spill are real world problems, Every cloud provider organizer must plan and develop some measures that can be implemented as a quick response.
Challenges regarding Mobile application Cloud Services	Interoperability Application Flexibility Mobile cloud Convergence	Parcel applications such that more computational part keep running on the cloud and remaining parts is connected to client Interface keep running on cell phone.
Challenges regarding Network	Wireless network Intrinsic challenges Various network access scheme Reducing network latency Lack of speedy internet access every where Bandwidth Seamless connection handover	Lack of formal set of standard at present, need to be followed for events and policies of implementation of cloud computing, regular audit trails and reporting are required also for storage and usage of data. Providers ought to build and certify cloud infrastructures to deal with the wants of regulated markets

Applications of Cloud Computing

Cloud Computing in Educational Institutes, E-governance, Health Sector, Agriculture. Applications fall into diverse areas including Natural language processing, image processing, sharing GPS sharing, Internet access, crowd computing, querying and multimedia search.

Figure Scorecard-5

Figure Scorecard Cloud Computing -6

Conclusion

Cloud Computing working as a segment of IT services for end users offering abundance of techniques to store, manage and process data using remote servers networks usually accessed over the internet, while minimizing the obstacles of technical expertise or costs. To get omnipresent and pervasive environment for Distributed Mobile Computing is the requirement of end users. Cloud can help by supplying portable applications, administration and conveying outcomes to end users as and when required in this context. Cloud solutions are simple to obtain, easier to scale up/Down as needed, don't require long term contract. For Successful implementation, proper planning and migration services are needed. We have analyzed that infrastructure; platform and software are three primary Models of cloud service market.
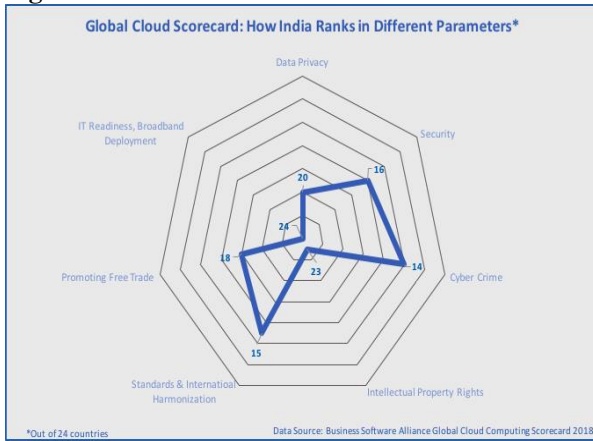
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Hughes's Obsession of War, Violence and Death

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Abstract
Since The emergence of Ted Hughes as a 20th century English poet, critics and readers of poetry find it hard to comprehend the form and spirit of his poetry. Hughes is a man of great knowledge, very rich in poetic expression and versatility. He has been called poet of Nature, poet of Man, poet of Animals, Poet of War, Violence and Death. In this paper effort is being made to concentrate on Hughes's obsession of war, violence and death.
Keywords: Violence, Animals, Obsession, War.

Like other 20th century poet's such as Eliot and Auden, Huge was also obsessed with war, violence and the permanent effect on the personality of human beings, but there is much difference between Hughes and other 20th century poet'. Eliot and Auden were affected by the social concerns of war were as Hughes was himself personally affected by the actual war. His father, William Hughes had participated in world war-I in the battle of Gallipoli, and was out of the seventeen lucky men who survived in the war. Hughes's Early poetry recalls the owe, violence grief and death of war. His poems "Bayonet charge", "Grief for Dead soldiers", and "Six Young Men", very vividly reflect the images that Hughes gathered from his father's actual experiences of war. William Hughes's incidence of fighting in World War 1 made a permanent imprint of Ted Hughes who was in those days a mere child. As a consequence of listening to his Father's account of war, Hughes became actually obsessed with war, violence and death. These early impressions impinged on the entire corpus of his poetry of war.

The poem "out" contains the poet's three reflections on the theme of war. The first impression is recorded with the first stanza of the poem out:

My father sat in his chair recovering From the four- year mastication by gunfire and mud Body buffeted wordless, estranged by long soaking In the colours of mutilation.(p.95)I

The second impression is that of his father's recovery: "His memories worried, immovable anchor among jaw- b- ones and blown off boots(95)"

The third scene titled Remembrace day paints the picture of a dead soldier (p.96) having good bye to his father and mother and his country England. (p.97). Through these three scenes Hughes paints a horrible picture of war and its devastating effect not only on his family but also our human beings at large.

The poem "Bayonet Charge"(p.30) draws a black and white picture of reality of war, a contrast between Idealism and realism patriotism and existensionalism dreams and realities all dwelling together in the mind of a newly recruited soldier. But all these dualities can be seen splitting and shattering when the soldier has to confront death in the face of war.

When the soldier of the "Bayonet charge" joined the army, his mind was stuffed with the idealism of patriotism, loyalty to the king, honour, and the maintenance of human dignity. But in the battlefield when a bullet struck him, he fell unconscious both of his existence and his idealism. After sometime when he recovered, "suddenly he awoke and was running" for life. He forgot the earlier practice of keeping himself in best turn out, and even in his "raw seamed hot khaki" dress, he stumbled across a field of clod to hide himself behind a green hedge. The enemy fired on the hedge also, with the result that the bullets smacked the soldier's belly. With his numb and smashed arm, he lugged his rifle: and "patriotic tear that had brimmed his eyes before, now went out, clean from his chest in the shape of the 'molten' iron shot". Idealism of the peace days now gone with the winds, the soldier was right in the midst of 'reality'.

"In bewilderment then he almost stopped"- and he was merely a fast running 'seconds' hand of the clock made of "the stars and the nations". He was running like a man who has jumped up in the dark and runs fast without getting conscious of why and where he runs. Then, as his blood got cold he stood like a statue for a while, was shot again and severely cut by shots he fell down on the ground like a wounded " yelling alarm " – with his mouth wide opened eyes standing out. This is how a single stroke of the reality shattered into pieces the golden dome of his idealism. As the poet tells:

Kind, honour, human dignify etcetera
Droppedlike luxuries in the yelling alarm To get out of thatblue cracking air His terror's touchy dynamite (p.30).

Through this light and shade picture of the soldier in war, Hughes intends to suggest that the reality if existence or of 'being' is much more powerful and cherish able than idealism of high sounding epithets like Patriotism, Nationalism, Martyrdom etc. These all are merely "luxuries of peace" which may drop in a "yelling-alarm" in the face of war. The idea of man's survival is the one and the only reality which he cannot part with under any circumstances. The existentialist principle that "the world exists because I exist" seems to be the central current of the poem.

In the poem "Six Young Men" Ted Hughes makes an old photograph the "objective co-relative" of what is working in his mind on the subject of war including the effect of the war on the twentieth century post-war generation.

The narrator holds a forty years old group photograph of " Six Young Men " who went to war and were all killed. When they were alive they were all together on the rolls of a single army unit. All the six stay young in the celluloid card of the photograph even after a long period of four decades since they had got themselves snapped. The paper of the photograph has turned pale – yellow –brown ("Ochre Tinged ") with the elapse of time, but their hands and faces are still without wrinkles. "Though their cocked hats are not now fashionable," their shoes still shine in conformity with the modern fashion. One of these six can be seen imparting an intimate smile; one is nibbling a blade of grass with a sense of complacency; One stands shyly, and one looks ridiculous as he stands with his " cocky-pride ". All the six got themselves group –photographed six months before the war broke out, and they were all killed in the war. Death is the central theme of this poem.

In the fourth stanza we are acquainted with what the poet calls the "war's worst (32):

Here see a man's photograph, The locket of his smile, turned over night, Into the hospital of the mangled last, Agony and hour see bundled in it.(p.32)

Now his mightier –than a man's dead body is engraved in the very soul where upon he stands smiling in the photograph. Now, it in the photograph that keep all the six" alive" while actually they are" Forty years rotting into soll."(p32)

The fifth stanza underscores the effect of the war on the modern man. The narrator who holds the dark yellow photograph of the six young men represents the twentieth century post-war generation. It is not the photograph he is holding in his hand, it is the image and terror of death that he holds, He admits that he is "not more alive than any of these six celluloid smiles, not is the pre-historic or fabulous beast more dead than him. But , the fact is that he lives under a spell of " permanent horrors" of war. It is not the narrator but the twentieth century post-war society which is neither more living than the celluloid figures nor less dead than them, but merely existing under the persistent fear of war death. Like "Bayonet Charge" this poem is also full of similes , metaphor,

In his poetry of war, is Hughes's special interest in violence. For example in Bayonet Charge we witness" Bullets smacking the belly out of the six" (p.30) and of green hedge that dazzled with file fire"(p.30).Later in the poem we are made to visualize a solider " plunging past with his bayonet towards the green hedge, " and forgetting past with human dignity, etcetera.

Violence is certainly one of the dominant themes in the war poetry of Ted Hughes . This poet is fascinated by violence; he is fascinated by all kinds of violence –violence in love as well as in hatred, violence in the jungle , violence in the arena, violence in a battle , and violence in the form of murder and sudden death. But in Hughes's eyes, violence through painful and very often fatal, is also a guarantee of energy and of life. When Hughes looks at the caged jaguar , hurrying enraged through prison-darkness, he finds victory in the beast's untamed will: "His stride is wildernesses of freedom ," The cage is no more a cage to this beast than a prison-cell is to a visionary or an idealistic dreamer. Beast and visionary are liked together by Hughes because the

will of both of them triumphs over the circumstance in which they exist. In The Martyrdom of Bishop Farrar(p.33). Hughes goes further, and finds triumph in a moment of martyrdom, here we find that the fire burns the muscles and the bones of a man but that his sprint rises superior to his suffering. The bishop's victory is one of pure stoicism, creating in the flames a timeless moment of glory. The spirit of the man continues to live long after his flesh has been consumed.

The theme of violence finds a most vivid expression in the animal poems of Hughes. The Jaguar , Second Glance at a Jaguar , Pike ; Hawk Roosting; All these poems depict the cruelty , the fierceness and the violence which are inseparable from the world of Nature. Hughes sees even more clearly and unambiguously than Tennyson did: "Nature red in tooth and claw." In Jaguar, for instance, we are made to visualize a beast hurrying enraged through prison darkness, not in boredom, but with a stride which represents vast, unlimited freedom. By contrast with the fierceness of a caged jaguar, the boa-constructor's coil is a fossil. In Pike, we are told that the pike-fish are "Killers from the egg", meaning that there is basic to their nature. A pike-fish would kill eat up one of its own tribe if it can get nothing else to satisfy its appetite. "And indeed they spare nobody," meaning that the pike –fish makes no distinction when it comes to eating. No poet of the past had been able to convey the murderousness of Nature with such economy and such effect as Hughes has done through these poems. In Hawk Roosting, the bird says to himself: "I kill where I please because it is all mine. (p.43) And he further says: "My manners are tearing off heads In Thrushes we read that these birds move about with "a bounce and stab.(p.57) To catch hold of some insect in the grass, and that they do so without the least delay or hesitation. The cruel hunger of the thrushes reminds the poets of the shark's mouth which bites its own tail. The thrushes posses a "bullet and automatic purpose " which impels them to accomplish their brutal function. For his dealing

with the fierce aspect of Nature crites feel that violence is the central concern of Ted Hughes. Margaret drabble says, "Hughes's stress on the physical, animal and sub conscious is in marked contrast to the urban tone of the Movement and his poetry hailed as vital and original has also been described as excessively brutal and violent". But Hughes does not admit this charge of violence. He says: "My poems are nor about violence but vitality, animals are not violent. They are so much more completely controlled than man". But Hughes can not be absolved of the charge of the violence. What he calls vitality is a part of his obsession of War, Violence and Death. In "Six Young Men" which is about the photograph of six young men who went to war and were "Killed" is primary a poem about death. The poem Grief for the Dead Soldiers" is another poem about the death of soldiers in action. Of course Hughes theme of death is depicted as a part of bravery, But in all poems of death cruelty and violence are kept in the forefront. Death in Hughes is to be found everywhere in the form of actual death of animals or men. More than this is the fear of death is a permanent fear that is seated in the psychology of the poet.

Anthropologists, Archaeologist, Animal love Hughes is also temperamentally interested in human psychology in which he is obsessed with war, violence and death.

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भारतीय संविधानः एक ऐतिहासिक परिचय

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प्र"ासनिक परिवर्तनों एवम् संवैधानिक विकास की दृष्टि से 19वीं0 और 20वीं0 सदीं भारत के लिये आमूल परिवर्तन वाली शताब्दी सिद्ध हुई। इसी दौरान प्रारम्भ से ही ऐसी राजनैतिक परिस्थितियाँ बनती जा रही थी, जिससे भारतीय जनता को सन्तुष्ट करने के लिये महत्वपूर्ण संवैधानिक सुधार करने पडेंगे। गोखले ने भी 1907 में वायसराय की कार्यकारिणी परिषद के अपने भाषण में कहा था कि सरकार के द्वारा तात्यकालीन परिस्थितियों का सही मूल्यांकन नहीं किया जा रहा है। भारतीय गणतंत्र का संविधान जनता के मान्य प्रतिनिधियों के अनुसंधान और विचार–विम"र्श के परिणामस्वरूप जन्मा है। वर्तमान संविधान पिछली दो शताब्दियों के संवैधानिक दस्तावेजों से भिन्नता रखता हैं क्योंकि वर्तमान संविधान लोगों ने प्रभुत्व सम्पन्न संविधान सभा में अपने प्रतिनिधियों के माध्यम से स्वयं बनाया। प्रतिनिधि सभा का यह विचार सबसे पहले महात्मा गाँधी ने रखा जब उन्होंने कहा था ''स्वराज्य अंग्रेजों का मुफ्त उपहार नहीं होगा।'' यह भारतवर्ष की पूर्ण अभिव्यक्ति होगी। यह ठीक है कि इसकी अभिव्यक्ति संसद के एक कानून द्वारा होगी, परन्तु वह भारतीयों की घोषित इच्छा का "िष्टाचार के नाते अनुमोदन मात्र होगी। होमरूल आंदोलन की प्रमुख नेता श्रीमति ऐनी बेसेन्ट ने भी मांग रखते हुये कहा था कि भारत के लिये संविधान का निर्माण भारतीयों द्वारा ही होना चाहिये।

आर0पी0दत्त के अनुसार भारत में इस संवैधानिक क्रांति की शुरूआत 1773 के रेग्यूलेटिंग एक्ट द्वारा हुई। 18वीं0 शताब्दी में कम्पनी द्वारा भारी मात्रा में कमाया गया धन ही ब्रिटेन में औद्योगिक क्रांति लाने में सहायक सिद्ध हुआ। अब सभी कम्पनी विरोधी हितों ने शक्ति"ाली बनने के लिये अपने को संगठित किया। प्रसिद्ध इतिहासकार एडम् स्मिथ के 1776 ई0 में अपनी पुस्तक ं मंसजी वि"छंजपवदेष में मुक्त व्यापार का समर्थन किया। 1782–83 के यह मांग हाउस ऑफ कॉमन्स की प्रवर समिति के समक्ष लाई गई। इसी के परिणामस्वरूप समय–समय पर भारत में 1773, 1784, 1813, 1833, 1853, 1858, 1909, 1919, 1935 आदि महत्वपूर्ण नियमों अधिनियमों से भारतीय संवैधानिक विकास हुआ। अतः वर्तमान भारतीय गणतंत्र का संविधान किसी राजनैतिक क्रांति का परिणाम न होकर जनता के प्रतिनिधियों का विचार–विम"र्श का परिणाम है।

रेगुलेटिंग एक्ट, 1773 ई0ः ब्रिटि"ा ईस्ट इंडिया कम्पनी ने 1757 ई0 में प्लासी की लडाई एवं 1764 ई0 में बक्सर के युद्ध के प"चात् बंगाल पर अपना पूर्णतः प्रभुत्व स्थापित कर लिया। इसी के परिणामस्वरूप उन्हें बंगाल, विहार , उडीसा की दीवानी भी प्राप्त हो गइ। अब कम्पनी का स्वरूप व्यापारिक से राजनैतिक भी हो गया। अब कम्पनी के सामने सबसे बडी समस्या प्र"ासन की थी। भारत में शांति और सुरक्षा स्थापित कर कम्पनी के व्यापार को उन्नत करना तथा अधिक लाभ उठाना– यह उद्दे"य सदैव कम्पनी के सम्मुख रहा। इसी उद्दे"य को ध्यान में रखकर कम्पनी ने बंगाल में खुली लूट आरंभ कर दी। मात्र प्लासी युद्ध में अंग्रेजों को लगभग एक करोड़ बीस लाख रू0 मिले। जिसमें लार्ड कलाईव को निजि भेंट के रूप में 2 लाख 30 हजार पाउंड दिये गये। इसी युद्ध ने अंग्रेज सैनिकों कर्मचारियों व अधिकारियों को मालामाल कर दिया। इस सभी के परिणामस्वरूप ब्रिटि"ा उद्योगपतियों ने अपने हितों के लिये कम्पनी पर खुली लूट, भ्रष्टाचार एवं ब्रिटेन की सभ्यता संस्कृति को बदनाम करने का आरोप लगाना आरंभ कर दिया अतः ब्रिटि"ा पार्लियामेन्ट ने कम्पनी को नियंत्रित करने के लिये समय –2 पर अनेक नियम अधिनियम पारित किये। जिसमें 1773 ई0 का रेग्यूलेटिंग एक्ट प्रथम अधिनियम था।

1773 ई0 के एक्ट के अनुसार बंगाल के गर्वनर को गर्वनर जनरल तथा बंबई व मद्रास के गर्वनर इसके अधीन कर दिये। कलकत्ता में एक न्यायधी"ा व 3 अन्य न्यायधी"ाों के साथ एक सुप्रीम कोर्ट की स्थापना कर दी गई। कम्पनी के अधिकारियों को निजि व्यापार, भेंट दान या ईनाम लेने पर रोक लगा दी। ब्रिटेन लौटने पर अधिकारियों को सम्पत्ति ब्यौरा देना अनिवार्य कर दिया। लेकिन इस सबके बावजूद यह एक अधूरा एक्ट था। यह एक भारत के संवैधानिक इतिहास में ब्रिटि"ा संसद का पहला एक्ट था। जिससे भारत में एकात्मक शासन की नींव पडी जो 1935 तक चलती रही।

भारत सरकार अधिनियम 1858ः उदारवादी सुधारवादी एवं संसदीय शासन के समर्थक बार–बार यह मांग कर रहे थे कि कम्पनी जो भारत में लूट रही है, जिसका उद्दे"य लाभ कमाना है। भारत जैसे वि"ाल दे"ा का शासन नहीं सौंपा जाना चाहिये। 1857 ई0 के विद्रोह एवं विभिन्न अधिनियमों के माध्यम से भारत में कम्पनी के शासन का अन्त करके सीधे क्राउन के हाथ में सत्ता हस्तांतरित कर दी गई।6 कीथ के अनुसार 'विद्रोह का सारा उत्तरदायित्व कम्पनी के माथे मढा गया और इनके शासन का विना"ा अव"यमआवी हो गया'' जे0एस0मिल' ने भी कम्पनी पक्ष में कहा संचालक–मण्डल के सदस्य अनुभवी, राजनीतिज्ञ एवं निर्दलीय होने के कारण कार्यों का सम्पादन निष्पक्ष रूप से करते हैं। संसदीय नियंत्रण संचालक मण्डल से अधिक प्रभावी नहीं हो सकता। लार्ड पामर्स्टन मिल के तर्क से सहमत नहीं हुआ और कहा संसदीय नियन्त्रण एक उत्तरदायी संस्था है और यह प्रभावी भी हो गई। अन्त में 30 मार्च 1858 को स्टैनली द्वारा चौदह प्रस्तावों को लोकसभा में पास किया।

1858 का अधिनियम भारतीय संवैधानिक विकास में आमूल परिवर्तन एवं महत्वपूर्ण अधिनियम के रूप में स्वीकारा है। यह ब्रिटि"ा पार्लमेंट का, ब्रिटि"ा सरकार का द्वारा सीधा भारत का शासन चलाने वाला अधिनियम था। इसमें दे"ा के प्र"ासन में जनता का कोई स्थान नहीं था। अधिनियम का इतिहास सम्राट के नियन्त्रण का धीरे–धीरे ि"थिलीकरण एवं उत्तरदायित्वपूर्ण सरकार के उत्क्रमण का इतिहास है। अब शासन बोर्ड ऑफ कंट्रोल एवम् कोर्ट ऑफ डायरेक्टर्स के स्थान पर सेक्रेटरी ऑफ स्टेट फार इण्डिया एवं 'इण्डिया कौंसिल को सौंपा दिया गया। इण्डिया कौंसिल के 15 सदस्य जो सात सदस्य कोर्ट ऑफ डायरेक्टर्स द्वारा एवं आठ सदस्य सम्राट द्वारा नियुक्त किये जाते थे। ये तब तक पद पर नियंत्रण भारत पर पडने की बजाय कम हो गया। क्योंकि सारी शक्ति भारत मंत्री पास चली गई जो सीधे तौर से वायसराय से संबंध रखता था।9 बना रहते थे जब तक उनका आचार–व्यवहार आचरण ठीक हो। 'इण्डिया कौंसिल, एक अराजनीतिक एवम् असैनिक संस्था थी जिस पर इंग्लैंड की सत्ता परिवर्तन का कोई असर नहीं पड़ता था। यही गर्वनरों एवं गवर्नर –जनरल की परिषद के सदस्यों की नियुक्ति का अधिकार रखती थी। 1858 अधिनियम की यह बात महत्वपूर्ण है कि अब ब्रिटि"ा संसद का भारतीय परिषद अधिनियम 1909–1909 के अधिनियम से पूर्व लोर्ड कैनिंग ने भारतीय लोकमत से घनिष्ठ संबंध स्थापित करने के विषय में सोचा। वेवई गवर्नर सर वार्टल फरेरै अनुसार ''जब तक तुम्हारे हाथ में कोई बैरोमीटर या सुरक्षा साधन नहीं होगा। तब तक तुम्हें खतरनाक विस्फोटों का खतरा बना ही रहेगा'' अर्थात् गर्वनर–जनरल की विधान परिषद की कार्यविधि दोषपूर्ण थी। इसमें कोई भी गैर सरकारी भारतीय एवं यूरोपियन सम्बन्धित न था, यह भारत के भिन्न–2 भागों से भी अनभिज्ञ थी। परिणामस्वरूप इण्डियन कौंसिल एक्ट 1861 इन्हीं कमियों को दूर करने के लिये पारित किया गया। फिर 1885 ई0 में कांग्रेस ने अपने प्रथम सत्र में ही बजट पर चर्चा एवं कौंसिलों में काफी अनुपात में चुने हुये सदस्यों को शामिल कर उससे सुधार एवं विस्तार की मांग की'' लेकिन प्रधानमंत्री सैलिसवरी के अनुसर 'चुनाव की मांग को मानना अपने शत्रु को शस्त्र देने के समान था''

फिर भी 1888 की कमेटी के आधार पर भारत के महत्वपूर्ण हितों व"ानुगत कुलीन, जमींदार , व्यापारी और पे"ेवर वर्ग, बागान मालिक एवं स्थायी प्र"ासन के हित आदि को भारतीय कौंसिल अधिनियम 1892 के आधार पर दिये गये।

1909 के मार्ले–मिन्टो सुधार अधिनियम के द्वारा केन्द्रीय तथा प्रान्तीय विधान मण्डलो का आकार तथा शक्तियाँ बढ़ाई गई। केन्द्रीय विधानमण्डल में अब अतिरिक्त सदस्यों की अधिकतम संख्या 60 कर दी गई। पृथक मुस्लिम निर्वाचक मण्डलो में मद्रास, बबई, संयुक्त प्रान्त बिहार, उड़ीसा एवं बंगाल आदि को बांट दिया गया। अब सदस्यो को केन्द्रीय एवं प्रान्तीय विधानमण्डलो में वाद–विवाद, प्र"न पूछने, करो में संसोधन, बजट पर बहस आदि का अधिकार मिला लेनिक सीमित मताधिकार, अप्रत्यक्ष चुनाव,

विधान परिषद की सीमित शक्तियाँ ने प्रतिनिधि सरकार को खिचड़ी सा बना दिया । पण्डित जवाहर लाल नेहरू ने कहा ''इनसे उनके चारों और एक राजनीतिक प्रतिरोध बन गया जिन्होंने उन्हें शेष भारत से अलग कर दिया जिससे शताब्दियों से आरंभ इस एकत्व तथा मिलने की और किये गये सभी प्रयन्नो को उलट दिया–'' अतः मुसलमानो को उनकी संख्या से कही अधिक प्रतिनिधित्व दे दिया गया । इससे अन्य धार्मिक शक्तियां भी खड़ी हो गई सिखो ने भी अपने अधिकारो की लड़ाई जारी की जो 1919 के अधिनियम में मिल गई । गांधी जी ने कहा ''मिन्टो–मार्ले सुधारो ने हमारा सर्वना"ा कर दिया है'' स्वंय मार्ले ने मिटो को भी लिखा भी था कि 'पृथक निर्वाचन मण्डल स्थापित करके हम नाग के दांत बो रहे है और इसका फल भीषण होगा'' इससे ऐसी परिस्थितिया आ गई कि विधानमण्डल तथा कार्यकारिणी के बीच कटुता बढ़ गई और अंग्रेजी सरकार तथा भारतीय समुदाय के बीच वैमनस्य बढ़ गया।1909 का अधिनिमय में सांप्रदायिक प्रतिनिधित्व पूर्णतः ब्रिटि"ा दिमाग की उपज थी, मुसलमानो के दिमाग की नहीं। ब्रिटि"ा प्रधानमंत्री रैम्जे मैक्डोनल्ड ने भी यह स्वीकारा था कि ''पृथक सांप्रदायिक प्रतिनिधित्व की मांग को शुरू करवाने तथा उसको लागू करवाने का श्रेय ब्रिटि"ा दफ्तर"ाही को जाता है।'' इस प्रकार लार्ड मिन्टो भारत में 'मुस्लिम साम्प्रदायिकता का जनक' बन गया ।

भारतीय भाासन अधिनियम 1919ः हमारे संविधानिक विकास में एक नये दौर के आरंभ का सूचक था जिसकी वि"ोषता थी उत्तरदायी शासन की प्रगति13 इसी लोकप्रिय मांग के उत्तर में ब्रिटि"ा सरकार ने 20 अगस्त 1917 को यह घोषणा भी की कि हिज मैजेस्टी की सरकार की यह नीति है–कि ''प्र"ासन की प्रत्येक शाखा में भारतीयो को अधिकाधिक सम्मिलित किया जाये और धीरे–2 स्वतंत्र संस्थाओ का विकास किया जाये जिससे ब्रिटि"ा साम्राजय के अविभाज्य मार्ग के रूप में ब्रिटि"ा भारत में उत्तरदायी सरकार की स्थापना की जा सके।''14 मांटेग्यू योजना भारतीयो के लिये झगड़े की जड़ सिद्ध हुई। जिस प्रर्याप्त बलिदान, संघर्ष के प"चात भारतीयो में जो एकता स्थापित हुई थी वह पुनः विभाजित हो गई । इस अधिनियम के पारित होने के कही कई कारण थे। मार्ले–मिटों सुधारो का त्रुटिपूर्ण होना, उदारवादियो को खु"ा और उग्रवादियो को कुचलना, 1909 के प"चात अंग्रेज–मुसलमानो के संबंध फीकें पड़ने लगे थे, जिस 1909 के बिल ने मात्र मुसलमानो में साम्प्रदायिकता का वीजा रोपण किया था अपीत अब उसे आगे बढ़ाकर मुसलमानो, सिखो, ईसाईयो तथा आग्ल–भारतीयो को भी वि"ोष प्रतिनिधित्व प्रदान किया जाना था। अतः इन सब कारणो से इन सुधारो की आव"यकता पड़ी। मूलतः इन सुधारो में प्र"ासन में भारतीयो का संपर्क बढ़ाना, साम्राज्य को अभिन्न अंग बनाना, स्व"ासन संस्थाओ का विकास करना और कब कितनी प्रगति हो इसका निर्णय ब्रिटि"ा संसद के ही हाथ में रहेगा दूसरे शब्दों में भारतीय लोगो के कल्याण एवं प्रगति की जिम्मेवारी ब्रिटि"ा संसद की ही होगी।

1935 का अधिनियमः 1919 के अधिनियम से भारतीय सन्तुष्ट नहीं थे। कांग्रेस ने इसके द्वारा किये गये सुधारो को 'अपर्याप्त– असन्तोषजनक तथा निरा"ाापूर्ण कहा' इसी कारण ब्रिटि"ा सरकार ने समय से पूर्व साइमन कमी"ान भारत भेजना पड़ा साथ ही भारत सचिव लार्ड ब्रैकहेड ने भारतीयो को सर्वमान्य संविधान बनाने की चुनौती दी और 8 सदस्दीय पण्डित मोती लाल नेहरू समिति ने 'नेहरू रिपोर्ट' प्रस्तुत की जिसको जिन्ना के अस्वीकार कर दिया । अन्त में लंदन में हुये गोलमेज सम्मेलनो में भारत के भावी संविधान की रूपरेखा पर हुये विचार विम"ा को इंग्लैंड की सरकार ने '"वेत पत्र' के रूप में प्राका"ित किया। इसी रिपोर्ट के आधार पर ही 1935 ई. का भारतीय अधिनियम पारित किया गया। इस अधिनियम की मुख्य धाराओ में संघीय विधान, केन्द्र में द्वैध"ाासन, प्रान्तीय स्वतन्त्रता, गर्वनर –जनरल की वि"ोष शक्तियां, संघीय न्यायालय एवं पार्लियामेन्ट का नियन्त्रण आदि थे। इस तरह 1935 के अधिनियम के गुण कम दोष अधिक थे। इसी कारण जिन्ना के इस अधिनियम की कटु आलोचना की तथा कहा''1935 का अधिनियम पूर्णतः सड़ा हुआ, मौलिक रूप से खराब तथा पूर्णत अस्वीकारणीय है।

''प0 जवाहर लाल नेहरू ने इस अधिनियम का वि"लेषण करते हुए कहा इस अधिनियम का संघात्मक ढांचा इस प्रकार बनाया गया है कि वास्तविक उन्नति करना असम्भव है।'' सच रूप में तो यह अधिनियम अंग्रेजी सरकार तथा राजाओं, जमीदारो तथा अन्य प्रतिक्रियावादी संस्थाओ के मध्य सम्बन्धो को दृढ़ करता है । इस अधिनियम से तो अंग्रेजो की विजय और भी शक्ति"ााली हो गई।

निष्कर्शः रूप से स्पष्ट है कि 19वी शताब्दी भारतीय संवैधानिक विकास की दृष्टि से आमूल परिवर्तन करने वाली रही। साथ ही भारतीय संविधान निर्माता संविधान निर्माण करते समय अन्य दे"ाो के संविधानो, कानूनो, लेखो तथा संवैधानिक परम्पराओ एवं प्रयोगो से अव"य ही प्रभावित रहे हैं। डॉ0 आर0 पी0 शर्मा के अनुसार 'हमारे संविधान निर्माताओं ने कभी भी यह दावा नहीं किया कि कोई मौलिक संविधान बनाएंगे वे तो एक व्यवहारिक संविधान बनाना चाहते थे। इस संविधान के निर्माण संबंधी जानकारी हमें कांग्रेस के प्रस्तावो से भी होती है ''यदि भारत को आत्म निर्णय का अवसर मिलता है तो भारत के सभी वर्गो के लोगो की एक प्रतिनिधि सभा बुलाई जानी चाहिये जो सर्वसम्मत संविधान का निर्माण कर सके वही संविधान सभा होगी।'' 1935 के अधिनियम की इतनी महत्ता थी कि युद्ध समाप्त होने के प"चात इसी के अन्तर्गत प्रान्तो में चुनाव हुआ और लोकप्रिय मन्त्रीमण्डल भी बने। इसी बीच 1947 का भारत स्वतन्त्रता अधिनियम बना और भारत आजाद हो गय। यहां तक की 26 जनवरी

1950 को स्वतन्त्र भारत का संविधान लागू होने तक कुछ सुधारो, संसोधनों के साथ 1935 के अधिनियम के अनुसार ही भारत का शासन चलता रहा। स्वतन्त्र भारत के नवीन संविधान एवं शासन व्यवस्था पर इसका स्थायी प्रभाव पड़ा । वस्तुतः नवीन संविधान के बहुत से अं"ा 1935 के अधिनियम से ही लिये गये है।

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18. वहीं ।
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प्राचीन काल से आधुनिक काल तक भारतीय नारी

कमलेश
प्रो॰ सहायक,इतिहास विभाग
D.A.V. शताब्दी कॉलेज,एनएच 3,फरीदाबाद।

भारतीय सामाजिक व्यवस्था में स्त्रियों का महत्वपूर्ण स्थान रहा है। वह मनुष्य के जीवन को सुख और समृद्धि से पुंजित करती आई है। प्राचीन हिंदू समाज में उसका चरित्र आदर्शात्मक एवं मर्यादा युक्त था। वह एक पुत्री, वधू, पत्नी तथा माता के रूप में सर्वदा ही पूजनीय रही है। लेकिन समय के साथ-साथ उसकी स्थिति में कुछ अच्छे एवं कुछ बुरे परिवर्तन भी हुए हैं।

वैदिक युग से अब तक नारी के अधिकारों में अनेक उतार-चढ़ाव आए हैं । वैदिक युग में उसे अपना पति स्वयं चुनने का पूरा अधिकार था। ऋग्वेद के एक मंत्र में कहा गया है ़़है दुल्हन ! तुम्हारे पति के घर में शुभ आगमन हो और तुम हमारे घर तथा जानवरों को वरदान दो” दूसरे मंत्र में कहा गया ़़है वधू ए तुम सास, ससुर, ननद और देवरो की महारानी बनो।” समाज में एक विवाह ही प्रचलित था। विधवा विवाह का भी प्रचलन था। इस काल में स्त्रियां शिक्षित होती थी। इस काल में घोषा, अपाला, गार्गी, लोपामुद्रा आदि ऐसी स्त्रियां थी जिन्होंने वैदिक मंत्रों की रचना की थी। आजीवन कुंवारी रह कर शिक्षा प्रदान करने वाली स्त्रियों को ब्रह्मवादिनी कहा जाता था। पुरुषों की तरह वह समाज का एक स्थाई अंग थी। ऋग्वेद से विदित होता है कि शिक्षित कन्या की प्राप्ति के लिए विशेष अनुष्ठान किए जाते थे। स्त्री भी ब्रह्मचर्य का पालन करते हुए विदुषी बनती थी। वैदिक काल में स्त्री प्रशासन में भी भाग लेती थी। सभा और समिति, जो उस काल की दो महत्वपूर्ण राजनीतिक संस्थाएं थी, स्त्रिया इनकी बैठकों में भाग लेती थी। वह पटरानी तथा महिषी के रूप में राज दरबार में प्रतिष्ठित थी, जो उसकी राजनीतिक चेतना का ज्ञान कराता है। लेकिन इसके बाद उसके सम्मान में लगातार गिरावट आती गई। शुद्धता और पवित्रता के नाम पर वैदिक मंत्रों का उच्चारण अब वह नहीं कर सकती थी। सूत्रों और स्मृतियों के काल में आकर उसकी स्थिति और भी ज्यादा खराब हो गई। अनेक प्रकार के प्रतिबंध लगाकर उसके जीवन को कई अवस्था में बांट दिया गया तथा उस पर पिता, पति और पुत्र का नियंत्रण थोप दिया गया। ़़पिता रक्षति कौमार्य, भर्ता रक्षति योवने, रक्षन्ति स्थविरे पुत्रा न स्त्री स्वतान्त्रिया अर्हति।” मनु स्मृति में इस मंत्र का उच्चारण किया गया है यद्यपि गुप्त युग में स्त्री की स्थिति में फिर से थोड़ा सा सुधार हुआ। वह संस्कृत पढ़ सकती थी तथा कृष्ण की पूजा कर सकती थी। यहां तक कि वह कन्या शक्ति के रूप में भी प्रतिष्ठित हो चुकी थी। शाक्त धर्म के प्रभाव के कारण उसे गौरी और भवानी के रूप में पूजा गया चंद्रगुप्त की बहन राज्यश्री जब अपनी माता के गर्भ में आई तो बाणभट्ट ने उसका इस प्रकार वर्णन किया है । “देवी यशोमती ने देवी राज्यश्री को उसी प्रकार गर्भ में धारण किया जिस प्रकार नारायणमूर्ति ने वसुधा को किया था ।”

पूर्व.मध्यकाल तक आते-आते उस पर अनेकों नियंत्रण लगा दिए गए तथा वह पूर्ण पुरुष के अधीन कर दी गई। उस समय भारत पर बाह्य आक्रमण होने शुरू हो गए थे। यह आक्रमणकारी भारतीय स्त्रियों को ललचाई नजरों से देखते थे, तथा उनके साथ गलत व्यवहार करते थे। राजपूतों में जौहर के प्रचलन में काफी हद तक इन्हीं आक्रमणकारियों का योगदान है। अलाउद्दीन खिलजी पद्मावती पर इतना मुग्ध था कि वह उसे पाने के लिए कुछ भी करने के लिए तैयार हो गया। जब राजा रतन सिंह युद्ध में वीरगति को प्राप्त हो गए तो उसके बाद पद्मावती ने अपने शील की रक्षा करने के लिए राज्य की अन्य महिलाओं के साथ जौहर कर लिया। धीरे-धीरे सती और जौहर प्रथा ने स्त्री को जिंदा जलने पर मजबूर कर दिया । प्राचीन और आधुनिक काल की तुलना में मध्यकालीन भारतीय स्त्री की स्थिति बहुत ही ज्यादा दयनीय थी और इसका सबसे बड़ा कारण था विदेशियों, खासकर मुसलमानों, के आक्रमण और उनका शासन ।

।मध्यकालीन मीरा, स्त्री स्वतंत्रता का सबसे बड़ा उदाहरण है। 28 वर्ष की आयु में ही विधवा हो गई और भगवान श्री कृष्ण को अपना पति मान कर उनकी भक्ति में लीन होकर, साधु-संतों की संगति में रहने लगी। परिवार का विरोध होने पर भी उसने लोग लाज को त्याग दिया तथा राज महल की सभी मर्यादाओं को तोड़ दिया । यह नारी के विकास में एक क्रांतिकारी कदम था। प्रेम दीवानी मीरा पुरुषों से कभी नहीं डरी। उसने राज परिवार की मान मर्यादा तथा प्रतिष्ठा का ध्यान नहीं रखा और वह कृष्ण के सम्मुख नाचती है और गाती है, ़़श्री गिरिधर आगे नाचूंगी, नाच नाच पिव रसिक रिझाऊं, प्रेमी जनकू जांचूंगी, प्रेम प्रीति की बांधी घुंघरू, सुरत की कछनी काछुंगी, लोक लाज कुल की मरजादा या मे एक न राखूंगी, पिव के पलंगा जा पोढुंगी ए मीरा हरी रंग राचूंगी।”यह मीरा के रूप में धार्मिक परंपराओं तथा राजनैतिक सामंतवाद के खिलाफ नारी का विद्रोह था। सख्त विरोध के बावजूद मीरा साधु-संतों की संगति में रहती थी । गलियों में नाच नाच कर हरि भजन गाती थी। मर्यादा भंग करने पर उसे जहर पिलाया गया जो अमृत बन गया । सांप की माला फूलों की माला बन गई । मीरा के पदों में सामाजिक बाधाओं की गूंज सुनाई देती है लेकिन साथ-साथ नारी स्वतंत्रता की भी मध्यकालीन भारत में मुक्ताबाई जो वरकारी संप्रदाय के प्रवर्तक संत ज्ञानेश्वर की बहन थी, समाज की रूढ़ियों तथा अवधारणा के खिलाफ आवाज उठाने में अद्भुत साहस का परिचय दिया। मुक्ताबाई समाज में पुरुषों के वर्चस्व तथा अहंकार को स्वीकार करने के लिए तैयार नहीं थी एक बार उन्होंने संत नामदेव को अभिमान होने के कारण भरी सभा में उनका अपमान कर दिया था

दरअसल मुक्ताबाई का विद्रोह एक स्त्री के नजरिए से काफी सराहनीय महत्व रखता है।

रानी लक्ष्मीबाई को कौन नहीं जानता जिन्होंने स्त्री शक्ति तथा दृढ़ता का उदाहरण प्रस्तुत किया। १८५७ के विद्रोह में २२ वर्षीय लक्ष्मीबाई ने स्त्री शक्ति की चमक दिखाई थी। रानी लक्ष्मीबाई ने विपरीत परिस्थितियों से विचलित हुए बिना अद्भुत शौर्य का प्रदर्शन किया। उन्होंने अपनी दासियों को घुड़सवारी, तलवार चलाना, बंदूक चलाना तथा बरछी चलाना सिखाया। लक्ष्मीबाई का कथन था कि स्त्रियां यदि दृढ़ता का कवच पहन ले तो दुनिया का ऐसा कोई पुरुष नहीं है जो उनकी मर्यादा को भंग कर सकें। इस प्रकार लक्ष्मीबाई ने देश की महिलाओं के सामने आजादी में भाग लेने के लिए प्रेरणा का काम किया ।

स्त्री स्वतंत्रता तथा सामाजिक एवं धार्मिक आंदोलन:
आधुनिक काल की शुरुआत में समाज सुधारकों तथा धर्मसुधारको द्वारा चलाए गए आंदोलनों ने भी नारी स्वतंत्रता के विकास का मार्ग प्रशस्त किया। राजा राममोहन राय पहले ऐसे समाज सुधारक थे जिन्होंने सबसे पहले स्त्री शिक्षा की वकालत की, बहु विवाह का विरोध किया तथा विधवाओं की दशा पर खेद जताया। अपनी विधवा भाभी की हालत देखकर, सामाजिक कुरीतियों से क्रुद्ध हो गए और इस बात को लेकर उनका अपने परिवार से भी झगड़ा हो गया, जिस कारण उन्हें अपने ही घर से निष्कासित कर दिया गया। १८२६ में उन्हीं के प्रयासों से सती जैसी कुप्रथा पर कानूनी रोक लगा दी गई। ईश्वरचन्द्र विद्यासागर ने तो अपना पूरा जीवन ही स्त्री सुधार के लिए समर्पित कर दिया । उनका मानना था कि समाज में जब तक स्त्री की स्थिति खराब रहेगी, तब तक वह समाज उन्नति नहीं कर सकता। वे स्त्री-पुरुष भेदभाव की भी हमेशा खिलाफ थे। नारी के अधिकारों को लेकर उन्होंने एक अभियान चलाया। बहु विवाह पर रोक, विधवा विवाह तथा स्त्री शिक्षा के लिए उनका योगदान अविस्मरणीय है। उन प्रयासों से ही १८५६ में विधवा विवाह कानून पारित किया गया, जो कि एक युगांतकारी कदम था। विधवाओं की दयनीय स्थिति को सुधारने में इस कानून का बहुत बड़ा योगदान था। स्त्री शिक्षा के लिए भी ईश्वर चंद्र विद्यासागर ने लगातार कोशिश की । वे स्वयं कोलकाता फीमेल स्कूल के सचिव थे। केशव चंद्र सेन भी विधवा विवाह तथा स्त्री शिक्षा के लिए जबरदस्त वकालत की । केशव चंद्र का मानना था कि यदि हमें भारत की हैसियत अन्य राष्ट्रों के समकक्ष लानी तो हैं तो हमें अपनी महिलाओं को अज्ञान एवं अंधविश्वास के मकड़जाल से बाहर निकालना होगा।

पंडिता रमाबाई ने नारी को संगठित करने में सबसे बड़ी भूमिका निभाई।रमाबाई ने गरीबी में अपनी मां से ही मौखिक शिक्षा प्राप्त की थी। रमाबाई ने संस्कृत, मराठी, बंगाली तथा अंग्रेजी का गहन अध्ययन किया। संस्कृत में उनकी विद्वता के लिए उन्हें सरस्वती की उपाधि से नवाजा गया। १८८२ में रमाबाई "स्त्री धर्म नीति" किताब लिखी जिसमें उन्होंने स्पष्ट किया कि भारतीय नारी अतीत के गौरव की गाथा से संतुष्ट नहीं हो सकती। स्त्री को अपने अधिकार मिलने चाहिए। उन्होने स्त्री के अंदर की शक्ति को जगाया। उन्होंने पितृसत्ता की आलोचना करते हुए "दा हाई कास्ट

हिंदू विमेन" लिखी । जिसमें उन्होंने हिंदू स्त्री के जीवन की सच्चाई के यथार्थ को समझाया है । उन्होंने स्त्री एवं पुरुष दोनों के लिए समान वेतन की मांग उठाई। विधवाओं और परित्यक्ताओ के लिए शारदा सदन बनाया ।

ज्योतिबा फूले ऐसे पहले भारतीय थे जिन्होंने केवल लड़कियों की पढ़ाई के लिए स्वतंत्र स्कूल खोलने की दूरदर्शिता दिखाएं। उनकी धर्मपत्नी सावित्रीबाई फुले ने भी उनका इस कार्य में बढ़-चढ़कर साथ दिया । सावित्रीबाई फुले का हृदय मानवीय भावना से भरा था। ज्योतिबा द्वारा स्थापित "सत्यशोधक समाज" का नेतृत्व सावित्रीबाई ने किया, उन्होंने सभा सम्मेलनों में भाग लेकर समाज को स्त्री के प्रति जागृत किया। १८९७ को महान एवं जुझारू महिला सावित्री बाई की जीवन ज्योति बुझ गई। लेकिन स्त्री आंदोलन में इस महान विभूति के योगदान को अमर बना दिया[1]

राष्ट्रीय स्वतंत्रता आंदोलन एवं नारी: राष्ट्रीय स्वतंत्रता आंदोलन के दौरान भारतीय स्त्री ने खुलकर अपनी स्वतंत्रता को जाहिर किया। महात्मा गांधी जी की प्रेरणा से अनेकों महिलाओं में स्वतंत्रता संग्राम में भाग लिया। गांधी द्वारा चलाये गये असहयोग आंदोलन, सविनय अवज्ञा आंदोलन तथा भारत छोड़ो आंदोलन में महिलाओं द्वारा किए गए कार्यों की जितनी प्रशंसा की जाए उतनी ही कम है। महिलाओ ने शराब की दुकानों पर धरने दिए ,विदेशी कपड़ों की होली जलाई और जब बड़े-बड़े राष्ट्रीय नेताओं को गिरफ्तार करके जेल में डाल दिया गया तो प्रीतिलता वाडेकर, वीणादास, कल्पना दत्ता और उषा मेहता जैसी वीर स्त्रियो ने भूमिगत आंदोलन चलाकर अंग्रेजों की नाक में दम कर दिया था। यद्यपि महात्मा गांधी अहिंसा के पुजारी थे तथा हिंसा के खिलाफ थे, लेकिन उनका कथन था कि किसी स्त्री पर जब आक्रमण हो तब उसे हिंसा और अहिंसा का विचार करने की जरूरत नहीं है। इस आंदोलन दौरान स्त्री ने स्वावलंबन का पाठ पढ़ा कमला देवी के अनुसार, " गांधीजी ने महिलाओं को मुक्ति की राह दिखाई" महात्मा गांधी ने स्त्री को सक्रिय रूप से आंदोलन से जोडकर उसे उसकी शक्ति का एहसास कराया। उन्होंने स्त्री समस्या को जन आंदोलन का अंग बनाया, इसके लिए स्त्री जाति हमेशा उनकी ऋणी रहेगी।

तीनों कालों का विस्तृत अध्ययन करने से ज्ञात होता है की स्त्री की स्थिति में समय अनुरूप परिवर्तन होते रहे हैं वैदिक काल में जो उसको मान-सम्मान प्राप्त था उसके बाद के कालो में लगातार गिरावट आती गयी। मध्यकाल में तो उसकी स्थिति बद से बदतर हो गई। कुछ स्त्रियां इसका अपवाद थी, लेकिन ज्यादातर महिलाओं की स्थिति दयनीय ही रही । आधुनिक काल में स्त्री की स्थिति में काफी सुधार हुआ है, लेकिन अभी भी काफी सुधार की आवश्यकता है और इस सुधार में पुरुष वर्ग के योगदान की दरकार है । आजादी के बाद संविधान ने नारी स्वतंत्रता निर्धारित करने के लिए उसे पुरुषों के समान अधिकार दिए हैं । उत्तराधिकार का अधिकार, संपत्ति का अधिकार तथा तलाक का अधिकार आदि देकर उसकी स्वतंत्रता को काफी हद तक मजबूत बनाने की कोशिश की है। लेकिन अभी भी स्त्री की राह बड़ी कठिन है। स्त्री एवं पुरुष एक इंद्रधनुष के

समान है, जिसमें अलग-अलग रंग होते हैं लेकिन वे मिलकर एक अद्भुत छटा बनाते हैं। अतः यदि समाज का समुचित विकास करना है तो स्त्रियो को सम्मान, स्वतंत्रता और पर्याप्त अधिकार मिलने चाहिए। मनुस्मृति में कहा भी गया है:

'**यत्र नार्यस्तु पूज्यन्ते रमन्ते तत्र देवता**'

सन्दर्भ

- प्राचीन भारत का सामाजिक इतिहास,डॉ. जयशंकर मिश्र, बिहार हिंदी ग्रंथ अकादमी, पटना

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Indian Subcontinent and Environment Degradation

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Indian subcontinent comprise of India, Pakistan, Bangladesh, Bhutan, Nepal and Sri Lanka and all these countries are badly affected by the natural disaster like flood, sprawl of Desert, melting glaciers, deforestation and reduction in wildlife. IPC has already found and predicted of slow as well as sudden onset of disaster that will hardened the life across the border. We have to keep alive in memory that Environment Degradation never sees boundaries of any country. No country will be spare left unaffected. But india is the biggest in area and population. Any negative effect of environment degradation in any part of subcontinent will directly impact the Indian population. But it is a bitter truth that no country in Indian subcontinent is taking a playful initiative for the betterment of Environment. Groundwater are either depleting or polluting. Rivers are being infected with harmful chemicals and governments of subcontinents are not willing to initiate stiff action. China on the other hand, undertaking environment problem successfully and promoting Clean Energy. The cause behind this is centralized government that led to the policy by decree meaning every decision of govt is judicial in nature. Second major reason is single party dominance in government which leads to consistency and political stability. Both reasons are not applicable to Indian sub-continent because of multiparty political system and deep rooted democracy. Destruction of Aravali and Shivalik to feed construction industry leading to flood, desertification and aquifer depletion. As far as air pollution is concerned Lahore, Delhi, Kathmandu and Dhaka strangling the people because there is no collaboration among the countries of Indian subcontinent. Wildlife corridor across the province state and countries are being constricted day by day. India as a big country has to show its big heart and has to be sit on driving seat. It is a diverse country and it has to adopt different type of environment model to cop. India has to make connection between representative democracy and ecological sanity so that other countries can follow India. Environmental ministry is least powerful than any other Ministries that's why it is unable to coordinate the ecological responses. Rivers are running out of water due to increasing demand of industrialization, urbanization and conventional system of irrigation. River Ganga and Tista have been converted into dry builders tracked by cascade effect of hydroelectricity schemes. Same incidents are happening all over the north east India and Nepal. Highways and Railways had destroyed the natural drainage as their track is elevated above flood line and bunds are encircling town and cities. Reduction in flow and discharging industrial waste convert rivers into sewers. Fail to acknowledge rivers are made to carry 100s of tones plastic into Bay of Bengal and Arabian Sea. Hence the result is global warming and climatic change. The most affected part of Indian sub-continent, due to climatic change and global warming will be south Pakistan, west India, east India and Bangladesh. By dint of sea level rise, people of coastal region would migrate toward northern plain. But northern plain that has already high density of population and facing scarcity of resources will fall under the big problems. Role of Civil Societies: All countries of this sub continental region are democratic and the follow the policy of populism. Therefore the nuisance of environment degradation is being ignored at large. People will have to come forward and civil society will have to lead environmental movements so that government can be made accountable for example 'Chipko movement' arose in 1970s. High rise of environmental movement made the government more sensitive toward environment issues. Civil societies are being targeted by declaring them anti nation and anti-social. So these societies play a very restrictive role to lead such movement. Now the time has come that activist of civil society must stand again without caring what people said to them. Environment ministry be made more important like other cabinet ministries. Enact the more strict laws to protect natural environment and wild life.

Local government should be empowered more because local government can analyses environment issues much better ways.

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Application of Cloud Computing in Libraries

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Abstract

Cloud processing is another kind of administration presented over the web, which has completely changed the manner in which one can utilize the intensity of PCs independent of geographic area. It has acquired new roads for associations and organizations to supply administrations by means of hardware or programming or foundation of third-party sources, so saving money on cost and upkeep. Inside this paper, an endeavour has been created to provide a framework of this innovation, activities, advantages and disadvantages. The cloud processing model would empower libraries to keep up better command over the applications and the data stores containing delicate, private data. In addition, it encourages the clients to keep up their personalized data. Framework virtualization and cloud figuring are turning out to be appealing decisions being challenged by development in the size of assortment, new organizations and dynamic use.

Keywords: *Cloud figuring, SaaS, PaaS, IaaS, Web 2.0 libraries*

Introduction

Libraries are distributing the data by providing different kinds of administrations anyway by then they were the entire dependent upon their own assets. Libraries are utilizing PCs for running administrations like Integrated Library The executives Programming (ILMS), site or Library entrance, digital library or institutional store, and so forth. These are either maintained by parent association's PC staff or library staff. It includes venture on hardware, programming, and staff stake care of these administrations and take on reinforcement and upgrade as and when new form of the product gets released. Library experts much of the time not being trained in keeping up servers acknowledge it problematic to undertake some of these exercises while not the help of IT staff from inside or outside the association. By and by varied associations and individuals use PCs to work alone, inside the interior a business or home by venture on hardware, PC, and support. This circumstance is gradually moving a result of the rise of later sensibly Internet providers typically referred to as Web 2.0, through that at present one will utilize the office of PCs at a totally different area, what it is generally called as 'cloud registering'. There are numerous equivalent words for cloud figuring for instance, 'on-demand registering', 'programming as a help', 'data utilities', 'the web as a platform',etc. Cloud registering alludes to utilization of the web for processing needs which could include utilizing

programming applications, putting away data, getting to figuring force, or utilizing a stage to make applications.

Concept of Cloud Computing

Cloud figuring as a registering model, not an innovation. In this model 'customers' plug into the 'cloud' to get to IT assets which are priced and provided 'on-demand'. Fundamentally, IT assets are rented and shared among different holders particularly like work environment region, lofts, or capacity territories are utilized by holders. Delivered over an online alliance, the 'cloud' replaces the organization data focus or server providing a similar assistance. Therefore, Cloud Registering is simply IT benefits over subscribed and delivered over the web. Cloud Processing vendors consolidate virtualization (one PC facilitating various virtual servers), machine-controlled provisioning (servers have programming put in naturally), and Web network innovations to provide the administration. These are not most recent innovations anyway a brand new name applied to a lot of older (but updated) advances that are pre-packaged, oversubscribed and delivered during another methodology.

The Christy and Carina of Gartner define cloud figuring as 'a style of processing where greatly adaptable and versatile IT-enabled abilities are delivered as a support of outside clients utilizing Web innovations'. To disentangle the idea, cloud registering can be defined as 'just the sharing and utilization of uses and assets of a system situation to

complete work without worry about proprietorship and the executives of the system's assets and applications'.

Cloud figuring is an approach to build limit or add capacities without contributing on new foundation, preparing new work force, or permitting new programming. With cloud computing, PC assets for completing work and their data are never again stored on one's PC, yet are hosted somewhere else to be made open in any area and whenever.

Kinds of Cloud Computing

Clouds use an assortment of as a rule virtualized PCs that give clients with the adaptability to start and stop servers or use benefits just required. Physically, the asset may sit on a lot of servers at totally different data focuses or possibly sum across landmasses. It's ready to dynamically give, design, and reconfigure servers to handle an enormous differ of needs. There are three different kinds of Cloud Registering administrations viz. SaaS, PaaS, and Iaas.

SaaS (Software as a Service) : Saas is the most widely known as programming on demand and widely used type of cloud registering. It provides every one of the elements of a sophisticated traditional applications or programming to numerous clients and frequently thousands of clients, yet through an Internet browser, not a "privately installed" application. Practically no product is running on the Clients nearby PC and the applications are commonly tailored to satisfy explicit capacities. There is typically little customization or control accessible with these applications. SaaS wipes out client's stresses over application servers, stockpiling, application development and related, normal worries of IT. For models are Salesforce.com, Google's Gmail and Applications, texting from AOL, Hurray and Google, and VoIP from Vonage and Skype.

PaaS (Platform as a Service) : Cloud processing has evolved to join stages for building and running custom applications, an idea referred to as 'stage as an assistance' (or PaaS). PaaS applications additionally are noted as on-demand, Electronic, or programming as a help (or SaaS) arrangements. In this, a registering stage provides instruments and a development environment to help associations to make, test, and deploy electronic applications. It helps 'associations not to make interest in the framework required for building web and portable applications, anyway will lease the usage of stages admire Windows Sky blue, Google App Engine, and Force.com. Applications which are assembled utilizing these provider's administrations. In any case, are typically locked into that one platform. This administration is delivered the methodology utilities like water and power are provided, clients need to just 'tap in' and take what they need without agonizing over the unpredictability. And kind of an utility, PaaS is predicated on a metering or membership model in this way clients simply acquire what they use. With PaaS, one will represent considerable authority in advancement instead of complicated framework. Understood providers would accompany Microsoft's Sky blue, Salesforce's Force.com, Google Maps, ADP Finance process, and the United States Postal Assistance contributions.

IaaS (Infrastructure as a Service): IaaS otherwise called HaaS or (Hardware as an Assistance) offers every capacity and figuring power administrations. It delivers process framework for example a stage virtualization climate as a help beside crude (square) stockpiling and systems administration. In this, instead of getting servers, programming, data-focus region or system instrumentation, customers instead buy those assets as a totally outsourced administration. Providers for the most part bill such administrations on an utility registering premise; the amount of assets consumed (and so the expense) can for the most part imitate the degree of action. The best case of this administration is Amazon's web administrations viz. simple Stockpiling Administrations (S3) for data stockpiling and flexible explanation cloud (EC2) for registering assets, IBM and elective old IT vendors. Associations are utilizing Amazon's web administrations to host or reinforcement their sites, for content delivery, to run elite figuring recreations, to have media assortments and a lot of elective administrations. IaaS is priced on a pay-more only as costs arise model sanctioning consumers to rescale or down the activities looking on their desires at some random time and pay only for what they use.

Benefits of Cloud Computing:

Cloud computing provides voluminous advantages to the users and makes the work much easier and a few of the key advantages are mentioned below:

On demand self service: Users can access the cloud services without interference of IT organization.

Pay just for service: Users pay for Cloud services only when they use it and Cloud just change **them** for that specific service.

Cost Effective: Cloud computing technology is paid incrementally so saving prices for organizations. It offers worth savings because of economies of scale and also the incontrovertible facts that organizations admire libraries are solely paying for the resources they really use.

Effortless on installation and maintenance: No longer having to be troubled regarding constant server updates and alternative computing problems, organizations are unengaged to consider innovation and also the IT employees might consider alternative tasks. There's no have to be compelled to **procure** any hardware to run the servers.

Enlarged storage: Cloud will hold a lot of storage than a personal computer or the servers accessible within the libraries or organizations and its potential to increase as per the necessity.

Highly automated: The IT or library employees needn't need to worry regarding keeping the software up-to-date. The cloud service supplier takes care of updating software as and when new version is out. Once the server is updated everybody using the service and get access to the new **version** while not change something on their end.

Flexibility: Cloud computing offers greatly more flexibility than alternative local network computing systems and saves time and price for organizations. It's potential for organizations like libraries to expand the services anytime, by requesting for an extra area on the servers.

Better mobility: The Library staff and also the users of the library will join with the library servers from anywhere or from where they're, instead of having to stay gift at their desks by having a computer and internet access.

Resources are shared: One of the essential parts of cloud computing is that one will share the resources. It permits people inside and outside of the organizations to possess access to the resources. A bunch of libraries will move and may place their resources at one place that successively can enable them to provide access to more number of resources to their end users.

Disadvantages

Following are some of the main disadvantages of cloud computing:

Data security and privacy: The biggest issues concerning cloud computing are security and privacy, particularly if the organizations are managing sensitive data like credit card information of consumers. If the correct security model is not nevertheless in situ, then the data keep on the cloud is liable to attacks from viruses, theft, etc. additionally to it, since the services are offered over the internet it is terribly troublesome to assess the physical location of servers and software package and security audit is difficult to undertake. Also, there's a risk of data loss due to improper backup and systems failure.

Network connectivity and bandwidth: Since the cloud computing is offered over the internet, if the connection goes down because of any reason then the organizations suffer from loss of data connectivity until the time it is set. As well, the service needs a lot of bandwidth, because it might not work on low-speed internet connections.

Dependence on outside agencies: The cloud services being offered by third party services over the internet, it is practically difficult to own any control on the maintenance levels and also the frequency. As well it's dangerous to assess the contingency procedures of the service provider in regard to backup, updates, restore and disaster recovery. Migration to different service provider is as well a concern, if the uniform standards don't seem to be followed by the host.

Limited flexibility: Flexibility could also be restricted in terms of special customization as services on the cloud are going to be common for all the customers.

Cost: Initially the price might be higher, however could cut back depending on the usage of services. However, organizations could end up paying higher charges in the future.

Knowledge and integration: Deeper knowledge of cloud computing is crucial as operating of the service is completely addicted to the service provider. Similarly, integration is an issue because it are difficult to integrate instrumentation utilized in data centres to host data therewith of peripheral equipment's within the organization like printers, USB drives, etc.

Components of Cloud: There are different components present in the computing space such as:

Infrastructure: The cloud infrastructure is a concept of providing the hardware as a service. The virtualization technology allows servers and storage devices to be shared. Cloud computing relies on sharing of hardware and other computing resources, rather than having local servers, thereby reducing the cost of use and maintenance, etc.

Storage: Separating data from processing and storing in a remote place is referred to as a cloud storage, which as a database can hold large amount of data.

Platform: A service for application deployment and managing the required hardware and software needs is known cloud platform.

Application: In cloud computing the software architecture eliminates the need to install, run and maintain an application at the user's device, thereby, avoiding the cost/resource required to maintain or support applications.

Service: An independent piece of software which can be used in conjunction with other services to achieve an interoperable machine-to-machine interaction over network is called cloud service.

Client: Cloud client is a requester device (hardware or software) which tries to utilize cloud computing services over the network.

Cloud Computing Applications in the Libraries

Libraries traditionally manage servers with large volumes of data and face critical issues in their management because of lack of experience and also the cost involvement in acquisition and maintenance of needed hardware and software package. Libraries are in an exceedingly distinctive position to experiment with cloud computing given their service-oriented mission and want to search out acceptable solutions exploitation restricted resources. Cloud computing is rising to assist libraries to supply a lot of improved services by strengthening the power of cooperation among libraries and showing their combined presence on web. This may actually facilitate to boost the efficiency of libraries by enabling them to access information through large global network of cooperating libraries and eliminating the IT-related issues, thereby saving time, money and manpower. With these developments, heterogeneous resources are accessible to anyone, anywhere due to the application of domain independent software package.

Using cloud computing will share the server in several application procedures, realises the resource sharing, so additionally reduced server's quantity, achieves the result of reducing the price. Thusutilizing cloud computing within the digital library can provide our work, the life and also the study inevitably getting a larger efficiency. Several library staff members are already experienced users of cloud computing without even knowing it. Some are using the cloud within the kind of Google Docs. According to Fox, 'one of the key pressures that pushes libraries to cloud solutions and proves to be an impediment to the migration is the availability of IT support services. He also observes that goals and policies of organization might also force libraries in making use of cloud computing services'. These factors make SaaS and PaaS approaches appealing for libraries. However, according to Kroski, 'libraries are experimenting with all types of cloud computing services including that of infrastructure services, i.e., IaaS'. Libraries are exploitation cloud computing in variety of areas ranging from federated search, web site hosting, digital libraries, library automation, etc. some of these are:

Library Automation

Automation is an area most of the libraries keen to begin so as hasten day-to-day operations. Until now, automation in libraries is being undertaken on domestically hosted servers using different kinds of business and open source integrated library management software package and managed either by internal IT or library personnel. However, currently several of the software vendors and third party services provide hosting of this service (SaaS approach) on the cloud to save lots of libraries from investment on hardware. Except for cost-benefit, the libraries are going to be free from endeavour maintenance like software updates, backup, etc. as an example vendors like Koha, e-Granthalaya, Ex-Libris, OSS Labs are providing this service on the cloud.

Digital Library Services

Digital libraries or institutional repositories became a part of modern libraries as a result of ever-changing format of information. The digital library services are presently being offered by libraries largely using domestically hosted open source

software package like D-Space, E-Prints, and fedora Commons etc for providing open access to scholarly resources. Excluding adding resources, this involve libraries to maintain the servers, undertake backup and continue regular updates as and once the new version of the software package is released therefore putting lot of pressure on the library or IT staff. To relieve the libraries in undertaking this type work, vendors are currently giving digital library services on the cloud using SaaS approach. For example vendors like Duraspace, OSS Labs, etc., are giving this service.

Office Applications

Libraries, at present, use varied office applications like word processing, spread sheets, power point presentations, etc. using Microsoft office on the local computers. However, currently thanks to cloud computing there are several applications that are created freely accessible on the web by firms like Google, Microsoft, etc. Google Docs, a free office applications suite accessible on the web is also used in the libraries to undertake office operations, that additionally permits storing and sharing of resources with different colleagues, who will remotely work on the documents regardless of their geographical location.

Storage

Libraries need space to store the electronic files and documents. The documents may be official correspondence, full text documents, bibliographic records, tutorials, etc. At present, these are keep and accessed using personal desktops or from servers that are domestically hosted. The cloud computing has brought in excess of recent services, which provide space at no price to store the files and documents. For example, Windows Sky Drive offers twenty five GB to store files and share documents on-line. Similarly, Amazon, Drop Box and plenty of additional initiatives propose space on the cloud to allow organizations and individuals to store and share their documents. Libraries may take advantage of this and store some of their documents in order to undertake collaborative activities with other libraries. In relevance the digital preservation, libraries are building use of services of CLOCKSS (http://www.clockss.org/clockss/Home) and Portico (http://www.portico.org/digital-preservation/) to get permanent access to the

subscribed content regardless of the publisher's existence.

Search Services

Libraries have already migrated key services like Open URL suppliers, and federated and pre-indexed search engines on the cloud either by using business or open source solutions. As an example, hosted Ex -Libris SFX Open-URL link resolver service offers libraries to link-up to the subscribed journal full-text articles.

Website hosting

Website hosting is one of the earliest adoptions of cloud computing as several organizations together with libraries most popular to host their websites on third party service suppliers instead of hosting and maintaining their own servers. This can be due to either organization's not having the desired bandwidth of internet (with static IPs) or technical manpower to keep up the servers. Google Sites is associate example of a service for hosting websites outside of the library's servers and providing multiple editors to access the location from varied locations.

Future Scope

Data loss, information security and inconvenience to access the data are a number of the most important problems that users face but with the use of cloud computing these problems are resolved merely. Some of the main future aspects are:

- Migration time will become negligible
- Information is secured and information loss is minimized
- One user-many devices relationship
- Good service quality for computational resources
- Drawback of geographical distance between clients and servers is avoided
- Bandwidth is adequate for the users
- Data redundancy is reduced

Conclusions

Cloud computing is a completely new emerging technology in the computer. It is a new innovation in field if information technology. Technology emerged owing to the developments in internet and associated technologies. Organization should be careful about handling the hosting some of their services because it is in the evolving stage. However, this technology has certain advantages, which

definitely help organizations such as libraries in managing their services, which will relieve library staff from managing the servers. Due to lack of Support from IT departments or for not having IT facilities within the organizations, Library professionals many a times find it difficult to manage the technologies. This kind of situation always hinders library professionals in undertaking automation of library activities, developing digital library services, etc.

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Cloud Based Library Services in Academic Library

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Abstract

There is a growing relationship between academic libraries and cloud computing. Therefore, understanding the beginnings and the current use of cloud base services in libraries is important. This will help understand the factors that libraries should consider in the future. The purpose of this paper is to better understand the future implementation of the cloud based software in academic settings. Using cloud based, web based, and other remote services may bring both advantages and disadvantages, some of which this paper will bring out. This case involves moving from a locally hosted version of E proxy to a cloud based version with support from the vendor. As this information system decision is an important one, this paper makes a contribution to the available literature and can be informative for librarians. The examples of important factors to be considered in future decisions include timing and staffing.

Keywords: *Cloud Computing, Library Systems.*

Introduction

Cloud computing is a technology delivery model that provides ubiquitous and on-demand applications and services, by utilizing online and remote resources that can be provisioned with minimal management or service provider interaction. One example of this is Software as a Service in which the software is hosted by a service provider and accessed by the client online, for example, through a web browser. The paper first discusses the early history of the access to cloud hosted or based environments along with the current state of affairs. Next, it moves onto looking at how this may expand in the future. The first part of this research is based on the academic and professional literature along with a survey of the library software vendors and their websites. It is important to look at the advantages and disadvantages of each version. This analysis leads to implications and decisions for this institution as well as others in a similar situation that are contemplating how much of their library services need to be cloud based.

Definition of Cloud Computing

- " cloud computing as a style of computing in which massively scalable and elastic IT-enabled capabilities are delivered as a service to external customers using Internet technologies."
(According to Gartner Group)

- " cloud computing as a pool of abstracted, highly scalable, and managed compute infrastructure capable of hosting end-customer applications and billed by consumption."
(According to the Forrester defines)

- "cloud computing refers to the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a metered service over a network, typically the internet".
(According to Wikipedia)

The Spread of Cloud Based in Libraries

From the beginning, computer technology and networking have brought an abundance of new electronic resources to college and libraries, and have made a significant impact on education, training, and human resources in general. Academic libraries' association with cloud

computing can be seen as the nascent relationship between the hosted services with commercial library vendors. These vendors started to make resources available over the web in the 1990's. These services included full text library databases mostly comprised of journal materials. As a result, library vendors have changed their services to cloud based ones, whereby the library buys a subscription. Mostly these have been full text journal or eBook services. However, this is starting to be expanded into library catalogues, discovery tools, and multimedia. Discovery tools such as Ex Libra's Primo can be purchased either as a cloud service or locally hosted. The main advantage of the cloud version is the cost saving in terms of computer hardware. The cloud version comes in two varieties.

The future use of cloud computing in Libraries

Many academic libraries are facing cost cutting measures. At the same time, there is an ongoing desire to improve services for users to access library information. The pressure from users to embrace new technologies causes librarians to look more closely into cloud computing. Other key drivers are the saving of money on hardware procurement (which is an upfront cost) and the constant growth of rich electronic resources. SaaS has been widely accepted by academic libraries, and tends to be vendor driven. But the strengthening of wireless networks and BYOD has brought about reliance on online storage and library clients demanding the new cloud based services. For example, Google Drive and Office 365 provide storage for students' work, as well as the actual software for creating content and collaboration. The relationship between the cloud and academic libraries has mostly been driven by library software vendors. Nevertheless, academic libraries have also been ready to take on new services and methods of delivery. Some cloud usage within academic libraries is driven by the end user, for example the proliferation of

BYOD along with the related cloud based applications. Uptake of the cloud by academic libraries is increasing as the quality of the services improves and security concerns are addressed, along with a better internet infrastructure and understanding of cloud computing.

Further discussion of the cloud based solution

New database deployment may be an issue with the cloud based Epoxy with a quoted time of two days for a new database deployment. Deployments do not happen regularly; however, the faster each deployment, the better it is for the end users. Currently, it is possible for internal staff to deploy a new database within two hours, with some more time for off campus testing. In an email message on May 28, 2015, Angus Cook from OCLC has informed the institution that a new administration module will be released, which may facilitate future deployments For the cloud based version of Epoxy, the vendor company conducts the monitoring, maintenance, software updates, and backups and recovery. The time frame for changing over to a cloud based version of Epoxy is one of the crucial issues. The library already has a server for hosting the main library system.

Conclusions

The cloud based applications that are used by academic library users are not limited to resource databases, but also other applications that students regularly use in conjunction, while reading references and writing assignments. Therefore libraries need to leverage the increasing end user information literacy levels. This can be done by better interfacing library systems with popular cloud based tools such as Drop box, Google Docs and Office 365. Epoxy, as a core library application, offers a cloud hosted software as a service version, which seems to be the best option in the long term. This would diminish need for the library to have its own server. Timing of the move will

depend on other things such as the institution's happiness with the level of security and making a formal decision to retire Voyager. Currently, internally supporting Epoxy is not a problem with the staff levels and skills at hand. Therefore, they will come across these similar factors as this institution while deciding between local management of library systems versus remotely hosted or outsourced services that may also be shared with other institutions.

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Participation of Woman's in Panchayati Raj System

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Abstract

*The women constitute half of the society the study entitle "participation of women in Panchayati Raj system" was sponsored by Gov. of India, Planning Commission, SER division in 2005.we express our deep sense of grateful for accepting our proposal to undertake above study, the findings of which are presented in this report . the main objective of the study was to assess the participation of elected women representatives of Panchayats, measure the extent to which it proved empowering for them. Panchayat is a planning body and their works are satisfactory. With the increasing violence against women in our society, it becomes necessary to find out the problems of our society regarding women and give valuable suggestions to deal with the problems. To give the representation to the women in local self govt. is also a step to move forward in the direction of women empowerment. Our society cannot run without women a woman plays several roles like mother, wife, sister and daughter in our society. Therefore it is the duty of everyone to respect them equality.
Example:- Mukesh Devi Upper caste women is the member of block Panchayat Ateli, mehendergarh from a woman reserved seat . She is an example convening the condition of women as puppet in the hands of their husband .She is not aware about her basic duties and rights as a vice chairperson of block Panchayat and there are not any special educational and CB modules being provided from government improve the condition of women.*

Introduction

A democratic country cannot progress if energies of its half population are concerned in the kitchen only after are concerned in the kitchen only. After attaining independence India constitution ensured gender equality through various provisions and regulation. It was presumed that there rights would automatically get translated into political development of the women in the country. The issue of woman's participation in Polities cannot be viewed in isolation from the general position of women in a society but despite their vast strength, women occupy a marginalized position in the political system. In a country like India, where social orientation is based on class, caste and gender, the picture of deprivation and inequality is appalling. The women are not considered a social group. They are eighter included with men or totally ignored. In post- independent India. The Sarada act provided an impetus to the battle for the rights of women. The passing of the Hindu Code bill 1955 and the provision of equal rights for women in the constitutions of India improved the status of the women in June 1954 the first post war all India organization of women (NFIW) was formed in view of impending socio-political issues. Later the 73 rd constitutional Amendment Act (1992) created space for women in political participation and decision making at the gross root level by providing that $1/3^{rd}$ of the seats would be reserved for women all over the country the 73rd constitutional Amendment Act (CAA) 1992 says- " it provides reservations for women in PRIs set up in two ways; for the office of the members and for that of chairpersons." As per the clause(2) and (3) of article 243 (d) not less than on third of the seats for direct election of members at each tier of the Panchayats are to be reserved for the women.

Provisions for Women in the Act

The Act provides for the reservation of not less than one third of the total number of seats for women including the number of seats reserved for the SC and ST.

Further not less than one third of the total number of offices of chair persons in the Panchayats at each level shall be reserved for women. This would be rotated among different Panchayats at each level.

Status and quality of women participation in Panchayati raj system:-

According to the ministry of Panchayati Raj midterm appraisal of the state of the Panchayats 2006-07" , No less than 10 lekh women are in our Panchatyat Raj institutions comprising 37% of all those elected and rising to as High as 54% in Bihar which has 50% reservation for women" Women in India are much better represented in the Panchayati Raj Institutions as Compared to the parliament. As per the ministry of panchayti Raj in 2008 the Gram Panchayats had 37.98% women members and the District Panchayts

35.5% women members. The total presentation of women in all three tiers of the Panchayat amounted to 36.87% this seems to be a result of article 243D of the Indian constitution mandating at least $1/3^{rd}$ of the seats in all fires of the Panchayat. A further Amendment to the Article was proposed in 2009, Increasing the reservation to 50 % , but was not passed. Some states such at Bihar have 50% reservation for woman in the Panchayati Raj as per the state Legislation but not all the states in India have adopted similar legislations. Another interesting example in sarpanch nisha rani (sc women seat)fromDanoli village of Asandh block Karnal Disstt.those condition is also not different from the other EWRs.we could not understand till her husband Santosh Singh himself told us that his wife the real Sarpanch of the village BDPO of Assandh recommended us that Santosh Singh is Serpanch of Danoli village and you can visit him.Even Panchayt Sachive Girmeet Singh was posing like Sontosh is Sarpanch if village even some people from some village are not aware about Sarpanch of village and here we also got an idea of community among whom most of the population does not keep good opinion about those woman try to assert their rights.

Participation of women in Panchayat Election

Sr. No.	Participation	No.of respondents saying 'yes'	%
1	As a Voter	30	60
2	Supporter of Political Party	15	30
3	As a Campaigner	5	10
4	As a Candidate	0	0
	Total	50	100

Women's reservation bill

The Women's reservation Bill, or the constitution 108th amusement bill, proposes 33 % reservation for women in the Loksabha and state assemblies for 15 years. The Bill was introduced in the parliament in 1996 and subsequently in 1999, 2003, 2005, 2008, 2010. It was finally passed by the Rajya Sabha in 2010 but as still pending in the Lok Sabha , the Bill will lapse and will have to be re-introduced.

The introduction of the bill will increase women's participation and lead to women's empowerment.

However the Bill has still not been passed oppositions to the bill includes fears of marginalization of men by elitist women and of socially and economically backward classes. Suggestions have also been made to instead mandatorily increase the number of women contestants.

Participation in the Gram Sabha

Participation has been taken as a vital index for the women members to a asses their empowerment in Panchayati Raj Institutions.

According to the 73rd Amendment (Part IX), a Gram Sabha may exercise powers and perform functions at the village level as provided by its state legislature.

A large proportion of female is organizing and attending the Gram Sabha meetings. A study conducted during 2008-2009 by Ministry of Panchayati Raj showed that a sizeable 93 per cent of male Pradhans reported performing their primary role of organizing and attending the Gram Sabha meetings. However smaller in numbers than male Pradhans, a significantly large proportion of female Pradhans (86 per cent) also reported executing this important role of being a local Panchayati Raj functionary.

Encouraging Community Participation in Gram Sabha

Elected representatives are expected to create an enabling environment for the local community, and especially women, to participate in Gram Sabha meetings, raise questions, interact and present their opinions. In a study, conducted by the Ministry of Panchayati Raj, showed the attendance in Gram Sabha meetings, which is an important indicator of the quality of women representatives' participation. The study showed a low participation of women citizen in Gram Sabha meetings suggesting low levels of mobilization by elected women representatives. About 63 per cent of elected representatives themselves indicated that less than 25 per cent of women participate in the Gram Sabha meetings. This participation was particularly low in Orissa, Chhattisgarh, Madhya Pradesh and Goa. But high in Kerala, West Bengal , Karnataka, Assam and Tripura. This latter category of states has higher levels of political mobilization.

Interaction with Government Officials

According to the statistics and data (Ministry of Panchayati Raj) the womenfolk participate in the Gram Sabha meetings; however there persists hesitation when it comes to interaction with the officials about their problems or developmental

works. Sometimes gender disparity becomes a hindrance towards putting forward their view point. The all India figure shows that more than half the total Pradhans maintained good relations with he local police. By contrast, only 31 per cent of Ward Members reported interaction with the local police. Among the elected women representatives, nearly 32 per cent reported regular interaction with the police,. In comparison to 45 per cent of the men (study conducted by Ministry of Panchayati Raj).

Difficulties faced by women representatives in PRS

- Political intervention in the functioning of women act as proxies for men.
- Husband's intervention of elected women lack of political awareness among the women.
- Negative public opinion regarding women
- Illiteracy or low standard of education among the women in rural areas is a stumbling
- Lack of training courses especially bloc for women representatives.
- Dominance of elected made members of the Panchayat.
- Politically motivated violence against women have seen an increase

Major Findings

- The high proportion of female representatives very rarely attended the general meetings of PRIs.
- The high proportion of female representatives didn't attended the meetings as they were busy with the family work.
- The high proportion of female representatives very rarely raised issue in the meetings of PRis
- Participating in PRI meetings provided the opportunity to majority of female representatives to express their views on important issues and make efforts to meet the needs and demands of the people of their area. The respondents who were graduate/post graduates (41.70 per cent) and those respondents who technical degree/diploma holder (50.00per cent) opined that the participation provided them are opportunity. To work for a

welfare of the people.

- The majority of female representatives (above 50.00 per cent) either always or very often addressed the grievances of people who approached them.

Suggestions for Effective Participation of Female Represent in the Pris

- Education is an important variable of women empowerment Panchayati Raj Institutions. Therefore, the first and foremost step for empowering female representatives is the removal of illiteracy among them.
- There is a need to involve female representatives in the planning and execution of various development and welfare programs of the government of provide them opportunity for practical learning of the process of development planning and program implementation at local level.
- The voluntary agencies , social and women organization can play significant role to generate political awakening among women folk in general and women leaders in particular. Short duration camps, training work –shops and orientation courses/seminars. Can be conducted in rural areas to motivate the illiterate women to participate actively in political actives in the rural areas.
- There is need on the part of governmental agencies and feminist organization to mobilize and encourage female representatives to come forward and participate in the institutions of governance at the local level.
- There is a need to infuse self confidence in the women leaders by imparting regular and frequent training in the various dimensions of the PRIs.
- Female representatives need to be made more knowledgeable and aware about the persuasive and pressure techniques to overcome the counter pressures from amle representatives and PRIs officials.
- Workshops may be conducted in the rural areas, citing examples and stories of successful women leaders at local level who worked exceptionally well for the benefit of the community.

- Last but not the least, there is an urgent need of cooperative and positive attitude of bureaucracy towards women empowerment in Panchayati Raj Institutions.

Conclusion

Non-participation of the women in the Panchayati Raj Institutions despite half century of experimentation must be major concern of all those who would like Indian democracy to be strong. This may be because of apathy of the people borne out ignorance and illiteracy or because of Institutional drawbacks forcing people be outside the system. The pattern and structure of local leadership is changing fast. There is need to involve the women leaders in all the process of governance of empower them.

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Role of Mahatma Gandhi in Indian National Movement

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Abstract

Mahatma Gandhi's role and contribution to India's Freedom Movement was extraordinary and exemplary. He has demonstrated his grounds of self-construal that has widely affected his judgment and decision making throughout his provision as an activist.

Gandhiji's Role in the National Movement or Methods adopted by Mahatma Gandhi to make the Indian National Movement a mass movement. Gandhiji's role in the National Movement of India was undoubtedly the most remarkable. Front 1919 to 1947 A.D. The father of the Nation. Mahatma Gandhi was one of these great men who dedicated their whole life to the service of the mankind. In this review paper we studied about Role of Mahatma Gandhi in Indian National Movement and major movement for Independence by Mahatma Gandhi.

Introduction

The man who altered the character of the national movement through a new ideology was Mohandas Karam Chand Gandhi. He was one of the greatest Indians of all times and was a remarkable personality of world history.

He did not merely guide a political struggle; he imposed upon it a unique moral code and a new technique of action that of non-violence in the age of violence while every national movement for liberation involved violence, his struggle for freedom was purely non-violent.

He brought idealism into the realm of practical politics and demonstrated its validity. In this approach he spanned East and West

Mahatma Gandhi was born on October 2.1869 A.D. in a trading family of Porbander, a small town in Kathiawara. His full name was Mohan Das Karam Chand Gandhi and his father was the Diwan of Rajkot. He went off to South Africa after marriage and worked as barrister there for twenty years. In South Africa, he had his first brush with apartheid. Once while he was traveling in a train, he was thrown out of the first class compartment despite having a ticket. This made him swear that he would do his best to erase apartheid from the face of his world. He went back to India only to find that his own country was being ruled by the British and his fellow citizens were being treated harshly by the British.

Role of Mahatma Gandhi in Freedom Struggle

Role of Mahatma Gandhi in Freedom Struggle Like other great men in history, Gandhi took his time to grow and develop his techniques to ensure that his actions made an impact. His faith in different religions was commendable. His listened to the teachings of Christianity with the same belief and faith he read the Hindu scriptures with. Gandhi arrived in India on 9 January, 1915. Initially, he spent a year visiting various places in India to have an understanding of the situation. His political engagement started in the 1917-18 period when he took up the issues of Champaran indigo farmers, the Ahmedabad textile workers and the Kheda peasants.

These struggles witnessed his specific method of agitation, known as Satyagraha, which had earlier developed in the South African context and through which he was partially successful in achieving his goals.

In Champaran, which was in North Bihar, the indigo planters were forcing the peasants to grow indigo even when it was not profitable for the peasants to do so. In fact, the peasants were suffering losses by cultivating indigo in their most fertile lands. Gandhi was invited by the peasants to lead their struggle against the indigo planters who enjoyed the support of the colonial state. Gandhi went there to lead the struggle of the peasants and was successful to get them relief.

In Kheda district of Gujarat, most of the crops were damaged due to excessive rain. The peasants of Kheda demanded from the government that they should be allowed not to pay the revenue for that particular year. The government, however, refused. Gandhi started a Satyagraha movement on 22 March, 1918 and advised the peasants not to pay revenue. Many peasants participated in the movement. But the government refused to budge.

It was a test for the new method of agitation which Gandhi was trying in India. The agitation continued for some time. But Gandhi realized that it was not possible for the peasants to continue for long. Meanwhile, the government granted some concession to the poorer peasants.

The movement was then withdrawn. In Ahmedabad, Gandhi led the struggle of the workers for an increase in the wages due to rising prices during the War. After a protracted struggle, the workers were able to get 35% raise in their wages.

The struggles demonstrated to the Indian people Gandhi's method of political struggle and his principles of non-violent non-cooperation. They, on the other hand, helped Gandhi to familiarise himself with the Indian situation and understand the strengths and weaknesses of the Indian people. They also attracted many political workers who were to prove valuable in the future struggles. Gandhi's vision of a free India based on religious pluralism, however, was challenged in the early 1940s by a new Muslim nationalism which was demanding a separate Muslim homeland carved out of India. Eventually, in August 1947, Britain granted independence, but the British Indian Empire was partitioned into two dominions, a Hindu-majority India and Muslim Pakistan. As many displaced Hindus, Muslims, and Sikhs made their way to their new lands, religious violence broke out, especially in the Punjab and Bengal. Eschewing the official celebration of independence in Delhi, Gandhi visited the affected areas, attempting to provide solace. In the months following, he undertook several fasts unto death to promote religious harmony. The last of these, undertaken on 12 January 1948 at age 78 also had the indirect goal of pressuring India to pay out some cash assets owed to Pakistan. Some Indians thought Gandhi was too accommodating. Nathuram Godse, a Hindu nationalist, assassinated Gandhi on 30 January 1948 by firing three bullets into his chest at point-blank range.

Major Movement For Freedom India: Mahtma Gandhi

His services rendered to the cause of India's freedom are unforgettable, which can be enumerated below.

The Satyagrah Movement: One of his major achievements in 1918 were the Champaran and Kheda agitations – a movement against British landlords. The farmers and peasantry were forced to grow and cultivate Indigo, and were even to forced to sell them at fixed prices. Finally, these farmers pledged to Mahatma Gandhi and non-violent protest took place. Wherein Gandhiji won the battle.

Kheda, in the year 1918 was hit by floods and farmers wanted relief from tax. Using non-cooperation as his main weapon Gandhiji used it in pledging the farmers for non-payment of taxes. Gandhiji got much public support and finally in May 1918, Government gave the provisions related to tax payment.

Khilafat Movement: Gandhiji in the year 1919 approached Muslims, as he found the position of Congress was quite weak and unstable. Khilafat Movement is all about the worldwide protest against the status of Caliph by Muslims. Finally Mahatma Gandhi had an All India Muslim Conference, and became the main person for the event. This movement supported Muslims to a great extent and the success of this movement made him the national leader and facilitated his strong position in Congress party. Khilafat movement collapsed badly in 1922 and throughout their journey Gandhiji fought against communalism, but the gap between Hindus and Muslims widened.

Non-cooperation Movement: One of the first series of non violent protests nationwide was the non cooperation movement started by Mahatma Gandhi. This movement officially started the Gandhian era in India. In this freedom struggle, the non cooperation movement was basically aimed at making the Indians aware of the fact that the British government can be opposed and if done actively, it will keep a check on them. Thus, educational institutions were boycotted, foreign goods were boycotted, and people let go off their nominated seats in government institutions. Though the movement failed, Indians awakened to the concept of going against the British.

Salt Satyagraha Movement - Dandi March: Salt March was an active movement carried out in the year 1930. Gandhiji started focussing on expanding initiatives against untouchability, alcoholism and removal of all bad habits. Salt march mainly known as Salt Satyagraha which began with Dandi march in the year 1930. This movement was an essential part of Indian Independence movement and non-violent

resistance against tax. Gandhiji led this Dandi march with lot of followers behind him.

On the 24th day, he vowed to produce more salt without paying any tax and soon he broke the law for salt, which sparked outrage among Britishers. After this, Gandhiji was arrested and this news gained a lot of attention in the press. Gandhi's each and every act was based on his principles and his path of non-violence.

Quit India Movement: In August 1942, Gandhiji launched the Quit India Movement ("Bharat Chhodo Andolan"). A resolution was passed on 8 August 1942 in Bombay by the All India Congress Committee, declaring its demand for an immediate end of British rule. The Congress decided to organize a mass struggle on non-violent lines on the widest possible scale. Gandhiji's slogan of Do or Die(Karo ya Maro) inspired the nation. Every man, women and child began dreaming of a free India.

The government's response to the movement was quick. The Congress was banned and most of its leaders were arrested before they could start mobilizing the people. The people, however, were unstoppable. There were hartals and demonstrations all over the country. The people attacked all symbols of the British government such as railway stations, law courts and police stations. Railway lines were damaged and telegraph lines were cut. In some places, people even set up their independent government. The movement was most widespread in Uttar Pradesh, Bihar, Bengal, Bombay, Odisha and Andhra Pradesh. Places such as Ballia, Tamluk, Satara, Dharwar, Balasore and Talcher were freed from British rule and the people there formed their own governments.

The British responded with terrible brutality. The army was called out to assist the police. There were lathi charges and firing at the unarmed demonstrators. Even old men and children were shot dead while taking part in processions. Protestors were arrested and tortured and their homes raided and destroyed. By December 1942, over sixty thousand people had been jailed. The few leaders who had escaped arrest went into hiding and tried to guide the mass movement. Among them were Jai Prakash Narayan, S M Joshi, Aruna Asaf Ali, Ram Manohar Lohis, Achyut Patwardhan and Smt Sucheta Kripalani. The Indians suffered greatly throughout the Second World War. There was a terrible famine in Bengal in AD 1943 in which over thirty lakh people died.

The government did little to save the starving people.

India Independence: After the Quit India Movement the freedom struggle got even more intense and passionate. Entire India was united together in the movement for freedom. Everyone contributed what they could in the freedom struggle. The cry of Purna Swaraj or complete independence was raised. After much sacrifices and efforts, India gained its independence on the 15th August, 1947.

Conclusion

Above we studied about role of Mahatma Gandhi in Indian National Movement. Gandhiji made social report a part of the programme of the nationalist movement. His greatest achievement in the field of social reform was the campaign against inhuman institution of untouchability which had degraded millions of Indians. His other achievement was in the field of cottage industries. He saw in the charkha, the spinning wheel, the salvation of the village people and its promotion became part of the congress programme. In addition to infusing people with the spirit of nationalism it provided employment to millions and created a large group of people who were ready to throw themselves into the struggle and court imprisonment. The charkha became so important that it eventually became a part of the flag of the Indian National Congress. Gandhiji devoted himself to the cause of Hindu-Muslim unity .He regarded communalism as anti-national and inhuman. Under his leadership the unity of the nationalist movement was secured and the people worked hard for independence.

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the other, spelt out by the League, rested on the foundation of Muslim nationalism and the carving out of a separate Muslim homeland." (p. 18)

4..Brown (1991), p. 380: "Despite and indeed because of his sense of helplessness Delhi was to be the scene of what he called his greatest fast. ... His decision was made suddenly, though after considerable thought – he gave no hint of it even to Nehru and Patel who were with him shortly before he announced his intention at a prayer-meeting on 12 January 1948. He said he would fast until communal peace was restored, real peace rather than the calm of a dead city imposed by police and troops. Patel and the government took the fast partly as condemnation of their decision to withhold a considerable cash sum still outstanding to Pakistan as a result of the allocation of undivided India's assets, because the hostilities that had broken out in Kashmir; ... But even when the government agreed to pay out the cash, Gandhi would not break his fast: that he would only do after a large number of important politicians and leaders of communal bodies agreed to a joint plan for restoration of normal life in the city. Although this six-day fast was a considerable physical strain, during it Gandhi experienced a great feeling of strength and peace."

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Idea of one world

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Introduction

The present world is facing the menace of terrorism, trade, war, global warming and many others related to radical extremism, races which are causing harm not only to global peace but also affecting the entire humanity. In such a situation, idea of one world arises as need of the hour to resolve these challenging issues as soon as possible for the well being of all by keeping aside all differences of colour, creed, races and radical beliefs and to serve the entire humanity as a one world community. It's really a matter of concern that huge amount of money is spent on armies and weapons whereas it should be utilized to deal the issues of malnutrition, poverty and environment to decrease the mortality rate all over the world. Super powers are living in shades of unrest due to massacres and killings of innocent people particularly in terrorists' attacks. In such a situation, world leaders must come together and raise their common voice against all these inhumane activities in order to make this beautiful earth as a pleasing abode as a paradise without any national boundaries and with all unanimous resolutions on all global issues of concern.. My Research paper reflects my concern to ensure global peace to save humanity in the context of collective contribution in making this idea of one world come true. This paper also introduces the concept of one-world governance in its historical development including various challenges and earlier efforts made for the possible solutions for a united one world.

Origin and historical development

The idea of world has been known since ancient Vedic history. According to the Vedic sages, the entire world is truly just one family like a small, strongly woven joint family. We, the Indian people, have always been the follower of the philosophy of Vasudhaiv Kutumbkam (mantra VI-72 in Maha Upanishad which belongs to **Samaveda tradition**.) It means that the whole world is one single family. Particularly to us, the entire earth is our mother and the whole universe is our father. Our culture and civilization is based on the well being of all humanity regardless of narrow boundaries of any discrimination. We have always followed the philosophy of Samyag Drishti (Perfect perception) which means having ability to see through the falsity of diversity as a basic concept o oneness for all.

This idea of global family is also reflected in the early ancient history when Bronze Age Egyptian Kings aimed to rule "All That the Sun Encircles", Mesopotamian Kings "All from the Sunrise to the Sunset", and ancient Chinese and Japanese Emperors "All under Heaven". These four civilizations developed impressive cultures of great unity. In 113 BC, the Han Dynasty in China erected an Altar of the Great Unity. Polybius said that the Roman achievement of imposing one government over the Mediterranean world was a "marvelous" achievement, and that the main task of future historians will be to explain how this was done.

Medieval Italian poet and philosopher Dante Alighieri in the 14th century presented his strongest view in support of a one-world. In The Banquet (1304-1307), supporting the idea of singular global ruler, he suggested that, having attained all the power under the sun, a supreme ruler wouldn't wage war or engage in aggression because he's already in control.

"Because he possesses everything, the ruler would not desire to possess anything further, and thus, he would hold kings contentedly within the borders of their kingdoms, and keep peace among them"

However, against this world unity, philosophers like Kant, Hobbes and Rousseau, had raised their objections to this thought. They were of this opinion that many unexpected outcomes could not be denied from having a single dominant leader. They believed that it was not easy to address world's different ethnic, social, financial, cultural or political issues under one rule. In Leviathan (1651), Hobbes applied this idea about man's intrinsic ethical fraudulence to political philosophy. Contradicting Dante, Thomas Hobbes thought that "if people are naturally flawed, then any single human being who tries to rule the human race will certainly fail." Supporting Hobbes, Rousseau also claimed that an individual's freedom was more powerful than the control of any single administration. In "The Social Contract" (1762), he apprehended that world

would become the victim of the tyranny of the top ruler, if global harmony among different states could not be achieved. Douglas Adams in his The Hitchhiker's Guide to the Galaxy series even made fun of this concept of a one-world.

Immanuel Kant in 1795, considered World Citizenship a necessary step in establishing world peace. In his "Perpetual Peace: A Philosophical Sketch" (1795),   Kant describes three basic requirements for organizing human affairs to permanently abolish the threat of present and future war to establish a new era of lasting peace throughout the world.

- The Civil Constitution of Every State Should Be Republican.
- The Law of Nations Shall be Founded on a Federation of Free States.
- The Law of World Citizenship Shall Be Limited to Conditions of Universal Hospitality.

In 1842, the English poet Alfred Lord Tennyson, published the oft-quoted lines, " For I dipt into the future, far as human eye could see a Vision of the world, till the war-drum throbbed no longer and the battle-flags were furled In the Parliament of man, the Federation of the world...."

Another significant philosopher theologian Grotius suggested his idea of having an international law, which is still acknowledged today by the American Society of International Law.

US president Ulysses S.Grant in 1873, was convinced: "I believe at some future day, the nations of the earth will agree on some sort of congress which will take cognizance of international questions of difficulty and whose decisions will be as binding as the decisions of the Supreme Court are upon us".(3)

In this regard, a British politician William Gladstone in 1878 anticipating a world unity wrote: "There can hardly be a doubt, as between America and England, of the belief that the daughter at no very distant time will be unquestionably yet stronger than the mother… She [America] will probably become what we are now—head servant in the great household of the world..." (4)

A Chinese philosopher, Kang You Wei In 1885, in his 'One World Philosophy' expressed   his concerns over the ongoing world unification with the frequent conflicts between the United States and Germany: "Someday America will take in [all the states of] the American continent and Germany will take in all the [states of] Europe. This will hasten the world along the road to One World."

The French demographer, George Vacher de Lapouge expressed his fear of powerful nations' dominance: "The moment is close when the struggle for the domination of the world is going to take   place."

He also apprehended the chances of the United States as favourite in the final confrontation: "The future of France seems less certain, I do not believe by the way that Germany might count for a much longer future… We envisage the possibility that England and her immense Empire comes to surrender to the United States, true adversary of Russia in the great struggle to come. I also believe that the United States is appealed to triumph. Otherwise, the universe would be Russian."

Concept of World Government

Another significant development was to form a world government. Its purpose was to ally all nations across the world into a single sovereign unit of federations under one centralized government. It simply means to form a single global legal system of regional states by overruling national legislation. This common concept of a common political authority refers to the common jurisdiction over the whole world for all people formed as a peaceful and voluntary supranational union. Even, a legendry scientist of 20th century, Albert Einstein proposed global governance after the dropping of atomic bombs on Hiroshima and Nagasaki. In 1952, he wrote a short essay called "On My Participation in the Atom Bomb" in which he recommended that all nations should "abolish war by common action" and referred to the philosophy of peace of Gandhi, "the greatest political genius of our time." To defeat this menace of war, he said, it required a "modification of the traditional concept of national sovereignty."

At one instance, taking the view of constant race of global dominance between Russia and US, Einstein realized that the greatest predicament to a global government was not, U.S. mistrust, but Russian unwillingness. He desperately wanted at least a few super economic powers should come together   to form a global government which he expressed in one of his letter to the United Nations, "... that other nations should band together to form a partial world Government comprising at least two-thirds of the major industrial and economic areas of the world." It was also observed that many corporate leaders with

political influence, who defeated the Soviets in the Cold War, were willing to have one-world government.

However, a provisional "World Government of World Citizens" was declared on September 4th, 1953 in Ellsworth whose administrative agency, the World Service Authority (WSA), was founded the following year, and is still supposed to be active to this day mainly for issuing documents like World Citizen Registration Cards, World Passports, and World ID Cards etc. Six countries gave official recognition to the World Passport at one stage or another.(7). According to the WSA's records, till 2010, about180 countries stamped the World Passport or issued a visa on it at least once.

Need

Nobody would deny that today world community is undergoing various challenges of terrorism, global warming, border conflicts, racial conflicts, radical extremism and so many others. This really compels us to ponder deeply over these issues. We, as international citizens, have to come up together and think seriously over these issues and make efforts to save all human beings and humanity. We, as international citizens, have to forget our individual differences and resolve all mutual complexities that create troubles and conflicts. We, as international citizens, have to make efforts to ensure global peace and prosperity. We, as international citizens, have to ensure justice for all without any kind of discrimination of caste, creed, religion, races or languages. We, as international citizens, have to ensure that narrow nationalism should not overpower peaceful spirit of global tranquility, prosperity or happiness.

My idea of one world means global unity as a family under one sky without any limitations of borders, where there no army is standing against any other army, no bloodshed, where there prevails spirit of global humanity, where there prevails uninterrupted fraternity and peace among all sections of culture and civilization, where earth is regarded as mother and sky as father with all prosperity of nature as a global adobe.

Challenges and efforts

After the first and second world war, the menace of nuclear war was realized globally and efforts were made to combat it. Consequently, United Nations Organization came into existence with the prime objective of resolving issues of growing unrest due to war, poverty, climatic changes, hoarding war weapons and worldwide terrorism in order to ensure global peace, fraternity and stability. But The United Nations is limited to a mostly advisory role, and its limited purpose is only to encourage cooperation between existing national governments rather than exert authority over them. Hardly there is any executive legislature, judiciary, military or constitution with global jurisdiction.

However, United Nations could not achieve its prime objective of peace till today for one or the other reason of discrepancy in approach or willingness to dominate the world as super powers. As of now, the conflicts among super powers like USA, Russia, China is but obvious before everybody. No superpower wants the other to dominate the world and each is busy more in lobbying than seeking supporting for global peace regarding the issues of trade, terrorism or global warming. What does Russia - USA conflict says regarding the severe unrest in the Middle East in Iran, Afghanistan, Iraq, Syria and Somalia?

Ironically, it is really very surprising and rather shameful that world does not seem to stand united against this drastic issue of terrorism so far even on humanitarian ground so far. Situation becomes drastic when we see that hoarding of war weapons including nuclear bombs has become a common trend in small countries like North Korea and Pakistan who are struggling even for their survival. Open support to radical extremism and disregard for other races by many, is adding fuel to the fire in spoiling the peace of the world. Earth, sky and water – almost each corner of the entire world is facing one or the other challenging issues which are causing global unrest. Such a situation demands our global unity to address these menaces and find appropriate solution for world peace.

Climatic issue

The whole world community is under the threats of environmental degradation, and with each day, we are approaching our doom in one or the other way by ignoring challenges of increasing pollution and global warming due to continuously increasing degree of emitting dangerous radiations, carbon dioxide and other poisonous gases into the atmosphere. Developing nations are often blamed for it. But developed countries are not far behind in deteriorating the environment by emitting poisonous gases and radiations into the air in their due course of advance technological developments in machinery, electronic goods and in weapons. Depleting glaciers, increasing earth temperature,

eruption of frequent volcanoes and uncontrolled rainfalls are some of the consequences of our negligence in saving our environment and nature on our mother earth. Thus, it is the need of the hour, to frame a global policy to tackle this issue environmental seriously on a common platform of world as a unit. That's why, the UN Development Programme (UNDP) and UN Climate Change (UNFCCC) have been working together since 2014 to support countries in developing Nationally Determined Contributions (NDCs) - beginning with the launch of a regional NDC dialogue series that just completed its 22nd event having engaged over 2,200 participants from over 150 developing countries. This report, leveraging those relationships and history, is the most detailed review yet of momentum since the Paris Agreement and is designed to both inspire and inform the UN Climate Action Summit in New York.

All countries regardless of developed or developing, instead of playing blame game, will have to realize their responsibility to ensure pollution free and healthy climatic atmosphere to save humanity on this Mother Planet. This issue can also bring the world community together to form united a family of all nations, which is my idea of one world in this regard.

Terrorism

In past two or three decades, terrorism has turned out as global threat to all humanity in the world order. Basically it is the deadly act of violence on innocent people merely to spread fear all around and its ugly face is supposed to be older than the ancient civilization of Greece and Rome. Today, it has become a universal phenomenon where almost all developed or undeveloped countries are under its clutches. Even some global powers like America, France, Russia and Britain are living under constant threats of terrorism. There is hardly any country in the world that is beyond the reach of terrorist organizations.

Despite this, the international community, however, has not decided even the definition of terrorism that can be accepted legally and universally on any common platform. It seems that the world community has not learnt any lesson from the attacks of 9/11 in 2001 on New York City and Washington D.C., 26/11 in 2012 in Mumbai, and other massacres of innocent people by terrorists in Syria and Afghanistan. The economic impact of terrorism reached up to US$105.6 billion in 2014.

So the world community has to come together on a common platform leaving behind their personal interests, as one world. China has to stop misusing its Veto power that he did on several occasions in favour of Pakistan which is unanimously alleged as a factory of terrorism by almost each member country of United Nation Security Council. Interestingly, this is because China has invested billions of dollars in Pakistan. Such personal interests definitely weaken the fight against the terrorism and efforts to be made to pave the way for international unity for peace and prosperity and China too won't be able to escape from the paws of terrorism sooner or later. So, in the wake of global perspective, all countries will have to frame a common policy under one roof to tackle this inhuman threat of terrorism and declare it a threat to global sovereignty. And in order to achieve this objective, we have to ponder seriously to make this idea of one world come true – wittingly or unwittingly.

Diversity

World is beautiful cluster of many different religions, communalities and races with so many castes, beliefs, creeds and languages. It will definitely be a challenge to bring all these diversities together. But see, the picture of my country is not different that of the world in the context of mentioned diversities. Besides, imagine, if people of Australia visit India or Nepal, or people of India visit America or Britain without the compulsions of passport and Visa, how beautiful will be the family of global world! This imagination can be a reality if ample serious efforts are made by top leadership of world leaders. World community should really think about it and sustainable efforts – not for merely formality, should come before to achieve this unity in diversity.

Conclusion

There are several groups of countries such as European Union, South East Nations, Bricks Asian African Continent, which have been formed to work together with their understandings of their interests, and they are functional till now to enhance the spirit of one world. It simply means countries in these groups under memorandum of understanding, not only doing business but also ensure peace and happiness among them without any conflicts or confrontations. Similarly, if we happen to form a larger or ultimate union of all the nations on this planet, there would be no need of spending extensively on armies and weapons

for wars and hence no need of keeping defense forces for any country to fight. Most of the money will be utilized in providing services and facilities for the well being of the people. Even issues like global warming or climatic disasters would be resolved unanimously and peacefully. There will be no armed conflicts, no disputes, no poverty, and no racial supremacy anywhere in the entire universe. Rich countries will support the poor ones. Common trade policies will support economic growth. Common technology will ensure the ease of life effectively without causing any harm to one particular sky and hence no conflicts over climatic deterioration or global warming issues. Even issues of terrorism due to radical extremism or so, can be handled effectively and peace can be ensured all around on earth.

This idea of one world can be a reality if each nation focuses more on well being of humanity than its own position of prosperity or supremacy. Our rich Vedic cultural heritage of universal fraternity can guide the world to come together and live as a joint family of Europeans, Asians, Africans and other ethnic entities as nations – full of peace, prosperity and happiness.

In the words of Swami Vivekananda in Chicago,

"All differences in this world are of degree not of kind because oneness is the secret of everything"

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Use of Library Services by the Faculty members in Government Colleges of Haryana

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Abstract
Recognizing the monetary, political and segment quality of Haryana, considering foundational disparities existing in the social structures and given the basic difficulties existing in the higher educational organizations, by developming information communication and Innovation and through powerful human resources the executives and wealth of resources through open and private sources; the objective of this arrangement is to patch up, revive and reproduce Higher education scene in Haryana and achieve the objectives of access, equity, employability, encourage highest standards in teaching and learning, promote best practices in research and innovation, and develop meaningful vocational training, skill education through organizational.

Keywords: Library Services,Govt. Colleges, Faculty members, haryana

Haryana, which was carved out of recent Punjab, appeared as a province of India on November first 1966. It lies in the northern piece of India and is circumscribed by the Indian conditions of Delhi, Punjab, Himachal Pradesh, Rajasthan, Uttar Pradesh and Uttaranchal. Over 75% of the population is reliant on horticulture for their vocation. Haryana gives more than 45 lakh huge amounts of food grains to the focal pool which is the second most elevated in the nation. The fundamental dialects spoken by the individuals are Haryanvi, Hindi, Punjabi, Urdu and English. From a status of immature state it has developed to the differentiation of having the third most elevated per capita income .

Higher education organizations are today perceived as key operators for social and financial improvement taking into account their intrinsic limit of quicker information creation, handling and dispersal. As per Ekhaguere (2004), the nations whose Higher Education division is frail and dormant will be constantly underestimated in this present reality where economy is progressively globalized and information driven. Subsequently, every nation attempts to improve the nature of its Higher Education programs.

The instructive structure in India is for the most part alluded to as the Ten+Two+Three (10+2+3) design. The initial ten years give undifferentiated general training to all understudies. The +2 phase, the higher auxiliary or senior optional stage, accommodates separation into scholarly and professional streams and denotes the finish of school training. At the +3 phase, school training, the understudy goes for higher investigations in his picked field.

Under the effect of globalization and blast of Information , various subjects have risen in the Higher Education segment. The structure and substance of instruction are being changed to empower the partners to contend in an open worldwide society. Higher Education is seeing a change in outlook in the regions of instructing, learning, research and augmentation. Thus, basic information has achieved uncommon consideration as of late. Accreditation of instructive organizations and advancement of value training would take us further towards the acknowledgment of the objectives of Higher Education . Likewise, it is similarly imperative to build the entrance of Higher Education to different areas of society through innovation empowered instructing and discovering that request patching up of existing educational plans, teaching method and the board of Higher Education .

Development of Higher Education in Haryana
In Haryana, huge development has occurred in the field of Higher Education both as far as quality and amount. It is apparent from the fact that in 1966-67 there was only one university and 40 arts and science colleges in the state, whereas
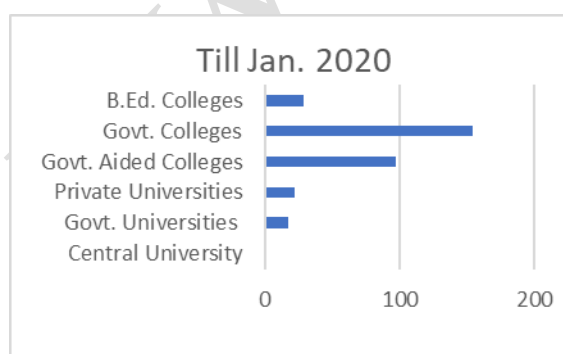
now there are 22 universities and 187 arts and science colleges, out of which 75 are government colleges (Statistical abstract Haryana, 2011).

The present work aims to survey the role of higher education in govt. of Haryana. The findings may be useful in removing the constraints and planning for future development in a systematic way, resulting in enhanced utilization of library facilities and user satisfaction.

The Higher education Institutions in Haryana exist on a paired financing design with the alleged open supported or the Government Colleges accepting 100% subsidizing and the private universities getting either fractional financing or no assets from the legislature. The private Institutions in the province of Haryana offering general Higher Education are for the most part based on station or strict direction.

Under value activities and in accordance with national need on "Beti Bachao, Beti Padayo Abhiyaan" Legislature of Haryana is under procedure of opening 69 girls colleges by the government in different districts of Haryana. These colleges will be operational for 2017,2018 and 2019 and will offer courses in Arts,Commerce and Science stream. Haryana has a system of instructive foundations spread over its 22 districts . The detail of the Higher education system of Haryana as under:

Types of Institution	Till Jan. 2020
Central University	1
Govt. Universities	18
Private Universities	22
Govt. Aided Colleges	97
Govt. Colleges	154
B.Ed. Colleges	29

Initiatives of the Government of Haryana

Since its commencement in 1966, tremendous extension has occurred in the field of higher education in the state of Haryana. Other than generous increment in the quantity of colleges, educators and so forth., the number of girl students studying in various colleges of the State has also gone up considerably during the last 38 years. The State Government has formulated "Education Policy – 2000 for the Province of Haryana " which interalia, imagines arrangement of Higher Education offices in rustic zones, subjective improvement in instructive condition, empowering private activity, presentation of PC training in colleges, making higher education work situated and so forth.

In Haryana approx 1.5 lac students take admission in colleges each year. At the point when new colleges enter an establishment, they accompany different musings, foundations and arrangements. It is imperative to assist them with changing in accordance with the new condition and teach in them the ethos of the establishment with a feeling of bigger reason. Valuable little is finished by a large portion of the organizations, aside from a direction program enduring two or three hours. These students are ordinarily unconscious of grounds/college situation. Through refresher orientation, students to meet other students, become familiar with campus services, faculty, rules and regulation. Its purpose is to make the students feel comfortable in their new environment, open them up, set a healthy daily routine, create bonding in the batch as well as between faculty and students, develop awareness, sensitivity and understanding of the self, people around them, society at large, and nature.

To understand the objectives set in its approach report, the government has taken the following initiatives:

- Knowledge combined with imagination and innovation is the most remarkable money that Colleges and higher education establishments make and add to society and country. To be an Entryway Opener for the students in a quickly globalizing world, it is imperative to follow the rising Mechanical Patterns that are melding the future instructive scene. Clearly enough most recent intuitive instructing is changing the job of training with the presentation of sight and sound, and a creative exertion of an organization helps in its scholastic greatness. The innovation of online training and all the computerized activities have the likelihood to reform Higher Education situation sooner rather than later. As

needs be office in concocting program DRISHTI (Digital Revolution in Information Studies in Haryana for Transformation and Innovation) to help computerized and e-learning in all college. Division has consented to arrangement with CEC for creating e-content for different subjects. Workshop for 400+ instructors of different subjects has been led in SUPVA for the utilization of e-content in showing instructional method Evacuation of Provincial Urban Inconsistencies Uncommon endeavours are being made to spread the offices of Higher Education in rustic territories so that the country, urban incongruities might be expelled. For this new Government universities have been opened in the country regions.

- A system of annual inspections of colleges has also been put in place under which every government college in the state would be comprehensively inspected at least once in a year. In addition random inspections of the government colleges have been introduced in order to ensure smooth functioning of the colleges.
- Special accentuation is being laid by the State Govt. on girls' education
- To upgrade responsibility, the Department of Higher Education has given rules to the colleges Universities to guarantee at least 180 showing days in a an academic session as stipulated by the UGC.
- In request to guarantee more noteworthy responsibility with respect to the showing workforce a far reaching "Code of Conduct" has been developed with the approval of the Council of Ministers.
- Honours meritorious students for their excellent work
- organized training programmes for Principals, Faculty members of the higher education Universities and colleges.
- Computer education has been introduced as an optional subject in all the government colleges of the State from the session 2001-2002.
- Under this scheme girl students of different rural/urban government colleges are taken for educational trips to historical places in other states. The purpose is to provide an opportunity to these students especially those belonging to the reserved categories and rural areas to visit places of historical, cultural and religious importance in order to inculcate in them a spirit of independence, self-confidence and enhance their general awareness.
- To create awareness on gender related issues among the staff and the students "Women Cell" have been established in all the colleges of the state. In order sensitize and provide training on various gender related issues, every year workshops are organized for the coordinators of Women Cells.
- The colleges in the state are encouraged to conduct job-oriented courses in order to provide training and develop skills in students.
- Under this scheme the colleges provide woolen clothing /blankets to the economically backward students, during the winter season.
- From the various endowments instituted by the government such as the Radhakrishnan Fund and the Students Aid Fund, the colleges at the beginning of each academic session invite applications and provide scholarships to the needy and deserving candidates.

Statement of the Problem
The issue choose for the exploration study is " **Use of Library Services by the Faculty Members in Government colleges of Haryana** ". The present investigation centers around Information need and Information services of libraries of Govt. College of Haryana. Most extreme use of resources, issues and levels of fulfillment, rising issues and discover arrangements by faculty.

Scope and Limitation of the Study
The study covers only the Govt. College of Haryana established under act of Govt. of Haryana in different disciplines in different district of Haryana in North Zone, South Zone ,East Zone,West Zone and Central Zone of Haryana.

Findings of Library Services of Govt. College.
- 23 Govt. colleges have not any library professional out of 154 colleges of Haryana.

- Out of 134 colleges there are 72 female members and 62 male members in library.
- Mostly library running by the library restorer, Faculty In-charge due to lack of Professional Librarian.
- Single trained librarian has allocated two or three libraries in a week.
- Majority of staff are from 40-45 age groups.
- Maximum responses are of faculty In charge of library designation.
- Maximum 55(41.04%) responses are having the library professional experience .
- DDC for Classification scheme have been extensively used by most of the govt. college libraries.
- For the library automation, all the libraries of govt. colleges of Haryana used SOUL library automation software recommended by Higher Education Department, Govt. of Haryana.
- Only 62(42.27%) library have barcode system for the systematically working of the library.
- Books, Journals/Back volumes of Journals, Magazines, Newspapers, E-Journals/Magazines are the main source of library collection.
- The status of hardware technology available in govt. college libraries, which are basic requirement of library automation and for library services. Only 128 colleges are computer facilities out of 134 respondents.
- Books, Journals/Magazines, Year Books/Hand Books, Dictionaries, Directories, Newspaper clippings, Syllabus, Publisher Catalogue, E-resources and old question papers are the reference sources available in the library.
- Only 97 (72.39%) libraries have the encyclopedias for reference source of Information.
- Only 54(40.30) respondents of college preserve the conference and seminar proceedings organized by the college or faculty attended.

- Some libraries have the Pamphlets displayed send by the Central; State Govt., Private Organizations and NGOs etc.
- CD/DVD part of the reference source of libraries of Govt. colleges. Only 112 (83.58%) libraries have these facilities.
- Only 55 (41.04%) libraries of govt. colleges having thesis/dissertations/projects/reports
- The most of 129 (96.27%) libraries have Internet connection. Only 5 libraries have not available facilities of Internet connection.
- Circulation (Issue/ Return), Display of New arrivals and Newspaper clipping are 100% facilities available all the college libraries for uses.
- College libraries have library services for library users like as circulation, e-mail alert, content management of books and journals/magazines, Internet, Wi-Fi, new arrivals display, notice board service, inter library loan, electronic document delivery, news clippings, reference service, photocopy (reprography) services, CAS-Current Awareness Service, SDI-Selective Dissemination Service, OPAC-Online Public Access Catalogue/Web OPAC, cataloguing, indexing, abstracting, user education, resource sharing, blogs, library services by using social networks and circulation (issue/return) services.
- Users of Govt. College libraries acquire Information for current activities and general knowledge are Internet in First Rank, Television second Rank, Newspaper third Rank, Book fourth Rank and Magazine and Journals Fifth Rank. So, Internet is very important source of information in library.
  Information Normally access from Internet in college libraries are Bibliographical Information, Online Purchase Books, Online Books Price Verify Journal/Magazines Subscription, Access Publisher Catalogue, Forums For Discussion, Downloading Programs, Professional Development, Online Shopping, Social

Network, Research Abstracts/Articles, Research Reports/Project, Career Planning, Resource Sharing, Training/Workshops/Conferences/Seminars and Means of Communication with professionals are normally access Information from Internet of users of Govt. College Libraries Haryana.

- The College Libraries time to time make the policies to attract the users in library.
- There are different languages books available in libraries. In which 48(35.82%) books are in English, and 86(64.18%) books are in Hindi language.

Suggestions and Recommendations

On the basis of the results obtained in this study some suggestions are given herewith:

- Physical facilities in the libraries need to be improved a lot by providing adequate and comfortable reading space.
- Proper management is required in the course of acquisition, processing and shelving of resources to ensure that these are readily retrievable and available for search, browsing and extracting.
- Required the membership of N-List (INFLIBNET) National Library and Information Service for Scholarly Contents, DELNET and member of Digital Library consortium urgently required in Govt. College Libraries Haryana.
- The college teachers frequently need information for lecture preparation and improving personal competencies from college libraries. But college library system is inadequate to promptly fulfill their information needs. Keeping this in view, college libraries should be updated with better facilities and collection.
- Internet is a useful tool to search and locate information in a desired field. Therefore, all the colleges should have internet connectivity with sufficient numbers of terminals.
- College libraries should be provided with proper hardware and software and online access to digital resources, such as e-books and e- journals under consortia as it is the practice of university libraries

- Use of non-book materials which are coming in the digital format, like CDs and DVDs should be made acquainted to the library users or faculty members. Proper training for the use of such media should be given both to the library staff and the users.
- It is better to have networking of libraries at the state level as well as with other leading libraries. Computerized databases of their collection should be developed for better resource sharing.
- There must be sufficient and qualified library personnel in library for managing and providing better services.
- Respondents' demands for information sources must be given importance in order to improve existing services of libraries.
- In order to update the knowledge of the faculty members, library awareness programmes should be arranged from time to time so that they may use library resources at the optimum level.
- Many faculty members and library personnel do not know how to access information by using computer. Therefore, formal training should be provided to them for using online resources.
- Arrangement should be made for the differently-abled students of the College.
- Braille Books Facility should be required in Govt. College Libraries.
- Focus on collection development and display in college libraries in Haryana.
- Increase the quantity of the newspapers and magazines of current affairs in college library as the case may be.
- Discerning scenario of users education programme is needed.
- The staff in library requires training in handling the e-journals and users need an orientation for using. Library staff should be provided proper training, which will help them acquiring more sophisticated searching and retrieval skills.
- Realizing the value of information in learning and teaching, more needs to be done to improve availability of information resources and teachers

information literary skill in least developed countries.

- E-information literacy empowers the teachers to enhance to e-information search skills effectively and independently for taking decisions.
- Library should play a pivotal role in facilitating the students in the use of internet and e-resources and other library services.
- Deputation system of teachers as "librarian" is great hindrance for the sake of library and profession. It should be avoided as soon as possible.
- The appointment of library professionals is needed urgently to provide proper service.
- Libraries needs to pay attention to acquire appropriate need based literature on the subjects to the utmost satisfaction of their academic staff and students.

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Table :2

Table:1 Source of Library Collection

Collection Development	No of Libraries	No. of Respondents	%
Books	134	134	100
E- Books	134	98	73.13
Journal/ Back Volume of Journals	134	134	100
Magazines	134	134	100
Newspapers	134	134	100
E-Journal/ Magazines	134	134	100
Dissertation/ Theses	134	0	0
CD/ DVD	134	4	2.99
Any Other (Pl. Specify)	134	0	0

Table: 2 Which are the Hardware available in your library?

Hardware	Quantity	%
Computer	128	95.52
Scanner	62	46.27
Printer	65	48.51
Printer 3 in One Printer + Scanner + Xerox	95	70.90
Photocopy Machine	26	19.40
Barcode Reader	62	46.27
UPS (Signal PC User)	128	95.52
Central UPS in Library	12	8.96
CCTV Camera	7	5.22
Projector	12	8.96
Audio- Visual Devices	34	25.37
Web- Cam	18	13.43
CD/ DVD Writer	128	95.52
Other (Pls. Specify)	0	0.00
Average		55.5
t-value		4.36
p-value		0.00038

Table :3 Information Normally Access from Internet

Information Access	No. of Respondent	%
Bibliographical Information	49	36.57
Online Purchase Books	62	46.27
Online Books Price Verify	36	26.87
Journal/Magazines Subscription	24	17.91
Access Publisher Catalogue	39	29.10
Fellowship/Scholarship	23	17.16
Research Work	69	51.49
Placements/Job Opportunities	82	61.19
Access Online Databases	31	23.13
Forums For Discussion	21	15.67
Publishing	5	3.73
Downloading Programs	68	50.75
Professional Development	53	39.55
Online Shopping	63	47.01
Social Network	59	44.03
Patents and Standards	23	17.16
Research Abstracts/Articles	82	61.19
Research Reports/Project	52	38.81
Career Planning	78	58.20
Resource Sharing	26	19.40
Training/Workshops/Conferences/Seminars	57	42.54
Means of Communication with professionals	19	14.18
Others (Please Specify Here)___	0	0

Table No. 4 Providing any of the following Service to the users in Library

Services	No. of Respondents	%
Circulation Issue/Return)	134	100.00
E-mail Alert	45	33.58
Content of Journals/Magazines	52	38.81
Internet	129	96.27
Display of New Arrivals	134	100.00
Inter Library Loan	94	70.15
Document Delivery Service	34	25.37
Newspaper/ Clipping	134	100.00
Photocopy (Reprography)	26	19.40

CAS (Current Awareness Services)	102	76.12
SDI(Selective Dissemination of Information)	127	94.78
OPAC (Online Public Access Catalogue)	128	95.52
Indexing and Abstracting	11	8.21
User Education	14	10.45
Resource Sharing	18	13.43
Library Blogs	4	2.99
Library Services through Social Network	7	5.22
Average	**70.18**	
t-test	**3.40**	
p-value	**0.002**	

Table No.5 **Which are the Reference Sources available in your Library?**

Sources Available	No. of Respondents	%
Books	134	100
Journals/Magazines	134	100
Conference/Seminar/Workshop Proceedings	54	40.30
Patents/Standard	37	27.61
Year Books/Hand Books	134	100
Encyclopedias	97	72.39
Directories	134	100
Newspaper clipping	134	100
Syllabus	134	100
Publisher Catalogues	134	100
E-resources	134	100
Dictionaries	134	100
Question papers	134	100
Pamphlets	72	53.73
CD/DVD	112	83.58
Theses/Dissertations/Project/Reports	55	41.04
Any Other	0	0

Can Euro Challenge the Dominance of Dollar

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Abstract
The crisis in the financial system has alarmed the global economic system with it's over dependence on US dollar as the only global currency for exchange. The rise of the European Union as a political unit and a common currency has challenged the position of US dollar. With the rise of China and declining US power, it has been established that Euro can rival out Dollar in the long run and provide a more stable exchange system if the US fails to limits its depleting fiscal deficit which has troubled the global economy. US foreign policy, its involvement in unending war and rise of multilateral institution like BRICS will certainly shaped this argument whether Euro can replace Dollar. Secondly, the situation in the Europe and response from UK to accept Euro as a common currency would finally establish the idea that Euro may replace the Dollar or at least rival out its dominant position.

Introduction

In the aftermath of financial crisis in the United States in 2009, there was a strong reaction on the status of dollar as the most dominant currency reserve in the world. The looming crisis posits a challenge the dominance of US dollar after the growing deficit witnessed an unprecedented high. In the backdrop of this many economists in the west like former US federal reserve chief Alan Greenspan and economists like Jeffrey Frankel and Menzie Chinn studied a possible replacement for Euro over the US dollar. The idea behind this theory has been postulated largely on two possible outcomes. First was UK agrees to accept Euro and second the persistence of the fall of the Value of US dollar. With the Brexit, and UK position on acceptance euro as a main currency which could have been a giant leap in meeting the old prophecy of Euro's challenge to the dominance of US dollar. The rise and fall of American dream is not just a prophecy any more. The post Lehman brother Tsunami has stalled the trajectory of great American dream. Post financial crisis and rise of BRICS particularly of China has challenge the supremacy of unipolar world status. The military might has contributed largely in the name of America's suicidal attempt in Afghanistan and Iraq war. But beyond the military might it's the economy that had given American most powerful state in the world post Second World War but shift of power theory has given us a whole idea whether: dollar economy is losing sheen and if yes who can dethrone it. The Much of America's dominance in world finance comes from the dollar's status as international money. America's commitment to free capital markets, the rule of law, and price stability confer credibility on the dollar as a store of value.

But American spending habits have undermined the dollar's reputation, with the excess supply of dollars on world markets depressing its price. The unprecedented debt rise has led the dollar to lose its sheen also the other economy including Eurozone and BRICS countries have challenged it to dethrone with other currency. In the backdrop of all this challenge, the other currency that has the potential despite a big crisis in the Eurozone is Euro.

The euro's exchange rate against the dollar reached an all-time high, and central banks have increased the euro share of their international reserves. So can we predict: Is the dollar about to lose the crown of world finance to the euro?

Why EURO?

The euro's growing appeal comes from several factors: the euro zone is comparable to the U.S. economy in term[s] of GDP and trade openness; the European Central Bank has kept inflation in check; but importantly the EU experiences nothing like America's current account deficit and external debt, which apply considerable pressures on the dollar. As early as September 2007, Reuters reported that former U.S. Federal Reserve Chairman Alan Greenspan was quoted in a weekly

German magazine Stern saying it was "absolutely conceivable that the euro will replace the dollar as the dominate foreign reserve currency, or will be traded as an equally important reserve currency."

Econometric analysis by Jeffrey Frankel and Menzie Chinn also indicates that the euro could replace the U.S. dollar as the major reserve currency by 2020 if: (1) depreciation trend of the dollar persists into the future or (2) if E.U. members, such as the U.K., adopted the euro by 2020. Papaioannou and his colleagues study the composition of central banks' foreign exchange reserves. Reserve growth in recent years has been dramatic, with emerging markets and developing countries tripling their reserves since 1998.

In addition, rising prices for oil and other commodities have increased foreign reserves in fuel-exporting countries. The gold diplomacy where china in particular is trying to buy it to augment its reserve against external US debt that which has crossed $1 trillion speaks great volume of large U.S. current account deficits.

Even a limited shift out of dollar assets, the researchers say, could result in significant exchange rate movements - in particular, sizable dollar depreciation. So can the foreign reserves will have any effect on market.

Why Demand to Replace Dollar with Euro?

Dollar Vs. Euro has attracted more attention than any topic in the field of International Economics and International Political Economy (IPE). The literature covering the debate since the late 1990s can be divided into euro-optimists, who argue in favour of this thesis, and the euro-sceptics, who point to the obstacles the European currency, faces to dethrone the dollar. These two differing hypotheses have continued to the present day despite the sovereign debt crises in the Eurozone (EZ).

For those who have always been sceptical about the future of the euro, the crisis has reaffirmed their conviction about the unfeasibility of the European Monetary Union (EMU) project in the long term. It confirms their assessment that the euro in its present state is structurally flawed. By contrast, in the view of the euro-optimists, the current crisis is part of the natural evolution of a currency that is still very young. One of the first economists to predict the euro's ascendancy as a strong international currency was Fred Bergsten.

Already in 1997, five years before the euro hit Europe's streets, he wrote that, "The creation of a single European currency will be the most important development in the international monetary system since the adoption of flexible exchange rates in the early 1970s. The dollar will have its first real competitor since it surpassed the pound sterling as the world's dominant currency during the interwar period". Due to the growing concentration of EU as a global power and deepening US trade deficits the figures helped the conditions of the Maastricht Treaty to ensure a strong currency.

However the study almost project not much sharp decline of US dollar but the rise of Euro cant share the majority chunk and could match the dollar for world exchange in the world financial system. In 1998, Robert Mundell, considered as prominent euro-optimist, came up with his study predicting the arrival of Euro.

He stressed upon the euro vs dollar competition on the basis of functions of international currency into three: (1) unit of account; (2) medium of exchange; and (3) store of value. The first two functions argue that market actors prefer a single international currency. For the latter, though, competition between different international currencies is likely, and even desirable. The function of unit of account refers to the invoicing of contracts or pricing of commodities in one particular currency. The international pricing of oil in US dollars is a good example. The medium of exchange function, on the other hand, relates to the vehicle currency used to exchange different currencies in the foreign exchange markets.

The prediction on when the euro would possibly surpass the dollar based on the main factors that economists generally consider are determinant to gain international currency status: "(1) economic size measured in output and trade; (2) deep, liquid and well-developed financial markets; (3) confidence in the value of the currency; and (4) network externalities".

Chinn & Frankel responds also on how the the dollar might lose its dominance as the World's leading currency and saying there is a possibility that Euro might replace the Dollar due to it's the growing political clout of Euro and wider expansion as a world currency compare to Yen and other small rivals and secondly, both authors cites the chronic current account deficits for the dollar.

Foreign Reserves Fuel the Market for Currencies-

In an October 12, 2009 article "Dollar Reaches Breaking Point as Banks Shift Reserves,"

Bloomberg.com's Ye Xie and Anchalee Worrachate report that Barclays Capital data show a 63 per cent second quarter 2009 increase in euro and yen foreign reserve investments. A U.S. Treasury Department report states that from the end of 1999 to second quarter 2008, foreign reserves in dollars fell from 71 per cent to 62.5 per cent while euro holdings rose from 18 per cent to 27 per cent.

Discontent with the Dollar: Is the Euro a Good Alternative?

History tells us that this is not the first time dollar has been challenged as the anchor currency for the world economic system. Many people spoke out against its dominant status in the 1970s, with the collapse of the Bretton Woods system, and also in the 1980s, when it depreciated against other, second-tier, international currencies such as the Japanese yen and the German mark. But the situation today is a bit different. In the first place, in the euro the dollar now has a rival currency with enough economic foundation to challenge its leadership role. Secondly, the emerging countries, such as China, Russia India and Brazil, which in the next few years might catch up with the US as growing economy, are not the faithful allies that Germany and Japan were in the 1980s. With the rise of China and asserting Russia, the other form including The BRICs feel that more than ever they now have the right to criticise the dollar's position as the system's anchor currency.

Ever since March 2008, when the ever-restrained Chinese Prime Minister Wen Jiabao publicly questioned the greenback at the national congress of the Chinese Communist Party, senior BRIC officials (mainly Russians, Chinese and Brazilians) have never passed up a chance to challenge the status of the dollar in the global system.

Therefore, the Chinese find themselves in what Nobel laureate Paul Krugman has called the 'dollar trap' or what famous Larry Summers labelled the 'balance of financial terror'. Can the euro become an alternative for getting out of this predicament?

Over the past 10 years the euro has proved itself to be a currency with a stronger exchange rate and a more stable inflation rate than the dollar. Furthermore, the EU is the main trading partner of both China and Brazil. So why not dump the dollar and switch to the euro

The Importance of the Idea of Euro

Amidst financial crisis euro was considered a unique event in monetary history. Many consider it a pathfinder. Despite the difficulties faced by countries such as Portugal, Ireland, Spain and, above all, Greece which some Anglo media such as the Financial Times have described as being on the verge of abandoning the euro zone– most of those interviewed do not see the possibility of monetary union falling apart. To the contrary, they say that this crisis will show the Europeans the need to come together even more. The impact of the euro on the BRICs' financial elites has not developed mainly at the material level; in other words, the physical realm of the coins and notes that people hold in their hands. It is not that these financial minds have just now seen the strengths of the euro zone and are going to replace their dollars with Euros. Since early 2009 China is promoting the Chinese yuan as an exchange currency for regional trade relations. To do this, it has signed monetary agreements with its neighbours, including Hong Kong, South Korea, Malaysia and Indonesia.

The influence of the euro's example as a trans-national currency even goes beyond the regional aspect. "For many Chinese who took part in the study, when the Governor of China's central bank, Zhou Xiaochuan, with explicit support from the BRICs, proposes IMF Special Drawing Rights (SDR) as possible substitutes for the dollar, he is clearly referring to the euro, the only currency based on a sharing out of national sovereignty".

Now, however, the BRIC proposal has not stirred much enthusiasm in Europe (because of a lack of interest due to the strength of the euro, and because of the lack of a common pan-European position, or out of respect for the US) and naturally it has been rejected outright by the US. In any case, this lack of support from the Europeans and Americans has not weakened the BRICs' drive. To the contrary, it has prompted them even more to press on with their goal of boosting monetary cooperation as a way of avoiding using the dollar.

Brazil and China have already begun to market their products bilaterally in their own currencies, and Russia is expected to follow suit soon. Brazil has even considered the possibility of billing its bilateral trade with the EU in euros, but the European Commission opposes this. While the Europeans were the first to ask for the creation of SDRs, and the first to create a single currency at the regional level, the lack of a common policy regarding the use of the euro at the international level might cause them to lag behind in the race to determine what currencies are going to be used in

trans-regional trade in an increasingly multipolar world in which the BRICs will hold more and more sway.

Rise of BRICS against dollar diplomacy

What might trigger a fatal run on the dollar in world markets? Welcome to the Currency War, as Russia, China, India Bypass the Petrodollar and BRICS Nations Raised voice for new International Currency-While few currency analysts believe that the dollar will be replaced as the world's dominant foreign exchange reserve anytime soon, calls among the so-called BRIC nations – Brazil, Russia, India, and China for the establishment of an international currency suggests major changes ahead unless confidence in the value of the U.S. dollar.

Russia has the world's third-largest foreign reserves, about half of which are in dollars and the rest in euros and pounds. As reported by Gleb Bryanski for Reuters, Russia called for the dollar's replacement as the world's benchmark currency in 2009. Joining in on Russia's call for an international currency, a week before the March 2009 G-20 global economic summit in London, governor of the People's Bank of China, Zhou Xiaochuan, said a new currency reserve system controlled by the International Monetary Fund (IMF) would be more stable.

Theme: As US tries to punish Russia for the latter's dismemberment of Ukraine, the West is discovering that the balance of power isn't what it used to be. Russia is a huge supplier of oil and gas traded in US dollars which gives it both leverage over near-term energy flows and, far more ominous for the US, the ability to threaten the dollar's reign as the world's reserve currency. And it's taking some big, active steps towards that goal.

As Russia Prepares Mega-Deal With India After Locking Up China With biggest deal between two countries on Gas while the West was busy alienating Russia in every diplomatic way possible, without of course exposing its crushing overreliance on Russian energy exports to keep European industries alive. Gazprom, which is preparing to announce the completion of a "holy grail" natural gas supply deal to Beijing.

The Russia India deal during the period posits the question on: will payment for crude and LNG be made in Rubles or Rupees? or in gold. Because it certainly won't be in dollars. And therefore the uncertainly will rise with the rise of China as a rival of the US for a global power at least in economic realm. So if China announced to trade their currency with gold and would no longer be using the U.S. dollar in international trade? It would change the face of the global economy almost overnight. But whether Euro can rival the US dollar in that sense would be immature and unpredictable considering the global nature of economic and financial system.

Conclusion

The Deficits in US after the 2009 financial crisis and its political decisions on waging war in different parts of the world had affected the US dollar as it affects the world economy. The over dependence of world economy on US dollar for exchange has shaken the emerging economic power like China and Russia. The next financial collapse will resemble nothing in history while poised at a crossroads, pondering the death of the dollar. The international monetary system has collapsed three times in the past hundred years, in 1914, 1939, and 1971. Each collapse was followed by a period of tumult: war, civil unrest, or significant damage to the stability of the global economy. The American dollar has been the global reserve currency since the end of the Second World War.

In addition to the huge current account deficit that the US has suffered for decades, now there are the difficulties that this superpower faces with its wars in Iraq and Afghanistan and the grave consequences of the financial crisis. The time has come for alternatives, and the rise and consolidation of the euro is an significant change. It is definitely not going to replace the dollar as anchor currency in the short term as the Euro is still far from having that capacity, mainly because there is no pan-European market for public debt, nor a pan-European fiscal policy. However, the euro has in fact begun a new era in the configuration of the international monetary system. Europe will decide jointly what the new international monetary system will be. If they do not, Europe will fall behind. Russia has threatened to price its huge oil and gas exports in euros instead of dollars as part of a strategic shift to forge closer ties with the European Union, and to hedge against the falling dollar. The recent events tells this significant facts before us: Russia is the world's second largest oil exporter.

Sweden has cut its dollar holdings, from 37 per cent of central bank reserves to 20 per cent, with the euro's share rising to 50 per cent. UAE Converts Dollars to Euros – The declining U.S. dollar has caused the United Arab Emirates, a

close U.S. ally, to convert eight per cent of its $25 billion foreign exchange reserves into euros. Kuwait and Qatar have indicated that they plan to make similar moves. Other countries, including Russia, Venezuela, Indonesia and Iran also have decided to cut their dollar reserves or, in Iran's case, start pricing oil in Euros. Iraq has priced its oil in Euros since 2000. Fred Bergsten, director of The Peterson Institute for International Economics, predicts that within 5 to 10 years, half of all global finance could be conducted in Euros. The euro is the first currency in 100 years that can really compete with the dollar on a global level. The U.S. dollar has been the dominant currency because it's had no competition. The creation of the euro changes all that. Despite the continuous war by the US from Middle East to Afghanistan, the rise of China, end of the US liberal hegemony and international order, the position of UK whether to accept Euro has undermined the possibility of Euro challenging the US dollar in the immediate future despite the second condition that persistent fall of US exchange and rising deficit particularly now in the contemporary economic situation in US and globally still maintain that the possibility of change in the world exchange system. The fall of European order as a common union with the growing uncertainty due to global crisis and European crisis amidst the UK's uncertainty over accepting Euro as a currency, this would be a pipe dream, if Euro rivals out the dominance of US Dollar from the world exchange.

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ਮਾਲਵੇ ਦੀ ਕਵੀਸ਼ਰੀ

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ਪੰਜਾਬੀ ਸਾਹਿਤ ਹਜ਼ਾਰ ਸਾਲ ਪੁਰਾਣੀ ਵਿਰਾਸਤ ਦਾ ਹਿੱਸਾ ਹੈ। ਸਮੇਂ ਸਮੇਂ ਤੇ ਸਾਹਿਤਕ ਖੇਤਰ ਵਿੱਚ ਅਨੇਕਾਂ ਸਾਹਿਤਕ - ਧਾਰਾਵਾਂ ਦਾ ਬੋਲਬਾਲਾ ਰਿਹਾ ਤੇ ਇਨ੍ਹਾਂ ਦਾ ਸਾਹਿਤ ਰੂਪਾਂ ਤੇ ਵੀ ਪ੍ਰਭਾਵ ਪੈਂਦਾ ਰਿਹਾ। ਸਮੇਂ ਦੇ ਉਤਰਾਅ-ਚੜਾਅ ਨੇ ਵੱਖ -ਵੱਖ ਸਾਹਿਤ ਰੂਪਾਂ ਦੇ ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ ਵਿੱਚ ਨਿਰੰਤਰ ਯੋਗਦਾਨ ਪਾਇਆ। ਸਾਹਿਤਕਾਰਾਂ ਨੇ ਵੀ ਆਪਣੀ ਕਲਮ ਦੀ ਕਲਾਤਮਿਕਤਾ ਨਾਲ ਸਾਹਿਤ ਦੇ ਖੇਤਰ ਨੂੰ ਹੋਰ ਵਿਸ਼ਾਲ ਕੀਤਾ।

ਕਵੀਸ਼ਰੀ ਪ੍ਰੰਪਰਾ ਹੋਰ ਸਾਹਿਤ ਰੂਪਾਂ ਵਾਂਗ ਪੰਜਾਬੀ ਸਾਹਿਤ ਵਿੱਚ ਵਿਲੱਖਣ ਸਥਾਨ ਰਖਦੀ ਹੈ। ਮਲਵਈ ਜੀਵਨ ਦੀ ਜੇ ਸੰਪੂਰਨ ਤਸਵੀਰ ਵੇਖਣੀ ਹੋਵੇ ਤਾਂ ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਵਿੱਚੋਂ ਦੇਖੀ ਜਾ ਸਕਦੀ ਹੈ। ਦੂਜੇ ਸ਼ਬਦਾਂ ਵਿੱਚ, ਸਮੁੱਚੇ ਮਾਲਵੇ ਨੂੰ ਜੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਪਰੋਇਆ ਜਾ ਸਕਿਆ ਹੈ ਤਾਂ ਉਹ ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਸਦਕਾ ਹੀ ਸੰਭਵ ਹੋਇਆ ਹੈ। ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਨੇ ਭੁੱਲੇ ਵਿਸਰੇ ਮਾਲਵਾ ਨੂੰ ਦੁਨੀਆ ਦੇ ਨਕਸ਼ੇ ਤੇ ਲਿਆ ਕੇ ਹੋਰਨਾਂ ਸਾਹਿਤ ਰੂਪਾਂ ਵਾਂਗ ਬਰਾਬਰ ਦਾ ਦਰਜਾ ਪ੍ਰਦਾਨ ਕੀਤਾ ਹੈ। ਮਲਵਈ ਜੀਵਨ ਦੀ ਬਹੁ-ਪੱਖੀ, ਬਹੁ ਵਿਸ਼ਾਲ ਤੇ ਯਥਾਰਥਕ ਪੇਸ਼ਕਾਰੀ ਹੋਰ ਕਿਸੇ ਕਾਵਿ-ਰੂਪ ਵਿੱਚ ਇੰਨੀ ਨੇੜਿਓ ਨਹੀਂ ਹੋਈ ਜਿੰਨੀ ਕਵੀਸ਼ਰੀ ਵਿੱਚ ਹੋਈ ਹੈ। ਕਵੀਸ਼ਰੀ ਥੱਕੀ-ਟੁੱਟੀ ਪੇਂਡੂ ਮਾਨਸਿਕਤਾ ਨੂੰ ਤ੍ਰਿਪਤ ਕਰਕੇ ਨਵੀਂ ਜੀਵਨ-ਰੌਂ ਬਖਸ਼ਣ ਦੀ ਸਮਰੱਥਾ ਰੱਖਦੀ ਹੈ। ਕਵੀਸ਼ਰੀ ਲੋਕ-ਤੱਤਾਂ ਨਾਲ ਭਰਪੂਰ ਉਹ ਲੋਕ-ਸਾਹਿਤ ਹੈ ਜਿਸ ਵਿੱਚ ਸਥਾਨਿਕ ਰੰਗਣ, ਮੌਖਿਕ ਪ੍ਰੰਪਰਾ, ਅਦਭੁਤ ਗਾਇਣ ਸ਼ੈਲੀ, ਆਦਿ ਤੱਤ ਸ਼ਾਮਿਲ ਹੁੰਦੇ ਹਨ। ਕਵੀਸ਼ਰੀ ਦਾ ਮੌਖਿਕ-ਰੂਪ ਕਵੀਸ਼ਰ ਨੂੰ ਲੋਕ-ਜੀਵਨ ਦੇ ਨੇੜੇ ਕਰਦਾ ਹੈ। ਜਿਸਦੀ ਪੇਸ਼ਕਾਰੀ 'ਅਖਾੜੇ' ਦੇ ਰੂਪ ਵਿੱਚ ਹੁੰਦੀ ਹੈ। ਕਿਉਂਕਿ ਲਿਖਤੀ ਸਾਹਿਤ ਦਾ ਦਾਇਰਾ ਸੀਮਿਤ ਹੁੰਦਾ ਹੈ। ਅਖਾੜੇ ਦੇ ਰੂਪ ਵਿੱਚ ਸਟੇਜ ਪੇਸ਼ਕਾਰੀ ਕਵੀਸ਼ਰ ਤੇ ਕਵੀਸ਼ਰੀ ਦੀ ਸਫਲਤਾ ਦਾ ਵੱਡਾ ਸਾਧਨ ਹੈ। ਕਿਉਂਕਿ ਸਟੇਜ ਪੇਸ਼ਕਾਰੀ ਸਰੋਤਿਆ ਦੇ ਮਨ ਵਿੱਚ 'ਅੱਗੋ ਕੀ ਹੋਇਆ' ਦੀ ਉਤਸੁਕਤਾ ਜਗਾਈ ਰੱਖਦੀ ਹੈ। ਕਵੀਸ਼ਰੀ ਉੱਚੀਆਂ-ਸੁੱਚੀਆਂ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਨਾਲ ਭਰਪੂਰ ਸਭਿਆਚਾਰ ਦਾ ਭੰਡਾਰ ਹੈ। ਅਸਲ ਵਿੱਚ ਉਹ ਸਭ ਕੁਝ ਹੈ ਜੋ ਲੋਕ - ਜੀਵਨ ਦੇ ਕਦਮ ਨਾਲ ਕਦਮ ਮੇਲ ਕੇ ਤੁਰਦਾ ਹੋਇਆ ਵਿਕਸਤ ਹੁੰਦਾ ਹੈ। ਕਵੀਸ਼ਰੀ ਮਨੋਰੰਜਨ ਦਾ ਸਾਧਨ ਹੋਣ ਦੇ ਨਾਲ-ਨਾਲ ਸਰੋਤਿਆ ਦੇ ਮਨਾਂ ਵਿੱਚ ਸ਼ਰਧਾ ਦੀ ਭਾਵਨਾ ਪ੍ਰਬਲ ਰੂਪ ਵਿੱਚ ਪੈਦਾ ਕਰਦੀ ਹੈ। ਜਿਵੇਂ ਕਵੀਸ਼ਰ ਪੌਰਾਣਿਕ ਕਥਾਵਾਂ, ਤੇ ਮਿਥਿਹਾਸਕ ਕਥਾਵਾਂ ਵਿੱਚੋ ਦੇਵੀ ਦੇਵਤਿਆਂ ਦੇ ਪ੍ਰਸੰਗ ਸੁਣਾਉਂਦੇ ਹੈ। ਲੋਕ-ਮਨਾਂ ਵਿੱਚ ਜੁਲਮ ਖਿਲਾਫ ਭਾਵਨਾ ਪੈਦਾ ਕਰਨ ਲਈ ਜੋਸ਼ ਭਰਪੂਰ ਪ੍ਰਸੰਗ ਗਾਉਂਦੇ ਹਨ। ਮਾਝੀ ਸਿੰਘ ਦੇ ਕਿਰਤੀ ਕਿਸਾਨਾਂ ਨਾਲ ਸੰਬੰਧਿਤ ਤੇ ਇਸਤਰੀ ਵਿਦਿਆ ਦੇ ਹੱਕ ਵਿੱਚ ਲਿਖੇ ਪ੍ਰਸੰਗ ਇਸ ਲੜੀ ਵਿੱਚ ਆਉਂਦੇ ਹਨ ਕਵੀਸ਼ਰ ਸੂਰਮੇ, ਯੋਧਿਆਂ ਨਾਲ ਸੰਬੰਧਿਤ ਤੇ ਇਸਤਰੀ ਵਿੰਦਿਆ ਦੇ ਹੱਕ ਵਿੱਚ ਲਿਖੇ ਪ੍ਰਸੰਗ ਇਸ ਲੜੀ ਵਿੱਚ ਆਉਂਦੇ ਹਨ ਕਵੀਸ਼ਰੀ ਸੂਰਮੇ, ਯੋਧਿਆਂ ਨਾਲ ਸੰਬੰਧਿਤ

ਅਖਾੜੇ ਲਾਉਂਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਵਿੱਚ ਅਣਖੀ ਲੋਕਾਂ ਦੀ ਧਰਮ ਖਾਤਰ ਦਿੱਤੀ ਕੁਰਬਾਨੀ ਨੂੰ ਪੇਸ਼ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਸੁੱਚਾ ਸੂਰਮਾ, ਜਿਊਣਾ ਮੌੜ, ਬਹਾਦਰ ਬੀਬੀ ਹਰਨਾਮ ਕੌਰ ਆਦਿ ਪ੍ਰਸੰਗ ਸਮਾਜਿਕ ਅਨਿਆਂ ਵਿੱਚੋਂ ਪੈਦਾ ਹੋਏ ਸੂਰਮਿਆਂ ਦੀਆਂ ਗਾਥਾਵਾਂ ਹਨ। ਜਿਹੜੀਆਂ ਸਰੋਤਿਆਂ ਵਿੱਚ ਜੋਸ਼ ਭਰਪੂਰ ਜਜ਼ਬੇ ਪੈਦਾ ਕਰਨ ਵਿੱਚ ਸਹਾਈ ਹੁੰਦੇ ਹਨ।

ਕਵੀਸ਼ਰੀ ਮਾਲਵੇ ਵਿੱਚ ਗੁਰੂ ਪ੍ਰੰਪਰਾ ਨੂੰ ਜਿਊਂਦੇ ਰੱਖਣ ਤੇ ਸਿੱਖ ਦਰਸ਼ਨ ਦਾ ਸਿੱਧੀ ਸਾਦੀ ਭਾਸ਼ਾ ਰਾਹੀਂ ਪ੍ਰਸਾਰ ਕਰਨ ਦਾ ਮਹੱਤਵਪੂਰਨ ਸਾਧਨ ਹੈ। ਮਾਝੀ ਸਿੰਘ ਦੀਆਂ ਸਿੱਖ ਧਰਮ ਤੇ ਸਿੱਖ ਵਿਚਾਰਧਾਰਾ ਨਾਲ ਸੰਬੰਧਿਤ ਰਚਨਾਵਾਂ ਜੰਗ ਚਮਕੌਰ, ਜੰਗ ਆਨੰਦਪੁਰ, ਸਾਕਾ ਸਰਹੰਦ , ਆਦਿ ਰਾਹੀਂ ਕਵੀ ਨੇ ਧਰਮ ਦਾ ਪ੍ਰਚਾਰ ਕਰਨ, ਲੋਕ-ਮਨਾਂ ਵਿੱਚ ਕੁਰਬਾਨੀ ਦਾ ਜਜ਼ਬਾ ਪੈਦਾ ਕਰਨ ਲਈ ਵਡਮੁੱਲਾ ਯੋਗਦਾਨ ਪਾਇਆ ਹੈ। ਸਿੱਖ ਗੁਰੂਆਂ ਤੇ ਸਿੱਖ ਸੂਰਮਿਆਂ ਸੰਬੰਧੀ ਮਹੱਤਵਪੂਰਨ ਵੇਰਵੇ ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਰਾਹੀਂ ਪੀੜ੍ਹੀ ਦਰ ਪੀੜ੍ਹੀ ਅੱਗੇ ਤੁਰਦੇ ਹਨ। ਪਿਆਰ ਕਥਾਵਾਂ ਰਾਹਾਂ ਸਮਾਜਿਕ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਦੀ ਵਿਰੋਧਤਾ ਦਾ ਅਹਿਸਾਸ ਉਪਜਦਾ ਹੈ। ਕਵੀਸ਼ਰੀ ਉਦੋਂ ਲੋਕ - ਗਾਥਾ ਦਾ ਰੂਪ ਧਾਰ ਲੈਂਦੀ ਹੈ ਜਦੋਂ ਇਸਦਾ ਵਿਕਾਸ ਲੋਕ - ਕੰਠ ਵਿੱਚੋਂ ਹੁੰਦਾ ਹੈ। ਇਸ ਵਿੱਚ ਗੀਤ-ਸੰਗੀਤ, ਅਖਾਣ, ਮੁਹਾਵਰੇ, ਛੰਦ ਹੁੰਦੇ ਹਨ। ਜਿੰਨ੍ਹਾਂ ਨੂੰ ਲੋਕ ਇਕ ਰਸ ਹੋ ਕੇ ਸਾਹ ਰੋਕ ਕੇ ਸੁਣਦੇ ਹਨ। ਇਸੇ ਕਰਕੇ ਪੇਂਡੂ ਜੀਵਨ ਲਈ ਕਵੀਸ਼ਰੀ ਮਨੋਰੰਜਨ ਦਾ ਵੱਡਾ ਸਾਧਨ ਹੈ। ਕਵੀਸ਼ਰੀ ਨੇ ਅਨੇਕਾਂ ਨਵੇਂ ਸ਼ਬਦ, ਅਖਾਣਾਂ, ਮੁਹਾਵਰੇ, ਲੋਕ - ਬੋਧ ਨੂੰ ਦਿੱਤੇ ਹਨ ਜੋ ਲੋਕ-ਸਾਹਿਤ ਦਾ ਕੀਮਤੀ ਭੰਡਾਰ ਹਨ।

ਕਵੀਸ਼ਰੀ ਦੀ ਆਪਣੀ ਵਿਲੱਖਣ ਤੇ ਸੁਤੰਤਰ ਗਾਇਣ ਸ਼ੈਲੀ ਹੈ। ਇਹੀ ਇਕੋ ਇਕ ਅਜਿਹਾ ਕਾਵਿ - ਰੂਪ ਹੈ ਜਿਹੜਾ ਹੋਰ ਕਾਵਿ-ਰੂਪਾਂ ਨਾਲੋਂ ਵਧੇਰੇ ਸ਼ਿੱਦਤ ਨਾਲ ਲੋਕਾਂ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ। ਕਵੀਸ਼ਰੀ ਦਾ ਪਿਛੋਕੜ ਢਾਡੀ-ਪ੍ਰੰਪਰਾ ਨਾਲ ਜੁੜਦਾ ਹੈ। ਸ਼ਾਹੀ ਦਰਬਾਰਾਂ ਵਿੱਚ ਆਪਣੇ ਵੱਡੇ-ਵੱਡੇਰਿਆਂ ਦਾ ਜਸ ਗਾਉਣ ਵਾਲੇ ਭੱਟ ਸਨ ਤੇ ਗੁਰੂ ਹੌਲੀ - ਹੌਲੀ ਇਹੀ ਭੱਟ ਗੁਰੂ ਘਰਾਂ ਵਿੱਚ ਪ੍ਰਚਾਰ ਕਰਨ ਲਈ ਢਾਡੀ ਅਖਵਾਏ। ਛੇਵੇਂ ਗੁਰੂ ਹਰਗੋਬਿੰਦ ਜੀ ਨੇ ਢਾਡੀ ਪ੍ਰੰਪਰਾ ਨੂੰ ਗੁਰੂ ਦਰਬਾਰ ਤੋਂ ਸਨਮਾਨ ਦੇ ਕੇ ਇਸਦੇ ਵਿਕਾਸ ਵਿੱਚ ਵਡਮੁੱਲਾ ਯੋਗਦਾਨ ਪਾਇਆ। ਇਸੇ ਤਰ੍ਹਾਂ ਗੁਰੂ ਗੋਬਿੰਦ ਪਾਤਸ਼ਾਹ ਜੀ ਨੇ ਮਾਲਵੇ ਦੀ ਧਰਤੀ ਤੋਂ ਕਵੀਸ਼ਰੀ ਨੂੰ ਸਨਮਾਨ ਦੇ ਕੇ ਪੂਰੀ ਦੁਨੀਆ ਵਿੱਚ ਕਵੀਸ਼ਰੀ ਨੂੰ ਸਤਿਕਾਰਯੋਗ ਸਥਾਨ ਦਵਾਇਆ। ਗੁਰੂ ਚਰਨਾਂ ਦੀ ਛੋਹ ਪ੍ਰਾਪਤ ਮਾਲਵੇ ਦੀ ਧਰਤੀ ਤੋਂ ਕਵੀਸ਼ਰੀ ਦਾ ਬੂਟਾ ਇੰਨਾ ਵਧੀਆ ਫੁਲਿਆ ਕਿ ਇਸਦੀ ਖੁਸ਼ਬੂ ਦੂਰ-ਦੂਰ ਤੱਕ ਫੈਲ ਗਈ।

ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਰਾਹੀਂ ਹੀ ਮਾਝੀ ਸਿੰਘ, ਬਾਬੂ ਰਜਬ ਅਲੀ, ਗੰਗਾ ਸਿੰਘ ਭੁੰਦੜ ਆਦਿ ਵਰਗੇ ਅਨੇਕਾਂ ਮਾਲਵੇ ਦੇ ਸਿਰਕੱਢ ਕਵੀਸ਼ਰਾਂ ਨੇ ਪੰਜਾਬੀ ਸਾਹਿਤ ਖੇਤਰ ਵਿੱਚ ਪ੍ਰਵੇਸ਼ ਕੀਤਾ। ਜਿੰਨ੍ਹਾਂ ਨੇ ਇਸ ਗੋਰਵਮਈ ਕਾਵਿ-ਪ੍ਰੰਪਰਾ

ਨੂੰ ਕਾਵਿ-ਕਲਾ ਤੇ ਸੁਹਜ ਨਾਲ ਪ੍ਰਫੁਲਿਤ ਕੀਤਾ। ਮਾਘੀ ਸਿੰਘ ਨੇ ਸਿੱਖ-ਇਤਿਹਾਸ ਨੂੰ ਜਿਹੜੀ ਇਤਿਹਾਸਕ ਦ੍ਰਿਸ਼ਟੀ ਰਾਹੀਂ ਕਵੀਸ਼ਰੀ ਪ੍ਰੰਪਰਾ ਵਿਚ ਚਿਤਰਿਆ ਹੈ। ਉਹ ਆਪਣੇ ਆਪ ਵਿਚ ਉਸਦੀ ਵਿਲੱਖਣ ਪ੍ਰਾਪਤੀ ਹੈ। ਉਸਨੇ ਗੁਰੂ ਨਾਨਕ ਪਾਤਸ਼ਾਹ ਤੋਂ ਲੈ ਕੇ ਗੁਰੁਦੁਆਰਾ ਸੁਧਾਰ ਲਹਿਰਾਂ ਤੱਕ ਦੇ ਇਤਿਹਾਸ ਨੂੰ ਦੁਰਲੱਭ ਦਸਤਾਵੇਜ਼ ਦੇ ਰੂਪ ਵਿਚ ਪੇਸ਼ ਕੀਤਾ। ਕਵੀਸ਼ਰੀ ਪ੍ਰੰਪਰਾ ਵਿਚ ਮਾਘੀ ਸਿੰਘ ਪਹਿਲਾ ਕਵੀ ਹੈ ਜਿਸਨੇ ਸੰਗਤ ਦਾ ਮੰਗਲ ਲਿਖਿਆ। ਉਸਨੇ ਚੰਦ ਕੌਰ, ਜ਼ੇਬੁਲਨਿਸਾ ਆਦਿ ਵਰਗੀਆਂ ਰਚਨਾਵਾਂ ਲਿਖ ਕੇ ਕਿੱਸਾ-ਕਾਵਿ ਵਿਚ ਵਾਧਾ ਕੀਤਾ ਹੈ। ਮਾਘੀ ਸਿੰਘ ਨੇ ਕਿਰਤੀ ਕਿਸਾਨਾਂ ਦੀਆਂ ਤਕਲੀਫ਼ਾਂ ਨੂੰ ਅਜਿਹੇ ਦਿਲ ਟੁੰਬਵੇਂ ਢੰਗ ਨਾਲ ਬਿਆਨ ਕੀਤਾ ਹੈ। ਜਿਸਦੀ ਹੋਰ ਉਦਾਹਰਨ ਨਹੀਂ ਮਿਲਦੀ। ਕਵੀ ਨੇ ਮਲਵਈ ਸਭਿਆਚਾਰ ਨੂੰ ਆਪਣੀ ਕਲਾਤਮਿਕਤਾ ਰਾਹੀਂ ਖੂਬਸੂਰਤ ਸ਼ਬਦ ਚਿੱਤਰਾਂ ਰਾਹੀਂ ਪੇਸ਼ ਕੀਤਾ ਹੈ। ਮਲਵਈ ਸਭਿਆਚਾਰ ਦੇ ਅਨੇਕਾਂ ਰੰਗ ਸੁਤੇ ਸਿਧ ਹੀ ਉਸਦੀਆਂ ਰਚਨਾਵਾਂ ਵਿਚ ਰੂਪਮਾਨ ਹੁੰਦੇ ਹਨ। ਕਵੀਸ਼ਰੀ ਵਿਚ ਮਾਘੀ ਸਿੰਘ ਵਲੋਂ ਨਵੇਂ ਛੰਦਾਂ ਦੀ ਖਾਹਤ ਵਿਲੱਖਣ ਸਥਾਨ ਪ੍ਰਦਾਨ ਕਰਦੀ ਹੈ। ਉਸਨੇ ਪਿੰਗਲ ਦੇ ਛੰਦਾਂ ਵਿਚ ਨਵੇਂ ਪ੍ਰਯੋਗ ਕਰਕੇ ਉਨ੍ਹਾਂ ਨੂੰ ਕਵੀਸ਼ਰੀ ਪ੍ਰੰਪਰਾ ਵਿਚ ਨਵਾਂ ਰੂਪ ਦਿੱਤਾ। ਜਿਵੇਂ ਚੋਫਿਰਨੀ ਡਿਊਢਾ, ਦੋ ਭਾਗ ਡਿਊਢਾ, ਚੇਹੱਤਰ ਕਲਾ ਆਦਿ। ਮਾਘੀ ਸਿੰਘ ਦੇ ਛੰਦ ਪ੍ਰਬੰਧ ਵਿਚ ਨਵੇਂ ਪ੍ਰਯੋਗਾਂ ਦਾ ਉਸਦੇ ਸਮਕਾਲੀ ਕਵੀਸ਼ਰ ਗੰਗਾ ਸਿੰਘ ਭੁੰਦਰ, ਸ਼ੇਰ ਸਿੰਘ ਸੰਦਲ, ਤੇ ਬਾਬੂ ਰਜਬ ਅਲੀ ਆਦਿ ਨੇ ਪ੍ਰਭਾਵ ਗ੍ਰਹਿਣ ਕੀਤਾ ਹੈ। ਉਨ੍ਹਾਂ ਨੇ ਮਾਘੀ ਸੰਘ ਦੀ ਪ੍ਰਸ਼ੰਸਾ ਵੀ ਕੀਤੀ ਹੈ। ਕਵੀਸ਼ਰੀ ਪ੍ਰੰਪਰਾ ਵਿਚ ਮਾਘੀ ਸਿੰਘ ਅਜਿਹਾ ਕਵੀਸ਼ਰ ਹੈ। ਜਿਸਦੀ ਸਮਕਾਲੀ ਕਵੀਸ਼ਰਾਂ ਨੇ ਨਿਰਪੱਖ ਪ੍ਰਸ਼ੰਸਾ ਕੀਤੀ ਹੋਵੇ।

ਮਲਵਈ ਕਵੀਸ਼ਰਾਂ ਨੇ ਕਵੀਸ਼ਰੀ ਰਚਨਾਵਾਂ ਵਿਚ ਡਾਕੂਆਂ ਨੂੰ ਨਾਇਕ ਦੇ ਰੂਪ ਵਿਚ ਪੇਸ਼ ਕਰਕੇ ਕਿੱਸਾ-ਕਾਵਿ ਵਿਚ ਨਵਾਂ ਪ੍ਰਯੋਗ ਕੀਤਾ ਹੈ। ਹਿੰਦੂ ਮਿਥਿਆਸ ਨੂੰ ਸੁਰਜੀਤ ਕਰਨਾ ਵੀ ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਧਾਰਾ ਦੀ ਵਿਲੱਖਣ ਪ੍ਰਾਪਤੀ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਸਿੱਖ ਇਤਿਹਾਸ ਤੇ ਸਿੱਖ ਵਿਚਾਰਧਾਰਾ ਨੂੰ ਕਵੀਸ਼ਰੀ - ਕਾਵਿ ਰਾਹੀਂ ਪੇਸ਼ ਕਰਨਾ ਕਵੀ ਤੇ ਕਵੀਸ਼ਰੀ ਕਾਵਿ - ਧਾਰਾ ਦੀ ਵੱਡੀ ਪ੍ਰਾਪਤੀ ਆਖੀ ਜਾ ਸਕਦੀ ਹੈ। ਮਾਲਵੇ ਦੀ 'ਪੱਟਲਾ ਪੰਜਾਬੀ ਸਾਹਿਤ ਨੂੰ ਵਡਮੁੱਲੀ ਦੇਣ ਹੈ। ਕਵੀਸ਼ਰੀ ਕਾਵਿ-ਧਾਰਾ ਵਿਚ ਲਗਭਗ ਡੇਢ ਸੌ ਦੇ ਕਰੀਬ ਪੱਟਲਾਂ ਲਿਖੀਆਂ ਗਈਆਂ। ਪਰ ਮਾਘੀ ਸਿੰਘ ਦੀ 'ਪੱਟਲਾ ਸਮੁੱਚੀਆਂ ਪੱਟਲਾਂ ਵਿਚੋਂ ਵਿਲੱਖਣ ਸਥਾਨ ਰੱਖਦੀ ਹੈ। ਕਵੀਸ਼ਰੀ ਛੰਦ-ਯੁਕਤ ਕਾਵਿ ਹੈ। ਇਸੇ ਕਰਕੇ ਹੀ ਛੰਦ ਤੇ ਕਵੀਸ਼ਰੀ ਦਾ ਅਟੁੱਟ ਸੰਬੰਧ ਹੈ। ਛੰਦ-ਪ੍ਰਬੀਨਤਾ ਕਰਕੇ ਹੀ ਕਵੀਸ਼ਰੀ ਸਮੁੱਚੇ ਪੰਜਾਬੀ ਸਾਹਿਤ ਵਿਚ ਵਿਲੱਖਣ ਸਥਾਨ ਰੱਖਦੀ ਹੈ। ਛੰਦ - ਪ੍ਰਬੰਧਤਾ ਇਹੋ ਜਹੀ ਸਮੁੱਚੇ ਪੰਜਾਬੀ ਸਾਹਿਤ ਵਿਚ ਨਹੀਂ ਜਿੰਨੀ ਕਵੀਸ਼ਰੀ-ਕਾਵਿ ਵਿਚ ਮਿਲਦੀ ਹੈ। ਕਬਿੱਤ ਕਵੀਸ਼ਰੀ ਦਾ ਪ੍ਰਧਾਨ ਛੰਦ ਹੈ। ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਧਾਰਾ ਵਿਚ ਮਾਘੀ ਸਿੰਘ ਤੇ ਹੋਰ ਬਹੁਤ ਸਾਰੇ ਕਵੀਆਂ ਨੇ ਨਵੇਂ ਛੰਦ ਘੜਨ ਦੇ ਸਫ਼ਲ ਪ੍ਰਯੋਗ ਕੀਤੇ ਹਨ। ਜਿੰਨ੍ਹਾਂ ਦਾ ਵਿਸਥਾਰ ਵੇਰਵਾ ਅਸੀਂ ਪਿੱਛੇ ਦੇ ਆਏ ਹਾਂ।

ਇਸ ਤਰ੍ਹਾਂ ਕਵੀਸ਼ਰੀ ਨੇ ਮਲਵਈ ਸਭਿਆਚਾਰ ਨੂੰ ਸੰਪੂਰਨ ਰੂਪ ਵਿਚ ਆਪਣੇ ਅੰਦਰ ਸਮਾਇਆ ਹੋਇਆ ਹੈ। ਇਸ ਵਿਚ ਮਰਦ-ਤੀਵੀਂ, ਦਿਊਰ-

ਭਰਜਾਈ, ਨੂੰਹ-ਸੱਸ, ਛੜਾ-ਕਬੀਲਦਾਰ, ਚਾਹ ਤੇ ਲੱਸੀ, ਦਾਰੂ-ਗੁੱਤ, ਦਾ ਝਗੜਾ ਆਦਿ ਅਨੇਕਾਂ ਸਮਾਜਿਕ ਸੰਬੰਧਾਂ ਤੇ ਵਿਰੋਧਤਾਈ ਦੀ ਪੇਸ਼ਕਾਰੀ ਲੋਕ-ਜੀਵਨ ਦੀ ਸਰਲ ਤੇ ਸਿੱਧੀ-ਸਾਧੀ ਭਾਸ਼ਾ ਵਿਚ ਹੋਈ ਹੈ। ਇਸ ਵਿਚ ਜਨਮ-ਮਰਨ, ਵਿਆਹ-ਮੁਕਲਾਵੇ, ਹੋਰ ਰੀਤਾਂ-ਰਸਮਾਂ ਦੀ ਯਥਾਰਥਕ ਤੇ ਕਲਾਤਮਕ ਪੇਸ਼ਕਾਰੀ ਮਿਲਦੀ ਹੈ। ਕਵੀਸ਼ਰੀ ਵਿਚ ਸਥਾਨਿਕ ਘਟਨਾਵਾਂ ਦੀ ਸੰਪੂਰਨ ਪੇਸ਼ਕਾਰੀ, ਵੱਖ-ਵੱਖ ਜਾਤਾਂ ਦੀਆਂ ਖੂਬੀਆਂ, ਪਿੰਡਾਂ, ਸ਼ਹਿਰਾਂ ਦੀ ਪ੍ਰਸਿੱਧੀ ਦਾ ਕਾਰਨ, ਆਪੋ-ਆਪਣੇ ਇਲਾਕੇ ਵਿਚ ਪ੍ਰਸਿੱਧੀ ਪ੍ਰਾਪਤ ਕਰ ਚੁੱਕੇ ਲੋਕਾਂ ਦੇ ਗੁਣ ਤੇ ਔਗੁਣ ਦੀ ਪੇਸ਼ਕਾਰੀ ਹੋਈ ਹੈ। ਕਵੀਸ਼ਰਾਂ ਦਾ ਗਿਆਨ ਖੇਤਰ ਬਹੁ-ਪੱਖੀ ਤੇ ਵਿਸ਼ਾਲ ਹੈ। ਇਸੇ ਵਿਸ਼ਾਲਤਾ ਵਿਚੋਂ ਵਿਕਸਤ ਹੋਣ ਕਰਕੇ ਹੀ ਕਵੀਸ਼ਰੀ ਸਮੁੱਚੇ ਕਾਵਿ-ਰੂਪਾਂ ਨਾਲ ਵਿਲੱਖਣ ਸਥਾਨ ਪ੍ਰਾਪਤ ਕਰ ਸਕੀ ਹੈ।

ਸਪਸ਼ਟ ਹੈ ਕਿ ਮਾਘੀ ਸਿੰਘ ਰਚਨਾਵਲੀ ਮਲਵਈ ਸ਼ਬਦ ਭੰਡਾਰ ਦਾ ਬਹੁਮੁੱਲਾ ਕੋਸ਼ ਹੈ। ਜਿਸਦੀ ਸਹਾਇਤਾ ਨਾਲ ਮਲਵਈ ਭਾਸ਼ਾ ਦਾ ਸ਼ਬਦਕੋਸ਼ ਤਿਆਰ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਮਾਘੀ ਸਿੰਘ ਕਵੀਸ਼ਰ ਨੂੰ ਕਵੀਸ਼ਰੀ ਕਾਵਿ ਧਾਰਾ ਵਿਚ ਵਿਲੱਖਣ ਸਥਾਨ ਹਾਸਿਲ ਹੈ। ਜਿਸਨੇ ਔਖੀਆਂ ਸਮਾਜਿਕ ਹਾਲਤਾਂ ਵਿਚ ਵੀ ਇੰਨੇ ਵਿਸ਼ਾਲ ਆਕਾਰ ਤੇ ਮਿਆਰ ਦੀ ਕਾਵਿ-ਸਿਰਜਣਾ ਕਰਕੇ ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਘੇਰਾ ਹੋਰ ਵੱਡਾ ਕੀਤਾ ਹੈ।

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Effect of Renaissance Period on English Literature

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Abstract

The renaissance implied the death of the medieval scholasticism which had for since quite a while ago been keeping human considerations in bondage. The schoolmen got themselves entangled in pointless discussions and tried to apply the standards of the Aristotelian way of thinking to the doctrines of Christianity, along these lines bringing forth huge writing. During the renaissance period, English writing gained a more noteworthy mental multifaceted nature. The Middle Ages was to a great extent dominated by plays increasingly interested in bestowing ethics and introducing strict stories than everything else. The Renaissance had a scholarly impact on every abstract class of Elizabethan Writing. The Latin and Greek works of art were translated into English during this period by Caxton's print machine. Renaissance had a profound effect on English life and writing. It changed the complete climate of the then English existence of Europe and its surroundings. It brought new ideas, contemplations, and activities to the individuals who did not know about this previously. They were enlightened by the new ideology of the new period. The darkness in the core of the individuals had been removed by the Renaissance. Renaissance had a deep effect on English writing too. After the Renaissance, a number of artistic people emerged with their new contemplations. Their compositions were influenced by the Renaissance. Christopher Marlow, William Shakespeare, and numerous others were some artistic people of having a place with the renaissance period. Their compositions had shown some new expectations, some new dreams into the writing by their contemplations, their style of works, their way to deal with the readers, and audiences of the Elizabethan period. This study attempts to investigate the impacts of renaissance time on English writing.

Keywords: Renaissance, English, Writing, Impacts.

Introduction

The English Renaissance was a masterful and aesthetic advancement in England dating from the late fifteenth to the mid-seventeenth century. It is connected with the skillet European Renaissance that is for the most part regarded as starting in Italy in the late fourteenth century. As a large portion of northern Europe, England saw little of these developments until over a century later. The start of the English Renaissance is frequently taken, as a comfort. Renaissance style and ideas, be that as it may, were delayed to experience England, and the Elizabethan period in the second 50% of the sixteenth century is generally regarded as the height of the English Renaissance.

The word Renaissance signifies "resurrection". It alludes to the rediscovery of numerous Greek and Latin messages that had been unidentified in the Latin West during the Middle Ages. The heaviness of these writings transformed numerous parts of English writing. "Renaissance" is a French word that implies rejuvenation, storing, or restoration. In writing the expression "Renaissance" is used to stand for the recovery of old-style writing and culture and re-arousing of the human mind, after

the long rest in the Medieval Ages, to the brilliance, wonders, and excellence of man's natural life and nature.

The extraordinary artistic development, Renaissance started in Italy with the fall of Constantinople in 1453. In any case, its impact was not felt in England till the most recent long stretches of the fifteenth century when the English researchers who visited Italy at the opportunity arrived back to England nourished on the Renaissance humanism. The Renaissance had a scholarly outcome on every single artistic class of Elizabethan Writing. The Latin and Greek works of art were translated into English during this period by Caxton's print machine. The Renaissance Period in English writing is likewise called the Elizabethan Period or the Time of Shakespeare. Renaissance implies the Restoration of Learning and it denotes in its broadest sense the gradual illumination of the human mind after the darkness of the Middle Ages.

The Renaissance in English writing propelled verse and dramatic drama higher than ever. The Renaissance is a re-birth, recovery, or re-arousing. The Renaissance was both a recovery of

antiquated old-style folklore, writing, and culture just as a re-arousing of the human mind, after the long rest of the dark Middle Ages, to the wonder, the magnificence and the excellence of the human body and the world of nature. "It was a re-discovery by mankind of him and the world." In the words of the M.H. Abrahams Renaissance is "the introduction of the modern world out of the cinders of the dark ages." Renaissance started with the fall of Constantinople in 1453. Mohamad-II, the ruler of the Stool Turks and a crusader defeated the Christians in 1453 and occupied Constantinople. It was the capital of the Byzantine Domain and the focal point of old-style learning. The researchers of antiquated learning fled away to Italy and different nations with their books and knowledge. They tried to spread their knowledge there. This recovery of old-style knowledge is called the Renaissance. Its striking highlights are– interest in more knowledge, desire for unlimited riches and influence, love of adventures, own nation, magnificence, humanism, and the past.

Impacts of Renaissance on English Writing

The writing of the Renaissance was composed inside the general development of the Renaissance that emerged in thirteenth-century Italy and continued until the sixteenth century while being diffused into the western world. It is characterized by the adoption of a Humanist way of thinking and the recuperation of the old-style writing of Classical times and benefited from the spread of imprinting in the last piece of the fifteenth century. For the scholars of the Renaissance, Greco-Roman motivation was indicated both in the topics of their composition and in the abstract structures they used. The world was considered from a human-centric point of view. Dispassionate ideas were revived and put to the administration of Christianity. The quest for delights of the faculties and a basic and objective soul completed the ideological display of the period. New artistic types, for example, the article and new metrical structures, the piece, and Spenserian verse made their appearance.

The Renaissance was, generally, a scholarly resurrection. It showed itself in the exertion of the individual to liberate himself from the rigid foundations of the Middle Ages, feudalism and the congregation; and to affirm his entitlement to live, to think, and to communicate as per a progressively adaptable mainstream code. And along these lines the Renaissance brought forth individualism and worldliness. The Renaissance freed the minds of men from the shackles of medievalism. The procedure started during the time of Chaucer, and it reached its culmination in the Elizabethan period. The medieval mind is otherworldly, it subordinates this life to eternal life, and in light of a legitimate concern for the spirit disregards all delights in the substance. Parsimony is its ideal and any physical indulgence is looked down upon as an invalidation of the ideal. The Renaissance soul is marked, then again, with a developing feeling of excellence and an expanding enhancement of life. The Elizabethan age was along these lines a period of Realism and straight to the point and bold satisfaction throughout everyday life. Magnificence was the energy with the Elizabethans and ladies were regarded as adorable animals. England's a trade and business flourished and the nation developed rich and prosperous.

The Renaissance sparkles enthusiasm for the old-style dialects and their writing and leads to earth-shattering developments in studies identifying with medicine, science, and human expressions. It is additionally a period of extraordinary strict and political change and the development of known boundaries with the discovery of the Americas. This is a period of extraordinary innovation in the language, as authors battle to find fitting terms to describe the groundbreaking strategies and ideas they are spearheading.

Conclusion

The Renaissance happens on different occasions in different nations. The English Renaissance (likewise called the Early Modern period) dates from the earliest starting point of the Protestant Renewal and the tallness of the Quattrocento (1400's) in Italy. The period is characterized by a resurrection among English tip-top of old-style learning, a rediscovery of old Greek and Roman creators, and a recuperation of the antiquated Greek soul of logical request. (Think about the Renaissance of the Twelfth Century and the rediscovery then of Aristotle.) The period is additionally characterized by widespread strict wars, topographical discovery and colonization, and significant changes of state. As far as culture, it is essential to recollect that not every person was also affected by the Renaissance: ignorant, lager gulping shepherds did not suddenly take up a study of Aristotelian mysticism.

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Cyber Threats and India's Security: An Overview

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Abstract
As a matter of fact, the universe the human brain cell and the internet, all have similar networking structure. The threat posed cyber terrorism has grabbed headlines and the attention of politicians, security experts and the public. Today we hardly gave any day without cyber threat news in our daily newspaper, the web in India is growing rapidly it has opened new facets in every field. We can thank of be it entertainment business, sports or education, but as there are two side of a coin. Cyber space alone with advantage has also its disadvantage too. Computers today are being misused for illegal activities like fake email, espionage, credit card hacking, fraud, software piracy and so on.
Keywords: *Cyber threat, cybercrime, cyber warfare, Law & punishment etc.*

Introduction

The 21st century has been labeled as the information age, where civilians are being able to have unprecedented access to information. However, the information and communication technology (ICT) revolution has transformed the way information is used, transmitted and stored not only by the civilian's population but also the state military and intelligence agencies. As a result, as a new battlefield has opened up; cyber space, cyber-conflict and cyber exploitation are the new threats to s state's security. Enterprising criminals, helped by the explosive growth in computer ownership, use and dependence, learned to exploit vulnerabilities to commit cyber crime. The FBI's Computer Analysis and Response Team (CART) was the first federal network security organization that worked to counteract and respond to cyber threats and digital identity theft. In 2010, thousands of independent and governmental security teams investigated and sought to prevent cybercrime worldwide.

Cyber-crime is especially a serious threat to the national sovereignty and security because cybercrime refers to any crime that involves a computer and a network. It defines Cybercrimes as offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication network such as internet (chat rooms, emails, notice boards and groups) and mobile phones (sms/mms). United States claims losses as huge as 100 billion dollars due to cybercrimes, annually .most cases of cybercrime include spamming, fraudulent activities, espionages, drug raffling, child pornography, copyright infringement, piracy etc. in December 2019 wells Fargo website experienced a denial of service attack which compromised 70 million customers and 8.5 million active viewers. Other banks thought to be compromised; Bank of America, J.P. Morganu's Bank, and PNC financial services. Cyber warfare is a type of information warfare. It is mostly politically motivated hacking to steal, corrupt or modify sensitive data, for sabotage and at times for espionages. In fact, considered one of the foremost among the "next generation of threats recently Prime Minister Narendra Damodar Das Modi is identified cyber warfare as an "a new emerging threat" many senior intelligence officers consider cyber warfare to be more dangerous that terrorism. Mike Rogers, chairman of the U.S House Permanent select committee on intelligence said that most Americans do not realize that the united states is currently in the middle of a "cyber war." In India, in July 2012, a high profile cyber attack was conducted. It compromised email accounts of 12,000 individuals, including officials from Ministry of External Affairs, Ministry of Home Affairs, Defence Research and Development Organization (DRDO) and the Indo-Tibetan Border Police. Statistically, India has always been among the top five targets of malicious activity on the internet that range from virus, Trojan, malware, identity theft, hacking, cyber stalking, cyber squatting, spamming, email-bombing, email-spoofing, cyber defamation, web defacement, data diddling, web jacking, denial of service attack, key logging and internet time theft. The cyber threats

that India face come from both state and non-state actors. Individual criminal hackers to organized criminal groups, from terrorist networks to advanced nation states. Attacks on Indian cyberspace have increased manifold in the recent past; and they have increased in sophistication and anonymity. There is a method behind the madness. Future attacks could be more dangerous, given the exponential growth of our IT networks and our increasing reliance on these networks.

Methods of Cyber- Attack / Cyber Threats

Cyber Threat is the possibility of a malicious attempt to damage or disrupt a computer network or system apart from this a hacker group called extremist has hacked Indian police website Indian police in .hackers has defaced homepage and posted a picture with a message to Indian people in a message hacker group has asked India to free Kashmir, we observes black day with the people of Indian occupied Kashmir on 15 august. Every year cybercrime is growing at 50% and over the last few years around 9,000 Indian websites were hacked.[9] Government agencies and public sector companies have been provided with information and guidance to help improve their cyber security efforts with a report issued this week by the Government Accountability Office (GAO). The security incidents in the federal agencies have increased considerably over the past few years and hence a community of help on the security front is needed as per a report by GAO. Below is a list of some of the common and rare forms of security exploits that federal agencies and private organizations usually face. This list was given by the GAO its report that was issued this week.

Computer Virus: A computer virus is a program or a piece of code that is loaded onto the computer without the users knowledge and wish, which can replicate on its own into a system, spread from one computer to another and also spread through emails, they are capable of destructing data on the computer and even erase everything on a HDD. All computer viruses are man-made.

Computer Worm: A computer worm is a program that can execute and reproduce independently unlike viruses which require human involvement. They are self replicating and use network system to propagate. They travel across network to send copies of itself to other network or computer.

Trojan Horse: Trojan horses are programs or applications that hide within programs that seem to have certain harmless function but inadvertently opened them actually perform other, often malicious that invades security mechanism.

Cross-site Scripting: Cross site scripting is also known as XSS. This happens when an attacker sends malicious scripts or links through third party web resources to run these scripts on the users' web browser. The user/victim who intends to view secure web pages often ends up visiting these malicious websites through which the attacker can steal content/data, cookies and other sensitive information retained by the browser.

Denial of Service (DoS): DoS is an attack wherein legitimate users and organizations are deprived of services and prevented from accessing networks and computer resources.

Distributed Denial of Service: It is a variant of DoS wherein large number of compromised systems or multiple systems floods the resources to attack a single target.

Phishing: Phishing is an attempt to acquire information by sending out legitimate looking emails to the users requesting them to give user name, password and other related details.

SQL Injection: It is a security exploit and an attack technique in which the Structured Query Language (SQL) code is added to a web form input box to exploit recourses or gain access to sensitive information in a database.

Logic bomb: Logic bomb also known as lag code is a programming code inserted intentionally into a software system which gains entry into a computer to cause malicious function when certain conditions are met.

Types of Cyber Crime

IT (Amendment) Act, 2008 have been declared various cyber crimes panel, these are following.

Hacking: Hacking means unauthorized attempts to bypass the security mechanisms of an information system or network. Also, in simple words Hacking is the unauthorized access to a computer system, programs, and data network resources. The term "hacker" originally meant a very gifted programmer. In recent years though, with easier access to multiple systems, it now has negative implications. If crime is proved under IT Act, accused shall be punished for imprisonment, which may extend to three years or with fine, which may extend to five lakh rupees or both. Hacking offences cognizable, bail able, compoundable with permission of the court before which the prosecution of such offence is pending and tribal by any magistrate.

Data Theft: Data Theft is a growing problem, primarily perpetrated by office workers with access to technology such as desktop computers and handheld devices, capable of storing digital information such as flash drives, iPods and even digital cameras. The damage caused by data theft can be considerable with today's ability to transmit very large files via e-mail, web pages, USB devices, DVD storage and other hand-held devices. According to Information Technology (Amendment) Act, 2008, crime of data theft under Section 43 (b) is stated as -If any person without permission of the owner or any other person, who is incharge of a computer, computer system of computer network - downloads, copies or extracts any data, computer data base or information from such computer, computer system or computer network including information or data held o restored in any removable storage medium, then it is data theft.

Spreading Virus or Worms: In most cases, viruses can do any amount of damage; the creator intends them to do. They can send your data to a third party and then delete your data from your computer. They can also ruin/mess up your system and render it unusable without a re-installation of the operating system. Most have not done this much damage in the past, but could easily do this in the future. Usually the virus will install files on your system and then will change your system so that virus program is run every time you start your system. It will then attempt to replicate itself by sending itself to other potential victims.

Identity Theft: Identity theft is a form of fraud or cheating of another person's identity in which someone pretends to be someone else by assuming that person's identity, typically in order to access resources or obtain credit and other benefits in that person's name. Information Technology (Amendment) Act, 2008, crime of identity theft under Section 66-C, whoever, fraudulently or dishonestly make use of the electronic signature, password or any other unique identification feature of any other person known as identity theft. Identity theft is a term used to refer to fraud that involves stealing money or getting other benefits by pretending to be someone else. The term is relatively new and is actually a misnomer, since it is not inherently possible to steal an identity, only to use it. The person whose identity is used can suffer various consequences when they are held responsible for the perpetrator's actions. At one time the only way for someone to steal somebody else's identity was by killing that person and taking his place. It was typically a violent crime. However, since then, the crime has evolved and today's white collared criminals are a lot less brutal. But the ramifications of an identity theft are still scary.

E-Mail Spoofing:E-mail spoofing is e-mail activity in which the sender addresses and other parts of the e-mail header are altered to appear as though the e-mail originated from a different source. E-mail spoofing is sending an e-mail to another person in such a way that it appears that the e-mail was sent by someone else. A spoof email is one that appears to originate from one source but actually has been sent from another source. Spoofing is the act of electronically disguising one computer as another for gaining as the password system. It is becoming so common that you can no longer take for granted that thee-mail you are receiving is truly from the person identified as the sender. Email spoofing is a technique used by hackers to fraudulently send email messages in which the sender address and other parts of the email header are altered to appear as though the email originated from a source other than its actual source. Hackers use this method to disguise the actual email address from which phishing and spam messages are sent and often use email spoofing in conjunction with Webpage spoofing to trick users into providing personal and confidential information.

Indo –Pak Cyber warfare: Cyberspace conflicts between India and Pakistan started way back in early 90s and the recorded cyber attacks can be dated back to 1999. The dispute over Kashmir is also said to have moved to cyberspace. According to the news published on November 30, 2010 in the Express Tribune, hackers from India going by the name 'Indian Cyber Army' hacked at least 36 Pakistan Government's websites and damaged them partially , with messages on websites, that link this attack to Mumbai attacks. The websites were those of ministry of foreign Affairs, ministry of Education, ministry of Finance, Pakistan computer Bureau and council of Islamic Ideology etc. As of August 14, 2013 a Pakistani group has used the ID named 'Hasman Hackers' to hack 79 Indian websites; they have posted many controversial contents like '' Pakistani Zindabad' and Pakistani flags on these websites in 2013 a group of Pakistani hackers calling themselves as 'True Cyber Army' defaced 1,059 websites of

Indian Election bodies which are now showing Election Commission of Pakistan's web page. This was done in response to a similar attack on Pakistani Election websites by Indian hackers in attempt to retrieve sensitive information from the database. The hackers across the border threatened to launch more attacks if the Indian hackers didn't withdraw. Hence we see that India and Pakistan are actively involved in cyber warfare, and given these attacks from the rival nation a major act of cyber terrorism or cyber attack is possible in the near future and hence we must be prepared for the worst.

Law & Punishment under IT Act, 2008

If Hacking crime is proved under IT Act, 2008, accused shall be punished under Section 43(a)and section 66 with Section 379 & 406 of Indian Penal Code, for imprisonment which may extend to three years or with fine, which may extend to 5 lakh rupees or both. Hacking offence is cognizable, bail able, compoundable with permission of the court before which the prosecution of such offence is pending and trial by any magistrate.

In case of Data Theft IT Act, 2008, Section 43(b) and Section 66 are applicable and under Section379, 405 & 420 of Indian Penal Code, 1860 is also applicable. Data Theft offence is cognizable, bail able, compoundable with permission of the court before which the prosecution of such offence is pending and trial by any magistrate.

In case of Spreading of Virus crime IT Act, 2008, Section 43(c) & 43(e) read with Section 66 is applicable and under Section 268 of Indian Penal Code, 1860 also applicable. Spreading of Virus offence is cognizable, bail able, compoundable with permission of the court before which the prosecution of such offence is pending and trial by any magistrate.

Under Information Technology Act, 2008, Section 66-C and Section 419 of Indian Penal Code, 1860 also applicable. Identity Theft offence is cognizable, bail able, compoundable with permission of the court before which the prosecution of such offence is pending and trial by any magistrate.

Email spoofing offence is also cognizable, bail able, compoundable with permission of the court before which the prosecution of such offence is pending and trial by any magistrate. In the crime of email spoofing IT Act, 2008, Section 66-D and Section417, 419 & 465of Indian Penal Code, 1860 are applicable.

In a first of its kind initiative in India to tackle cyber crime, police have taken the initiative to keep an electronic eye on the users of the various cyber cafes spread over the city. The Kerala State IT Mission has launched a Web portal and a call center to tackle cybercrime. The Central Bureau of Investigation (CBI) and the Mumbai police have recommended issuance of licenses to cyber café owners. Many countries, including India, have established Computer Emergency Response Teams (CERTs) with an objective to coordinate and respond during major security incidents/events. These organizations identify and address existing and potential threats and vulnerabilities in the system and coordinate with stakeholders to address these threats. Policy initiatives on cyber crime are as yet lethargic because of a general sense that it is nothing more than juvenile hackers out to have fun or impress someone. According to Prateek Bhargava, cyber law expert there is usually a target audience and a means for achieving success when a cyber crime is initiated. The cyber crime scenario in the nation looks grim. It could pose a threat to worldwide security someday. We might be heading towards the destruction of the entire human race if cyber crime is not controlled. [14] It is like making a chemical formula of a lethal weapon public. There is huge potential for damage to national security through cyber attacks. The internet is a means for money laundering and funding terrorist attacks in an organized manner. Online child pornography, trafficking in contrabands and e-commerce frauds are on the rise." The print media has a duty to educate unwary parents and youngsters about the dangers inherent in treading dangerous areas in the cyber-world. Cyber Space Security Management has already become an important component of National Security Management, Military related Scientific Security Management and Intelligence Management all over the world. Future intrusions threatening our national security may not necessarily come from across the land frontier, or in air space or across maritime waters, but happen in cyberspace. Intelligence operations and covert actions will increasingly become cyber-based. It is important that our intelligence agencies gear themselves up to this new threat. It is, therefore, necessary to put in place a 'National Cyber Space Security management Policy' to define the tasks, specify responsibilities of individual agencies with an integrated architecture. It is a well-known fact that terrorists have been using the Internet to

communicate, extort, intimidate, raise funds and coordinate operations. Hostile states have highly developed capabilities to wage cyber wars. They have the ability to paralyses large parts of communication networks, cause financial meltdown and unrest. The degree of our preparedness in the face of all these potential threats, does leaves much to be desired. The Government should also take note of this slow but worrying development and put in place a proper mechanism to curb the misuse.

Conclusions

Technology The falls in vile hands, mislead people arrival nation, it can ramshackle the entire security of nation in the 21st century, technology is developing at a rate it has never been before and under such circumstances it has become difficult to keep pace with it and development has exceeded and capacity to secure and data information and technology, cyber attacks can be aimed to lyricize people, protest against the government and destruction of critical infrastructure. It could also disrupt global telecommunication and can even misguided the military operations, it can be huge loss, not only financial terms, but in social, physical and mental terms well establishing proper and structured educational institution regarding cyber security is what India needs at the hour. We also need to evolve and regularly update out security measure as weapons continue to evolve and become sophisticated with developing technology and the enemy seems to be immortal as even if the loses does not die but evolves in to a better learning from previous mistakes.

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Need of Green Marketing in today's changing Environment

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Abstract

We all are living in highly dynamic environment which affects us positively and negatively both. Nature has given us various resources, and we are using them to earn profits. But we need to utilize them economically, sothat it doesn't harm our environment. In today's changing environment the need of Green Marketing efforts has aroused. Green Marketing refers to marketingof those products whichare presumed to be environmentally safe. There has been a change in consumer's attitudes towards a green lifestyle.Today's young consumer wants to save their environment. They are less interested in buying those goods and services which affects environment badly. Many business organizations have studied this changing consumer's attitude. Now companies are trying to gain competitive advantage by focusing on green marketing activities. In this research paper major emphasis is given to need of Green Marketing in changing environment. Secondary data has been used in this research paper which was collected from books, Magazines, Newspapers, Journals and websites.

Keywords: *Green Marketing, Environment, Competitive Environment.*

Introduction

The word Green is the colour which represents nature and natural things. Green is also related to hope and growth. Now a days colour green is associated with environment. Green Marketing is a phenomenon which has developed particular importance in the modern market. Green marketing is a way to use the environmental benefits of a product or service to promote sales. Many consumers will choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents.

Definition

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing incorporates a broad range of activities, including product notification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing.

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Marketers think that customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, Marketers must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price.

The firms remain to introduce different forms of green packaging programs through the recommendation of recyclable and reusable packages as the importance of green marketing to market success has been increased. Furthermore, firms today are experienced with consumers who are environmentally conscious when making a purchase as green marketing is a current focus in business enterprises. Therefore, consumers are becoming more conscious towards their environmental approaches, desires and purchases. Therefore, this has led to increased motive of consumers to purchase environmentally friendly products and services. They are more concern on environmental issues and hence will consider purchasing products that are more environmentally friendly,

Examples of environmentally-beneficial products and services:-

• Paper containing post-consumer wastepaper

• Cereals sold without excess packaging

• Shade-grown coffee beans

• Cleaning supplies that do not harm humans or environment

• Wood harvested from sustainable forests

• Energy-efficient light bulbs

• Energy-efficient cars. Energy from renewable sources of energy such as windmills and solar power.

Green Marketing Tools

Eco-label, Eco-brand are part of the green marketing tools which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products. Practicing these policy tools plays an important role in changing consumer purchasing behavior to purchase environmental friendly products, thus, decreasing the adverse effect of artificial products on the environment (Delafrooz, Taleghani, & Nouri, 2014).

- Eco-label is one of the important green marketing tools used on eco-friendly products. Ecolabel is characterized as a tool for consumers to assist the progress of making a decision to choose ecofriendly product. It also allows them to understand how the process of products are made. Environmental labels are used by marketing to facilitate the labeling of green products. Labels made up of a series of small pieces of paper, up to very complicated diagrams that are involved as a part of the goods packaging. Labels can include merely the brand products or a series of mixed information. In some conditions, the seller may want a direct 'Label', but law obliges them to contribute more information (Delafrooz, Taleghani, & Nouri, 2014). Environmental labels allow consumers to easily distinguish environmentally friendly products over normal standard products. Eco-label is positively correlated with consumer enthusiasm to buy (Awan & Raza, n.d.). The recognition of eco-label has a positive impact between the information of a green product and consumer's willingness to buy. In addition, previous researches that were finalized in western nations have agreed that most consumers have positive green consciousness on eco-labeled products (Cherian & Jacob, 2012). Eco-labels are appealing tools notifying consumers about the environmental impact of their buying determination (Rashid, 2009). To guide consumers to classify products those are more environmentally favored than other identical products, eco-labeling schemes were proposed in order to facilitate environmental consumerism. The very first ecolabeling schemes have been developed since the late 1977 in Germany (Blue Angel eco-label). In modern day, there are relatively 30 various green label schemes worldwide. Asian countries such as China, Japan, Korea, India, Thailand, Malaysia and Singapore have launched their own eco-labeling schemes.

- Eco-brand The American Marketing Association interprets a brand as "a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers and to distinguish them from those of a competitor." This description can be concluded for the eco-brand as well. Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products (Delafrooz, Taleghani, &Nouri, 2014). Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact. Malaysian consumers consider aerosols, house hold cleaning, glass based, pesticides and plastics as non-green product classifies with high level of impact to environments (Rahbar& Wahid, 2011).A consumer's interpretation on the environmental conduct of brands should be positively impressed by environmental labels. Recognition of the impact of brands on consumers' purchasing opinion is very critical for marketers and marketing researchers. This impact is recognized as brand equity. Brand equity can be defined as a particular impact that brand awareness has on a consumer's reaction to the marketing of that brand from a consumer's viewpoint. Green brands should be used to point out the situation that green products functions the same as non-green ones. Also, green brands should be used to assist consumers distinguish green brands from other identical brands with same actions.

Need of Green Marketing in today's dynamicenvironment:

As resources are limited and human wants are unlimited, it is important for the marketers to

utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Main purpose of Green Marketing is to gain competitive advantage.

Pressure behind doing Green Marketing:

Cost and Profit issues.

Competition

Government Pressure

Corporate social Responsibility

Opportunities or competitive advantage

Green Marketing Relationwith 7P's of Marketing:

7P's of marketing are Product, Price, Place, Promotion, Physical Evidence, People, Process.

Why Product : Major focus of green marketing is to produce environment friendly products which do not harm the environment.

Why Price : Mostly consumers are willing to pay extra value if there is extra product value.

Why Promotion: When advertisements show a relationship between a product service and bio-physical environment, motive of green marketing is solved.

Why Place: Now a days consumers are willing to go out of their way to buy green products.

Why People : Success of green marketing is dependent on the choice of the people for green products. i.e. ecofriendly organic products.

Why Process: Green Marketing activities comprises of many steps from manufacturing of environment friendly products to providing after sale services to consumers.

Why Physical Evidence: Green Marketing concept also lays emphasis on choice of good physical distribution source of goods & services which puts less pressure on the environment.

Problems of accepting Green Marketing concept.

Green products require renewable and recyclable material, which is costly ¬ Requires a technology, which needs huge investment in R & D ¬ Water treatment technology, which is too costly ¬

Majority of the people are not aware of green products and their uses ¬ Majority of the consumers are not willing to pay a premium for green products.

Conclusion

Green marketing is a tool for protecting the environment for the future generation. it has a positive im-pact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

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Emerging Judicial Trends and Uniform Civil Code in India

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Abstract

The Supreme Court first had directed the Parliament to frame a UCC in the year 1985 in the case of Mohammad Ahmed Khan v. Shah Bano Begum. The Court also held that Article 44[3] of the Constitution has remained a dead letter. The then Chief Justice of India Y.V. Chandrachud observed that "A common civil code will help the cause of national integration by removing disparate loyalties to law which have conflicting ideologies".

Again SC in the case of Sarla Mudgal v. Union of India directed the government to frame UCC as directed under Article 44. J. Kuldip Singh also opined that Article 44 has to be retrieved from the cold storage where it is lying since 1949. The Hon'ble Justice referred to the codification of the Hindu personal law and held, "Where more than 80 percent of the citizens have already been brought under the codified personal law there is no justification whatsoever to keep in abeyance, any more, the introduction of the 'uniform civil code' for all the citizens in the territory of India." Article 44 of the Constitution of India directs that the state shall endeavour to secure for its citizens a uniform civil code throughout the territory of India. Recently SC in Shayra Bano Case held triple talaq unconstitutional as it discriminate with Muslim woman & also violate their fundamental rights guaranteed under article 14 & 21 of Constitution. It can be concluded that implementation of UCC will help to abolish like polygamy, Halala, Nikah, issues of maintenance after divorce, adoption, succession & inheritance among muslims.

Keywords: *Article 44, Article 21, Article 14, Tripple Talaq, Religious Freedom, Polygamy, Iddat. Shah Bano Case, Sarla Mudgal Case. Shyara Bano Case.*

Introduction

Demand for Uniform Civil Code was first raised in 1930s by the All India Women's Conference, seeking equal rights for women, irrespective of religion, in marriage, inheritance, divorce, adoption and succession. Constituent Assembly and Parliament while drafting constitution had considered importance of Uniform Civil Code but they did not wanted to force it upon any religious community forcefully so it was left under Directive Principle of the Constitution, hoping it would be enacted at right time.

In India religious communities have their own certain unique practices ranging from family life, marriage, inheritance, marital separation to maintenance and adoption. Many of it are unfair disadvantageous to women in several ways. India being a secular nation permits each religion to practise its personal law provided not violating constitutional rights. Therefore some civil alternatives like The Special Marriages Act is also available under which any citizen can solemnize marriage. Initially BR Ambedkar campaigned for codification of Hindu Personal Laws in the 1950s so that distinct practices are erased, though inequalities between men and women still persist and custom prevails in some aspects. The majority religion is easier to reform; Pakistan, Bangladesh, etc. have reformed Muslim law while being cautious with Hindu practices. Indian lawmakers have also been always hesitant to change religious laws for minorities. The civil law of Goa which founds basis from Portuguese Civil Procedure Code of 1939 is debatable code to begin with UCC. This coastal state continued with its practice of treating all communities alike even after its entry into the Indian Union. Hence it is high time when decisive step must be taken to implement uniform civil code in India.

Scope and objective of the study

The object of the study is to give in-depth understanding of the concept of the Uniform Civil

Code (hereinafter called UCC) latest developments in light of judicial pronouncements of apex court, and to aware people about the concept of the UCC so that reader may weigh the pros and cons of UCC. To explore the concept of UCC a study of reputed research articles and papers along with some newspapers and the history books have been carried out to arrive at a significant result that will helps in improving the analytical concept of the Uniform Civil Code in the mind of the readers. The authors have done their best in endeavour to deliver fruitful content upon the subject matter. The main purpose is to provide a firsthand information, knowledge and wisdom to the readers of this article.

There are number of research papers available on various aspects of the Uniform Civil Code but the present study explores the evolution of idea of UCC, which was seeded by Mughals in there administration of justice to codification of personal laws. It is also experienced that codification of diversified personal laws have proved expensive, complex and had delayed the justice delivery system in present scenario. This paper also outlines disadvantages of enactments done on the basis of religion. Supreme Court by its several judgements had expressed need of UCC but governments in power till had failed to comply with these directions. This research paper has also covers the aftermath developments of report of Law Commission on 'Reform of Family Law' which says UCC is neither necessary nor desirable.

Methodology

The present paper has been done by employing doctrinal research methodology. Primarily authentic information on Uniform Civil Code has been taken from Constitutional provisions on UCC, Commentary on constitution making & various case materials available on the topic whereas secondary sources of information has been taken from are various newspaper articles, magazines & juristic works available online.

Hypothesis

UCC had remained a dead letter since its inception as framer of ours constitution were aware about that Indian society is complex and diversified as people have faith over different religions, values and societal norms that coexisting since centuries and had flourished under various religions and sects, hence they avoided to keep it under fundamental rights rather placed it under directive principles of policy. Even today people know very little about UCC and regard it as absurd and vague

issue whereas the Supreme Court first had directed the Parliament to frame a UCC in the year 1985 in the case of Mohammad Ahmed Khan v. Shah Bano Begum & CJI Y.V. Chandrachud had observed that "A common civil code will help the cause of national integration by removing disparate loyalties to law which have conflicting ideologies". Again in the case of Sarla Mudgal v. Union of India Supreme Court directed the government to frame UCC as directed under Article 44. Recently in Shayra Bano Case SC held triple talaq unconstitutional as it discriminate with Muslim woman & also violate their fundamental rights guaranteed under article 14 & 21 of Constitution. It pertinent to note here that codification of the pre-existing personal laws has created complexity and increasing the case pendency resulting in delay in justice moreover it is also expensive and causing hardship to the litigants as sometimes it has been observed by courts that parties have flip –flop stand over religion making the case worst. As John Austin bifurcated law as – positive law and positive morality in which former refers to codified law having binding authority and latter refers to morals, values, ethics, and societal norms. It would be more practicable if we evolve UCC by reconciling conflicting areas of marriage, divorce, custody, adoption, succession and inheritance as has been laid down under various religions and segregate the core religious beliefs. Hence, following research questions have been framed

Need of Uniform Civil Code & Its Feasibility

British rulers made uniformity in whole criminal; laws and enacted laws like Indian Penal Code of 1861 but not dared to promulgate a uniform civil code. India being a multicultural nation inherited its judicial system from the Mughals which was very efficient and workable and the Mughals had developed this system relied upon religious laws, mainly Hindu and Muslim, to settle family disputes. These religious laws and customary principles were translated into English and formed the basis for British justice delivery system.

With the passage of time English judges kept relying more and more on their predecessors' interpretations of the translated texts, i.e. on case laws, than on the original translated texts. These compiled case laws later on known as the Anglo-Hindu Law and the Anglo-Mohammedan Law. British legal system was conservative in nature and emphasized in maintaining the existing social order rather than removing the complexity of civil laws

and their sole objective was to protect commercial interests. Revolt of 1857 was also another reason which discouraged to chalk out any change into civil laws.

The idea of UCC gained momentum during freedom movement. Although the Constituent Assembly debated the issue but kept it to listed under the Directive Principles of State Policy. As we know nothing in directive principles is justiciable hence it remained untouched by the governments in power whereas Supreme Court on several occasions reiterated the need of UCC. We had two options at that time, either to reform and codify existing personal laws, or, draft a model UCC to be debated and enacted. Ours government chosen the former route and we can see results. Leaders of independent India Gandhi and Nehru were of the view that personal laws should be left unhindered and any interference with it would be unwise, despite that Nehru pushed the predominant Hindu majority for the reform and codification of Hindu personal laws to which the Hindu Mahasabha, RSS and many eminent Hindu leaders within the Congress stridently opposed it. In the end, the draft was approved by the cabinet, but it was never brought before Parliament. The Goais only state in India having UCC. Goa civil code is largely based on the Portuguese Civil Code (Código Civil Português) of 1867, which was introduced in Goa in 1870 & later on some modifications were made in it.

Religious Freedom and the Uniform Civil Code

The Preamble of the Indian Constitution advocates for a Secular, Democratic, Republic India. It implies that there shall be no religion of state. The state shall not discriminate against anyone on the ground of religion. A religion is a tool to establish a relation of man with God. We can say that religion should be kept aside while dealing with mundane life of an individual. For some there is no word like secular everything in this universe has its identity and virtue which gives it a religion like it doesn't matter water is boiling or frozen ice it has tendency to pacify the fire. It is also established fact that developing countries has discontinued the secular path and they have their own religion. No religion or religious belief can be above the law. In the case of S.R. Bomai v. Union of India, Justice Jeevan Reddy, held that religion is the matter of individual faith and cannot be mixed with secular activities and state can regulate it by enacting a law.

Indian judicial system prefers positive secularism unlike the doctrine of secularism as devised and accepted by the United States and the European States i.e. there is a wall of separation between the religion and the state. Indian positive secularism segregates spiritualism with individual belief, the reason behind such devolution is that America and the European States reformed themselves by removing the rituals, illogical customary practices and radicalism whereas Indian peoples still practices rituals and follow blindly scurrilous religious customs as established by prophets like halala, muta marriage, sati pratha, child marriage etc thus in India, the state is under an obligation to remove the impediments by interfering into religion for smooth functioning of governance. Indian masses failed to undergo a renaissance because peoples have different religions and every religious body have its own legislative framework to enforce and adjudicate its affairs this has made the condition worse and pathetic. Many times we have seen & experienced how an illogical absurd act is linked with religion and people starts objecting to it whenever someone tries rationally to stop it for eg. Use of loudspeakers on masjids, churches or over any religious place causes disturbance to peace of society when Ajjan, Gurvani or Bhajans are chanted loudly. When someone tries to restrict it religion will come in between and the wrongdoer will start arguing that it is intrinsic, integral and inseparable part of their religion. Now the question is if loud speaker was invented in 1876 by Alexander Graham Bell and Islam was founded back 600 years how loudspeaker is essential and intrinsic part of Islam? Recently MP Afzal Ansari, Congress leader Salman Khurshid, and Advocate S Wasim A Qadri, had filed Public Interest Litigation (PIL) following the order of the District administration to restrict the recital of Azaan, amidst the Corona Virus lockdown & had sought permission for the recital of Azaan over amplifying devices claiming it to be an integral part of Islam in which Allahabad High Court ruled that the use of sound amplifying devices is not an integral part of religious practices, and is not protected by the Constitution. The court in its verdict reiterated the need for reform in Islamic Practices. Similarly muslims can be seen offering namaz on public highway disturbing the traffic and creating chaos on road.

So adaptability to certain desired changes becomes difficult and unworkable to a society like India, where the life of people is based upon profound

religious beliefs therefore necessarily requires interference of state to reconcile the confrontations. Ideally it is impossible to achieve the setted vision and goals under preamble of the Indian Constitution which resolves to constitute a "Secular" Democratic Republic. Freedom of religion and freedom to manage religious affairs has been guaranteed under Article 25 and 26 of the Constitution of India as enforceable fundamental rights & Article 44 gives a direction that the state shall endeavour to secure a uniform civil code in India. A uniform civil code here refers to a single law, that would be applicable to all citizens of India in their personal matters such as marriage, divorce, maintenance, custody, adoption, guardianship, succession and inheritance.

Advantages of Uniform Civil Code

The present legal framework in India provides religion based specific laws dealing with the affairs of marriage, divorce, maintenance, custody, adoption, guardianship & legitimacy of child, succession and inheritance of property. When marriage is solemnised religion of parties to marriage is looked into to ascertain the legality of marriage, similarly when parties to marriage wants to dissolve their marriage they have to follow a well defined religious procedure, for eg according to Muslims Law if a husband has pronounced Talaq thrice even accidently and wants to remarry her (It is called Talaq-ul-Biddat and held unconstitutional by SC in Shayra Bano Case and even prophet Mohd has considered it worst form of Talaq) then wife has to undergo Halala, there is a well defined procedure of it i.e the woman has to observe Iddat period of three months if not pregnant and shall not marry to anyone during this period; she will marry to some another man who will consummate the marriage; again the present husband will give Talaq to her; again she will observe Iddat period only then the man who pronounced Talaq accidently can remarry her. Interestingly, if the person doing halala, shows unwillingness to divorce the wife than the man can't claim any right over his wife. Under Islamic law wife is considered as property of husband. Similarly when parties to marriage are Hindus they shall not belong to Sapinda & in Prohibited Degree of relationship & divorce mechanism has been provided under Sec. 13 of Hindu Marriage Act, 1955. Again when a person dies in India his religion suggests how and to what extent his property will be divided among his heirs. Muslim law does not acknowledge the concept of adoption

and under muslim law off spring of illicit relationship i.e Zina are illegitimate whereas Hindu Law recognizes the concept of adoption and child born out of unlawful marriage is always legitimate. So here the point is that there are numerous customary practices which are prevalent in our legal system that are recognised and later on codified as law. Codification of these customary practices and religious rituals had created confusion among the litigants and also hampering the judiciary. Although we have Family Courts & Civil Courts across the country but still it is very expensive for poverty ridden litigants to seek justice. Pendency of cases in courts is increasing day by day as it is very tedious task to dispose of the pending cases. Sometimes it happened that till family court decides upon dissolution of marriage parties to marriage passes their age of marriage.

Some religious personal laws are discriminating & humiliating in nature. Supreme Court held in case of Shayra Bano that triple talaq is unconstitutional as it discriminates with Muslim woman & also violate their fundamental rights guaranteed under article 14 & 21 of Constitution. The practices of Burqah, Halala, Khatna, Sati Pratha, Child Marrriage are not acceptable in a civilized society as it gives unequal treatment to woman and impoverished child. This sin can only be removed after passing of UCC, the present laws has left all these to be decided and govern by religious laws.

The Indian society comprises of young population of more than 55% of its population whose social attitudes and aspirations are shaped by universal and global principles of equality, humanity, and modernity. Their view of shedding identity on the basis of any religion has to be given a serious consideration so as to utilize their full potential towards nation building. So UCC will accommodate aspirations of young population of India.

All Indian citizens are already equal before the court of law as the criminal laws and other civil laws (except personal laws) are same for all. With the implementation of Uniform Civil Code, all citizen will share the same set of personal laws. There will be no scope of politicization of issues of the discrimination or concessions or special privileges enjoyed by a particular community on the basis of their particular religious personal laws.

Supreme Court on Uniform Civil Code

The Supreme Court first directed the Parliament to frame a UCC in the year 1985 in the case of

Mohammad Ahmed Khan v. Shah Bano Begum popularly known as the Shah Bano case. In this verdict, a penurious Muslim woman claimed for maintenance from her husband under Section 125 of the Code of Criminal Procedure after she was given triple talaq from him. The Supreme Court held that the Muslim woman have a right to get maintenance from her husband under Section 125. The Court also held that Article 44 of the Constitution has remained a dead letter. The then Chief Justice of India Y.V. Chandrachud observed that, "A common civil code will help the cause of national integration by removing disparate loyalties to law which have conflicting ideologies"

After this decision, nationwide discussions, meetings, and agitation were held. The then Rajiv Gandhi led Government overturned the Shah Bano case decision by way of Muslim Women (Right to Protection on Divorce) Act, 1986 which curtailed the right of a Muslim woman for maintenance under Section 125 of the Code of Criminal Procedure. The explanation given for implementing this Act was that the Supreme Court had merely made an observation for enacting the UCC; not binding on the government or the Parliament and that there should be no interference with the personal laws unless the demand comes from within.

Again in the case of Sarla Mudgal v. Union of India AIR 1995 SC 153 Supreme Court raised concern for UCC in this case, the question was whether a Hindu husband, married under the Hindu law, by embracing Islam, can solemnise second marriage. The Court held that a Hindu marriage solemnised under the Hindu law can only be dissolved on any of the grounds specified under the Hindu Marriage Act, 1955. Conversion to Islam and Marrying again would not, by itself, dissolve the Hindu marriage under the Act. And, thus, a second marriage solemnised after converting to Islam would be an offence under Section 494[5] of the Indian Penal Code.

Justice Kuldip Singh also opined that Article 44 has to be retrieved from the cold storage where it is lying since 1949. The Hon'ble Justice referred to the codification of the Hindu personal law and held, "Where more than 80 percent of the citizens have already been brought under the codified personal law there is no justification whatsoever to keep in abeyance, any more, the introduction of the 'uniform civil code' for all the citizens in the territory of India."

The Supreme Court's latest reminder to the government of its Constitutional obligations to enact a UCC came in July 2003 when a Christian priest knocked the doors of the Court challenging the Constitutional validity of Section 118 of the Indian Succession Act. The priest from Kerala, John Vallamatton filed a writ petition in the year 1997 stating that Section 118 of the said Act was discriminatory against the Christians as it imposes unreasonable restrictions on their donation of property for religious or charitable purpose by will. The bench comprising of Chief Justice of India V.N. Khare, Justice S.B. Sinha and Justice A.R. Lakshamanan struck down the Section declaring it to be unconstitutional. Chief Justice Khare stated that, "We would like to State that Article 44 provides that the State shall endeavour to secure for all citizens a uniform civil code throughout the territory of India It is a matter of great regrets that Article 44 of the Constitution has not been given effect to. Parliament is still to step in for framing a common civil code in the country. A common civil code will help the cause of national integration by removing the contradictions based on ideologies."

In S.R. Bommai v. Union of India, J. Jeevan Reddy held that religion is the matter of individual faith and cannot be mixed with secular activities. Secular activities can be regulated by the State by enacting a law.

In recent judgement of Shayara Bano v. Union of India SC held Triple Talaq violative of fundamental rights of muslim women under article 14 & 21 of Constitution of India & directed government to bring law.

The whole debate on UCC can be summed up by the judgment of Justice R.M. Sahai as he wrote "Ours is a secular democratic republic. Freedom of religion is the core of our culture. Even the slightest of deviation shakes the social fibre. But religious practices, violative of human rights and dignity and sacerdotal suffocation of essentially civil and material freedoms are not autonomy but oppression. Therefore, a unified code is imperative, both, for protection of the oppressed and for promotion of national unity and solidarity."

Recommendations and Conclusion

Despite the challenges, India needs to find a way forward towards the path of development by adopting UCC. A vast number of interests and sentiments must be addressed while devising the rules. It should not be implemented at once. Bringing the UCC is a social transformation and

needs to be done gradually, not at once. It is not necessary that only some people from the minority community will oppose it. Any section of society that is being deprived of benefits may protest. Such as an undivided Hindu family which gets tax benefits. We will need to build trust, make common cause, and create campaigns of awareness with social reformers rather than conservative religious leaders. As the situation is fragile, we should bring changes one by one, highlight one issue at a time and generate awareness about them. It might include divorce, marriage, inheritance, succession, adoption and so on.

National identity will be more secure and human resources much better utilised. It will add to the country's growth and development. Indian Divorce Act, Christian Marriage Act, Hindu Succession Act , Shariat Act are unnecessary complications. A Uniform Civil Code embodies justice and there should be no compromise on it. One nation should have one civil code.

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विभिन्न ग्रन्थों में वर्णित वर्ण व्यवस्था: एक अध्ययन

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सारांश

भारतीय समाज एक धर्मप्राण समाज है, भारत की समाजिक संस्थाएँ, धर्म के साथ जुड़ कर मानव कल्याण के लिए मार्ग निर्देशन का कार्य करती है। भारतीय संस्कृति मूलाधार है अध्यात्मवाद के परिपेक्ष्य में भारतीय जीवन का चरम लक्ष्य है– मोक्ष! धर्म, अर्थ, काम और मोक्ष ये चार लक्ष्य भारतीय जीवन का धरोहर रूप है। प्राचीन काल से ही भारतीय समाज में वर्ण व्यवस्था की भूमिका अत्यन्त महत्वपूर्ण रही है। जिस प्रकार से सिर, हाथ, पैर, उदर आदि विभिन्न अंगों से मिलकर हमारा पूरा शरीर बना है तथा ये सभी अंग मिलकर निरंतर हमारे शरीर की रक्षा के लिए सचेष्ट रहते है उसी प्रकार आर्यों ने पूरी सृष्टि को सभी प्रकार के जड़–चेतन पदार्थों को उनके गुण (सत्व, रज, तम) कर्म और स्वभाव के अनुसार चार भाग या चार वर्गों में विभक्त कर दिया। संसार की संरचना के बाद इस प्रकार की व्यवस्था से गुण–कर्म–स्वभाव के अनुसार मानव समाज की चार मुख्य आवश्यकताएं मान ली गई बौद्धिक, शारीरिक, आर्थिक और सेवात्मक।

मुख्य शब्द– वर्ण व्यवस्था, ब्राह्मण, क्षत्रिय, वैश्य और शूद, पुरुष सूक्त।

भारतीय समाज एक धर्मप्राण समाज है, भारत की समाजिक संस्थाएँ, धर्म के साथ जुड़ कर मानव कल्याण के लिए मार्ग निर्देशन का कार्य करती है। ''भारतीय शास्त्रों में व्यक्तिगत और समाजिक कल्याण हेतु कार्यों का अपूर्व समन्वय दृष्टिगोचर होता है'' प्रत्येक वर्ग के सामाजिक कर्तव्य अलग–अलग निर्धारित किए गए है। भारतीय संस्कृति मूलाधार है अध्यात्मवाद के परिपेक्ष्य में भारतीय जीवन का चरम लक्ष्य है– मोक्ष! धर्म, अर्थ, काम और मोक्ष ये चार लक्ष्य भारतीय जीवन का धरोहर रूप है। सभी धर्मों ने मोक्ष की प्राप्ति के लिए समाज की क्रियाओं को एक मार्ग प्रदान किया है, इसी हेतु समाज में वर्ण धर्म की व्यवस्था की गई। समाज में सभी लोगों को चार वर्णों में विभाजिक कर दिया गया जो इन चार वर्णों में नहीं है उन्हें दस्यु कहा गया।

वर्ण का अर्थ है – जो वृत हो जिसका वरण किया जाए अथवा जो स्वभावानुकल 'वृति' के द्वारा व्यवस्थित किया जाए। वर्ण व्यवस्था का प्रारंभ तो वैदिक काल में ही हो गया था किन्तु इसका विस्तृत विवेचन स्मृति ग्रन्थों में ही प्राप्त होता है। वैदिक युग में जिस वर्ण व्यवस्था के पाते है उसी का परिवर्तन रूप ज्ञात की जाति व्यवस्था है वर्ण और जाति, दोनों शब्दों में अंतर स्पष्ट करते हुए, भारत रत्न डा. कागे लिखते है– ''दोनों शब्दों का प्रयोग बहुधा समान अर्थ में होता रहा है। कभी–कभी दोनों अर्थों में अन्तर भी पाया जाता रहा है। वर्ण में मुख्य रूप स व्यक्ति की नैतिक एवं बौद्धिक योग्यता का समावेश होता है, और यह स्वाभाविक वर्णों की व्यवस्था का घोतक है।

वर्ण व्यवस्था– प्राचीन काल से ही भारतीय समाज में वर्ण व्यवस्था की भूमिका अत्यन्त महत्वपूर्ण रही है। जिस प्रकार से सिर, हाथ, पैर, उदर आदि विभिन्न अगों से मिलकर हमारा पूरा शरीर बना है तथा ये सभी अंग मिलकर निरंतर हमारे शरीर की रक्षा के लिए सचेष्ट रहते है उसी प्रकार आर्यों ने पूरी सृष्टि को सभी प्रकार के जड़–चेतन पदार्थों को उनके गुण (सत्व, रज, तम) कर्म और स्वभाव के अनुसार चार भाग या चार वर्गों में विभक्त कर दिया। इसके अनुसार केवल मनुष्य ही नहीं अपितु पशु–पक्षी, वृक्ष, जल, भूमि, रत्न, काष्ठ आदि सभी चार वर्ग के हो गए– ब्राह्मण, क्षत्रिय, वैश्य और शूद्र।

संसार की संरचना के बाद इस प्रकार की व्यवस्था से गुण–कर्म–स्वभाव के अनुसार मानव समाज की चार मुख्य आवश्यकताएं मान ली गई बौद्धिक, शारीरिक, आर्थिक और सेवात्मक। यह माना जाता है कि आरंभ में अवश्य ही मानव जाति असभ्य रही होगी। उनमें से कुछ में आवश्यकतानुसार स्वतः कुछ बौद्धिक चेतना जागृत हुई होगी, और उन्होंने बुद्धिपरक कार्य पढ़ना–पढ़ाना आदि अपना लिया। जिन्हें ब्रह्मण कहा गया। फिर धीरे–धीरे सभ्यता का विस्तार होने से सुरक्षा भोजन, धन सेवा आदि की आवश्यकता अनुभव होने पर तदनुसार अपने गुण–स्वभाव के अनुसार क्षत्रिय, वैश्य और शूद्र उसी मानवजाति से बने।

मनोवैज्ञानिक सिद्धान्त के अनुसार यह माना गया है कि मन के मुख्य तीन कार्य है, जिसमें से कोई एक प्रत्येक जाति के अंदर मुख्य भूमिका का निर्वाह करता है। द्विजाती तीन वर्गों में आते है– ज्ञान प्रधान व्यक्ति, क्रिया प्रधान व्यक्ति और इच्छा प्रधान व्यक्ति। इन तीनों से अतिरिक्त एक चौथा प्रकार का व्यक्ति भी होता है, जो अकुशल या अल्पकुशल श्रमिक कहा जा सकता है।

ज्ञान प्रधान व्यक्ति आत्मसम्मान के लिए शुभ कार्यों में प्रवृत होते है, और उसमें ही पूर्ण संतोष प्राप्त करते है। कर्म प्रधान व्यक्ति आज्ञाशक्ति, ऐश्वर्य और अधिकार प्रधान कार्यों में अधिक रूचि रखते है। इच्छा–प्रधान व्यक्ति धन संग्रह में अधिक प्रवृत होते है, और श्रमिक वर्ग के व्यक्ति खेल विनोद में अधिक संतुष्ट होते है। जिस प्रकार से शरीर के सारे अंग मिलकर शरीर को संपूर्ण बनाते है, उसी प्रकार एक पूर्ण और सभ्य समाज

में चार वर्ग अनिवार्य रूप से रहते है, और ये वर्ग अपने विशिष्ट पेशों पर आधारित होत है, जैसे–शिक्षण का पेशा, शासन का पेशा, व्यवसाय का पेशा और श्रम का पेशा समाज में भिन्न–भिन्न वर्गों का होना स्वाभाविक है, क्योंकि सभी मनुष्य समान रूप से उत्पन्न नहीं होते, सभी में समान प्रतिभा, समान आदतें नहीं होते, और सभी समान रूप से कार्य भी नही करते। डॉ0 राधाकृष्णन ने कहा है– मानव समाज भिन्न प्रकार की श्रेणियों से बना है, और उनमें सबका अपना महत्व है। वे सभी एक समान लक्ष्य को सिद्ध करने में लगे हुए है।

प्राचीन भारतीय दृष्टिकोण– वैदिक काल में ही समाज में चार वर्णों का उत्पन्न होना स्पष्ट है। इसका संकेत पुरुष सूक्त के प्रसिद्ध मन्त्र से मिलता है।

''ब्राह्मणोऽस्य मुखमासीद् बाहु राजन्यः कृतः।ऊरू तदस्य यदवैश्यः पदाभ्यां शूद्र अजायत।

अर्थात ब्रह्माण, क्षत्रिय, वैश्य, शूद्र परम पुरुष के क्रमशः मुख, बाहु, उदर और पैरों से उत्पन्न हुए। इसके साथ ही यह भी कहा गया, कि सूर्य और चन्द्र परम–पुरुष की आँख एवं मन से उत्पन्न है। इससे यह स्पष्ट होता है कि पुरुष सूक्त के अनुसार समाज का चार भागों में विभाजन उतना ही स्वाभाविक और ईश्वरसमस्त था, जितना कि सूर्य और चन्द्रमा की उत्पत्ति।

ऋग्वेद में कई स्थानों पर (1/73/7) (2/5/5), 9/97/15, 10/10/7) वर्ग का अर्थ है रंग या प्रकाश कहीं कहीं यथा 2/12/4 एवं 1/179/6 में वर्ग का संबंध ऐसे जन गन से है, जिनका चर्म काला है या गोरा! तैतिरीय ब्राह्मण में कहा गया है कि ब्राह्मण दैवीवर्ग है और शूद्र असूर्य वर्ग है असूर्य वर्ग का अर्थ है– शूद्र जाति धर्मकुलों में स्पष्ट रूप से चारों वर्गों का अलग–अलग होना स्पष्ट हो गया था। महाभारत में भी इसी प्रकार से चारों वर्गों की उत्पत्ति का उल्लेख है। श्रीमदभागवत में वर्गाकाल धर्म निरूपण के प्रसंग में वर्ग के संबंध में कहा गया है कि प्रारंभ में मनुष्यों का केवल ''हस'' नामक एक ही वर्ग था।

शास्त्रों के अनुसार दो प्रकार से वर्गोत्पति देखी जा सकती है। (1) जन्मना और (2) कर्मणा। महाभारत में कहा गया है कि पुत्र हमेशा पिता के प्रतिरूप होता है यह श्रुति प्रसिद्ध है अतः पिता का जो वर्ण होता है पुत्र का सभी जन्म से ही वह वर्ण होता है। सभी प्राणियों का जन्म से ही अपना–अपना कर्म निश्चित होता है।

कर्म निर्धारण के लिए कहा गया है कि सब प्राणियों का मित्र स्वरूप देखना दान अध्ययन तपस्या आदि करना ब्राह्मण का ही कर्म है। राजा को ये सब कर्म नहीं करने चाहिए। विषय भोगों के अध्ययन तपस्या आदि। ब्राह्मण का ही कर्म है। राजा का ये सब कर्म नहीं करने चाहिए। विषय भोगों के लिए ब्राह्मण कुल में जन्म नहीं होता, अतः वेदाध्ययन, तपस्या आदि करना ब्राह्मण सन्तान का कर्तव्य है। जन्मगत वर्ग के लिए महाभारत में और भी स्पष्ट उदाहरण मिलते है जैसे एक स्थान पर कहा गया है कि ब्राह्मण का पुत्र ब्राह्मण, क्षत्रिय का क्षत्रिय, होता है एवं उसी के अनुसार हर एक के वर्णोचित संस्कार किये जाते है। जन्म से ही ब्राह्मण होने के कारण ब्राह्मण अन्य वर्गों का गुरु होता है। ब्राह्मण कुल में उत्पन्न–दस वर्ष का बालक सौ वर्ष के क्षत्रिय के पिता–तुल्य होता है।

इसी प्रकार मनुस्मृति में भी ब्राह्मण को जन्म से ही पृथ्वी के सभी प्राणियों मे श्रेष्ठ गिनाया गया है, तथा संपूर्ण प्राणियों के धर्म समूह की रक्षा में समर्थवान् कहा गया है। नामकरण संस्कार के समय के लिए कहा गया है कि ब्राह्मण का नाम मंगलवाचक शब्दों में क्षत्रियों का नाम बलवाचक शब्दों मे वैश्य का नाम धनयुक्त शब्दों मे तथा शूद्रों का नाम निन्दायुक्त शब्दों में रखा जाना चाहिए।

बृहदारण्यकोपनिषद् में वर्णोत्पति के संबंध में कहा गया है कि सृष्टि के प्रारंभ में केवल ब्राह्मण था, ब्राह्मण अर्थात् वह सता जिसमें बढ़ने अथवा महान होने की शक्ति थी। इसक पश्चात श्रेयोरूप क्षत्र अर्थात क्षात्र धर्म की रचना हुई। इससे भी काम न चला तो ब्राह्मण ने विश वैश्य धर्म को रचा। इसके पश्चात पूजन अर्थात पालन पोषण करने वाले शूद–धर्म को रचा। देवों में यह पृथ्वी पूज्य है, संसार में यह जो कुछ है, उसका यही पालन पोषण करती है।

जातिपूरक नियम समान के प्रति कर्तव्यों का विधान करते है। मनुष्य को अपने कर्तव्य कर्म का पालन करना चाहिए भले ही उसका परिणाम कुछ भी हो। योग्यताओं के अनुसार कर्तव्य कर्मा का विधान किया गया है। ब्राह्मण जन्म से नहीं अपितु आचरण से माना गया है।

वैदिक काल में वर्ण–व्यवस्था (आज के संदर्भ) थी अथवा नही यह तो निश्चयपूर्वक नहीं कहा जा सकता, लेकिन कर्मानुसार वर्ण व्यवस्था थी यह निश्चय है। वैदिक काल में वर्ण–विभाजन गुण–कर्म आधार पर था। जिस गुण के अनुसार व्यक्ति कर्म करता है, वही उसका वर्ण आधार है। अन्यथा एक गुण दूसरे गुणों में मिल जाता है और कर्म भी इसी प्रकार बदला जाता है। अतः वर्ण भी बदला हुआ माना जाता है, वहीं गुण कर्म का आधार होता है। मृगु ने कहा है कि ब्राह्मण ने सबको समान उत्पन्न किया बाद में सब अपने अपने कर्म के अनुसार बट गए।

शतपत ब्राह्मण मे यज्ञ के समय ब्राह्मण, क्षत्रिय, वैश्य एवं शूद्र का स्पष्ट वर्गीकरण मिलता है। दर्श पूर्णमास निरूपण में एक स्थान पर यज्ञ को बुलाने का विधान करता है। बुलाने के चार प्रकार है। ब्राह्मण को बुलाना है तो कहेंगे 'एहि'! वैश्य के लिए 'आग्रहि'! क्षत्रिय के लिए 'आदव' तथा शूद्र क लिए 'आधाव'। इस स्थल पर ब्राह्मण वाला निमंत्रण देना चाहिए, क्योंकि यहीं यज्ञ के उपयुक्त है और शान्तमय है। अतः कहता है– एहि (यहाँ आइए)।

संतोगुण से कर्म करने से मोक्ष की प्राप्ति रजोगुण एवं तमोगुण से भौतिक व कुन्सित जीवन की उपलब्धि होती है। इन्ही सत्व, रज एवं तम से सबंधित अलग–अलग भेद होते है, और इन्ही अलग अलग गुण कर्मों के आधार पर अलग अलग वर्ण की व्यवस्था होना ही भगवान ने उद्धृत किया है।

विभिन्न वर्णों के कर्तव्यः

ब्राह्मण– वैदिक शास्त्र में वैसे व्यक्तियों को ब्राह्मण कहा गया है, जो अपने बुद्धिबल से आर आत्मा के सम्यक विकास से समाज को सन्मार्ग पर ले जाकर उन्नति शिखर पर पहुंचाते है। मस्तिष्क से ही मनुष्य का समस्त जीवन संचालित होता है और वहीं उसे अच्छे अथवा बुरे मार्ग पर ले जाता है। वैदिक पुरुष के मुख से उत्पन्न ब्राह्मण से तात्पर्य निश्चित रूप से मस्तिष्क से है, मनुष्य को बुद्धि का संबंध मस्तिष्क से है। ब्राह्मणों का जीवन स्वाध्याय तपस्या, त्याग ब्रह्म प्राप्ति और सत्य की खोज

में व्यतीत होता था। इन्ही कारणों से समाज को जैस वे निर्देश देते थे, वैसे ही समाज करता था। इनकों किसी भी प्रकार की लालसा नही होती थी, कोई सांसारिक मोह भो नहीं था, इसलिए इन्हें समाज का मस्तिष्क कहा गया और इनके कार्यो से समाज पूर्णरूपण लाभान्वित होता था।

बौधायन धर्मसूत्र के अनुसार ब्रह्मा लृष्टिकर्ता ने ब्राह्मण को अपनी महिमा में रखा और वेदों की रक्षा के लिए अध्ययन अध्यापन यज्ञ करना और यज्ञ कराना ज्ञान देना, दान गहण करना आदि अनेक कार्य उनके साथ संयुक्त कर दिए। मनु ने भी ब्राह्मणों लिए छः कर्तव्य नियत किये है जो है– वेद का पढ़ना पढ़ाना, यज्ञ करना, दान देना, दान लेना। मनु कहते है– जिस ब्राह्मण के मुख से देवता तक हव्य और पितर कव्य खाते है इससे श्रेष्ठ प्राणी भला और कौन हो सकता है। महाभारत मे यज्ञ युधिष्ठिर संवाद मे यज्ञ ब्राह्मण किस प्रकार प्राप्त होता है– यह प्रश्न पुछता है तो युधिष्ठिर कहते है कि वेदाख्ययक आदि कुछ भी द्विजत्व का कारण नहीं है एकमात्र चरित्र द्वारा ही द्विजत्व प्राप्त होता है।

ब्राह्मणों के मुख्य कम अध्ययन अध्यापन तथा आदि कराना है इन्हीं कर्मो से वे चलोपार्जन से यदि ब्राह्मणों अपनी आजीविका चलाने में असमर्थ होता है तो वह क्षत्रिय के कर्म भी अपना सकता है यदि क्षत्रिय के कर्म से भी उसे लाभ न हो तो वह वैश्यवृति भी अपना सकता है यद्यपि इसमें कुछ वस्तुओं के विनिमय का निषध किया गया है।

क्षत्रिय–वर्ण विभाजन क्रम में द्वितिय स्थान क्षत्रिय का है। क्षत्रिय को भुजा से उत्पन्न बताया गया है, अर्थात् वह समाज के रक्षक माने गए हैं। समाज जब वृहद् रूप धारण करता है तो अनेक दुष्ट अत्याचारी भी पैदा होते है। जिनका दमन करना आवश्यक हो जाता है। अतः समाज क लिए यह आवश्यकता प्रस्तुति के लोगों से समाज की रक्षा करना अपना पवित्र कर्म समझा। कपटी पुरूषों को मारकर स्वतंत्रता संरक्षण करना ही क्षत्रियों का मुख्य धर्म है।

बौधायन धर्मसूत्र के अनुसार बृहद् ने क्षत्रिय में बल का आधान किया। राज्य शक्ति की वृद्धि के लिए वदाध्ययन यज्ञ करना दान देना, शस्त्र धारण करना, धन की तथा प्राणियों के जीवन की रक्षा करना आदि कर्तव्य बतलाए है। श्री मद्भागवत के वीरता, तेजस्विता, त्याग, मनेदय, क्षमा, ब्राह्मणों के प्रति भक्ति, अनुग्रह और कर्म में अपनी प्रज्ञा की रक्षा करना, दान देना, यज्ञ कराना वेद पढाना, विषयों में अनासक्त रहना आदि बताया है। यदि इन कर्मो से क्षत्रिय अपना जीवन यापन कर सकने में असमर्थ होता है तो वह वैश्य वृति भी अपना सकता है। मनु के अनुसार क्षत्रिय आपद्ग्रस्त होने पर अन्य कोई भी कार्य कर परन्तु ब्राह्मणों वृति का अवलम्बन कदापि न करे।

वैश्य– विश्व–पुरूष को जंघा से वैश्य की उत्पति कही गई है। जिस प्रकार से जंघाए शरीर का संपूर्ण भार वहन करती है, उसी प्रकार समान के भरण–पोषण आदि संपूर्ण कार्य वैश्य को करने होते है। पशुपालन समाज का भरण पोषण कृषि वाणिज्य व्यापार के द्वारा प्राप्त था। मनु ने वश्य के लक्षण कर्म स्पष्ट करते हुए कहा है कि सब पशुओं का पालन, दान, यज्ञ और वेद का पढना वाणिज्य व्यवसाय, महाजनी और खेती करना वैश्य का कर्तव्य है। श्रीम्भागवत में वैश्य का लक्षण करते हुए

लिखा है– देवता, गुरु और भगवान के प्रति भक्ति, अर्थ, धर्म, काम इन तीन पुरूषार्थो की रक्षा करना, आस्तिकता उद्योगशीलता और व्यावहारिक निपुणता ये वैश्य के लक्षण है।

जिस प्रकार ब्राह्मण एवं क्षत्रिय को आपतिकाल में अन्य वर्णों की वृति अपनाने की अनुमति दी गई है, उसी प्रकार से वैश्य के लिए भी अन्य कर्मों की अनुमति दी गई है। मनु कहते है– यदि वैश्य अपनी वृति से अपना निर्वाह कर सकते में असमर्थ हो तो वह शूद्रवृति को अपना सकता है, लेकिन शक्तिमान् हो जाने पर शूद्रवृति छोड देना चाहिए। मनु ने वैश्यों के लिए भी क्षत्रिय की तरह ही ब्राह्मण के तीन धर्म– अध्यापन, याजन और प्रतिग्रह (दान) करने का निषध किया है। यदि वशय कर्म करने वाले व्यक्तियों का समाज में अभाव हो जाए तो समाज का चलना भी असंभव हो सकता है।

शूद्र– पुरूष सूक्त में शूद्र को विश्वपुरूष के पैरों से उत्पन्न कहा गया है। पैर सेवा के प्रतीक होते है। इसी तरह समाज की सेवा का संपूर्ण भार वेद मं शूद्रों पर रखा गया था। जो लोग पहले तीन वर्णों के काम करेन के अयोग्य सिद्ध होते थे, उन्हें सेवा का काम सौंपा जाता था। पुरूष सूक्त के रूपक से यह बात बहुत स्पष्ट है कि उपर्युक्त चारों वर्णों का समाज में अपना–अपना महत्व था और उनमें कोई नीच –उँच का भेद–भाव नहीं था। ज्ञान, शम, दम आदि उच्च गुणों की इनके अंदर कमी होती थी, इसलिए ये अपने से उपर के तीन वर्णों की सेवा कर अपना पेट भरते है। पराशर स्मृति के अनुसार द्विज (ब्राह्मण क्षत्रिय व वैश्य) भिक्षा लेकर ही अपना निर्वाह करना शूद्र का परम धर्म है। इसमें अतिरिक्त दूसरा कर्म करने का शूद्र को अधिकार नहीं है। शूद्र का मुख्य धर्म ब्राह्मणों की सेवा करना था। मनु ने कहा है कि यदि ब्राह्मण की सेवा से शूद्र का पेट नहीं भरे तो इसे चाहिए कि क्षत्रिय की सेवा करे इससे भी यदि काम न चले तो किसी धनी वैश्य की सेवा से अपना जीवन निर्वाह करे। गातम ने शूद्र के लिए शिल्पवृति का भी विधान किया है। असंभव होने अथवा वृद्ध होने पर शूद्र का पालन पोषण इसका वहीं स्वामी करता था, जिसकी शूद्र ने सेवा की हो। शूद्र वर्ण के व्यक्तियों के लिए जहाँ कठोर आदेश हैं वहीं इसे कुछ सद्कमां के द्वारा धर्म प्राप्ति की आज्ञा भी दी गई है।

यदि शूद्रों की बहुत सी अयोग्यताएं मानी गई है तो इन्हें बहुत सुविधाएं भी दी गई है। पूर्वकाल मे कोई शूद्र ब्राह्मणों एवं क्षत्रियों के कुछ व्यवसायों को छोड़कर अन्य व्यवसाय कर सकता था। कुछ शूद्र राजा भी हुए है कौटिल्य (9/2) ने शूद्रों की सेना के बारे में लिखा है। शूद्र दिन–प्रति दिन की अनगिनत क्रियाओं से स्वतंत्र था, उसके लिए गोत्र एवं प्रवर का झंझट नही था, और ना ही शास्त्र के विरोध में जाने पर कोई जप या तप करना पड़ता था।

वर्ण धर्म की उपोदेयता– उपर्युक्त वर्णन के आलाक में यह स्पष्ट है कि वर्ण व्यवस्था भारतीय धर्म, संस्कृति और समाज की अद्वितीय विशेषता थी, भारतीय संस्कृति का प्राण थी। वर्तमान समय मे जो जाति व्यवस्था अपना विषम रूप धारण कर चुकी है, इससे उस वैदिक व्यवस्था का लेशमात्र भी संबंध नहीं है। समाज में विभिन्न वर्गो का होना नैसर्गिक है इस प्रकार के वर्ण विभाजन से यह बात स्पष्ट हो जाती है कि सभी मनुष्य समान प्रतिक्रिया, समान व्यवहार के न तो पैदा होते है और न ही कार्य

कर सकते है। संसार में व्यक्ति अकेले होकर तो किसी उदेश्य की प्राप्ति कर नही सकता उसको हर क्षेत्र में एक दूसरे की आवश्यकता पडती है, इसलिए मनुष्य ही आवश्यकता को देखते हुए वर्ण व्यवस्था में मनुष्य को केवल आर्थिक आवश्यकता ही नहीं अपितु संपूर्ण मनुष्य की आकलन किया गया है। वर्ण विभाग मनुष्य की चार मनोवैज्ञानिक प्रवृतियॉ है, जिसमें मनुष्य को सामूहिक रूप स शरीर से आत्मा की तरफ ले जाने का सिद्धांत है।

सेवा धर्म इतना बड़ा है कि वह योगियों को भी अप्राप्त है। शूद्र को जो आज समाज में अस्पृश्यता और घृणा का स्थान दिया गया है, वह इस समय नहीं था जबकि वर्ण व्यवस्था ने एक सामाजिक रूप्ज ले लिया था। वेदों में कहा गया है— हे मनुष्यों तुम्हारे पीने के स्थान समान हो, तुम्हारे अन्न का सेवन मिलकर हो, मैं उन्हें प्रेमबंधन में बांधता हूँ। इस प्रकार तुम सभी प्रभु की उपासना करते हुए मिलकर रहो, जिस प्रकार रथ के पहिए की नाभि प्राणी को दुःख न देना सत्य बोलना दूसरे का धन न लेना पवित्रता तथा इन्द्रियों का निग्रह यह चारों वर्णो का धर्म है। गीता में भगवान कहते है— संपूर्ण वर्ण व्यवस्था ''सर्वे भवन्तु सुखिनः सर्वे सन्तु निरायया के सिद्धान्त पर आधारित थी।

यदि आज की गुण कर्म के आधार पर वर्ण व्यवस्था का संचालन हो तो निश्चित रूप से सामाजिक विसंगतिया नष्ट होगी और भारतीय धर्म संस्कृति की विजयपताका विश्व में एकमात्र दिखाई देगी जो कि ''वसुधैव कुटुम्बकम्'' का संदेश दे रही है और दे रही होगी।

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The Man-Eater of Malgudi: A Fictional Transmutation of Puranic Myth

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Abstract
The twentieth century men of letters of the west and the east take delight in using some myth of religion, philosophy and folklore to convey their message pertaining to the present century. R.K Narayan, one of the pioneers of Indo-English novel is not an exception and has made a deliberate use of the myth of Bhasmasura in his novel, The Man Eater of Malgudi. Through this myth he underlines the series of evil acts of the picaresque hero named Vasu and blends the tradition of ancient myth with modernity of twentieth century. 'The Man-Eater of Malgudi' is a fictional transmutation of the puranic myth of Bhasmasura.

It is commonplace among the 20th century writers of fiction, drama and poetry to either draw their material from ancient myths, legends and folklore of the country they know or to treat their modern subjects in the context of the available ancient materials. For example, in *The Wasteland*, T. S. Eliot explores the ancient myth of the Grail legend on the basis of his study of Miss. Jessie L. Weston's book *From Ritual to Romance* (Cambridge). He includes in this poem another work of anthropology containing certain references to vegetation ceremonies. This book is *The Golden Bough*[1]. W.B. Yeats, again a 20th century poet, also explores in his poetry a couple of myths from the Bible or from the classical sources; the myth of Leda and the Swan being the most favourite with him. He blends history with contemporary life by means of exploration of myths[2]. It is no wonder then that like the English writers; the Indo-English novelist R.K Narayan who is well-versed with Hindu epics, puranas, gods and goddesses should take advantage of the knowledge of Indian classical sources to use it in devising the plot of his ninth novel, *The Man Eater of Malgudi.* Meenakshi Mukherjee, in her book *The Twice Born Fiction*, hails the mythical structure of *The Man-Eater of Malgudi* but with some doubt. She says:

> "Undoubtedly, the novel has a mythical structure. But doubt arises when we try to judge whether Narayan was consciously using myth as a technique or it was an unconscious manifestation of his basic outlook…"[3]

When Meenakshi Mukherjee write The Twice Born Fiction in 1971, her doubt might have been justified, but all doubts get removed when we come to know that in 1972, Narayan told an audience of Columbia University the following facts:

> "At some point in one's writing career, one takes a fresh look to the so called myths and legends and finds a new meaning in them. After writing a number of novels and short stories based on the society around me, some years ago, suddenly I came across a theme which struck me as an excellent piece of mythology in modern dress. It was published under the title 'The Man Eater of Malgudi'. I based the story on a well-known mythical episode the story of Mohini and Bhasmasura." [4]

In the light of this statement, it stands confirmed that Narayan does make a conscious use of the mythical technique in The Man-Eater of Malgudi, by exploring the Vaishnav myth of the demon Bhasmasura. According to the myth of Bhasmasura, Bhasmasura was the unconquerable demon who propitiated lord Shiva and as a fruit thereof he got from the lord the benediction of the power to scorch everything he touched with his hands. By his elemental nature of a demon, displayed his pride, misused his powers and was responsible for the destruction of a large chunk of population of men and women, animals and fowls. The weak and miserable humanity implored in body to Lord Vishnu, the preserver of humanity, to save them from the inflictions and tortures of the demon Bhasmasura. Lord Vishnu took pity on the suffering humanity and incarnated himself as a beautiful dancing woman named 'Mohini' which means the 'beautiful'. When Bhasmasura saw

woman named 'Mohini' which means the 'beautiful'. When Bhasmasura saw Mohini, he was enamored of her physical charms and wanted to own her. Mohini wooed Bhasmasura that she would belong to him provided he danced with her in the exact imitation of her dancing postures. Bhasmasura agreed and Mohini made him forget his ego in imitation of her dancing rhythms. In one of her dancing postures. Mohini placed her hand on her head and Bhasmasura also in imitation of her placed the tips of his fingers on his own head. As he did so, the benediction of Lord Vishnu boomeranged and he was burned into ashes[5] by the power of his own "blighting touch"[6]. The myth of Bhasmasura conveys a parable that though evil appears to be invincible, but in the height of ego it ultimately destroys itself.

Right from the beginning Narayan was aware that he was creating an 'asura' in the person of Vasu. In an AIR interview he said:

> "The Man-eater is a man, not a tiger, an ego-centric man for whom the objective world is non-existent-a modern rakshasa who wants to kill the elephant that belongs to the local-temple."[7]

Narayan uses myth as a technique to illustrate the moral vision of life taking a pattern from the already available materials in the ancient myths. His main concern is to explore the range of evil, a theme which most great writers like Milton, Dante, Shakespeare and Conrad have taken up in their creative works. In this novel, the two central characters Natraj and Vasu stand for the allegorical conflict between the good and evil. The novelist through the myth of Bhasmasura wants to convey to the reader a universal message: that evil appears to be all powerful and threatening to the ordinary masses. it disturbs the order that exists in all fields of life-social, political and religious and it appears that it will remain victorious forever. But evil breeds power, power breeds pride, pride breeds insolence and insolence breeds crime and crime breeds punishment. An evil person may deceive himself by deceiving the society that his evil remains concealed. But mimesis works very strongly against the evil person with some action the performance of which will destroy the evil person.

H. Vasu an M.A. Taxidermist[8] has been delineated as an exact prototype of Bhasmasura: He is a human manifestation of the evil. He is a "tall man of about six feet, with his bull neck, hammer fist and rough and aggressive behavior"[9], all the characteristics of an evil macho. As he enters Malgudi, the peace and serenity of this ideal town called "country of the mind" gets disturbed and disrupted. He stays with the people of Malgudi in a room in the attic of the printing press and this room becomes a nerve center for the evil acts of this picaresque hero, who with all his destructive activities becomes the Man-Eater of Malgudi. He keeps in his room, dead bodies of different animals to work upon them and to stuff them into his wares solely to earn money. The dead bodies of these animals emit odour all around, and the peaceful neighbours complain to Natraj about the insanitary conditions all around. Often he frightens children, kills dogs, and repels the people of the neighborhood with the odour of the dead creatures. Natraj requests Vasu to vacate the room whereupon the taxidermist treats Natraj's request as an insult and files a suit against him for his harassing him and trying to evict the tenant by unlawful means. However, the timely help to Natraj of an old lawyer saves Natraj from the clutches of law. But now Vasu commits another unlawful act in the locality. He defies the sacred social convention of the place by bringing Rangi, a notorious dancing woman who is a 'Devdasi' (a temple woman) like her in his attic. This infuriates the peaceful order of the locality, but Vasu does not care for anyone. He has no reverence for any ritual or tradition. He likes to flout the rules and has no respect or obedience for the law. When enquired by Natraj, Vasu laughs at the recollection of the incident and says:

> "I knew his weak spot. I hit him there with the edge of my palm with a chopping movement…. And he fell down and squirmed on the floor. I knew he could perform no more. I left him there and walked out…"[10]

Taking pleasure in inflicting pain upon others is also a virtue for the powerful and the demonic creature. Vasu is also a sadist and takes pride in destruction, least bothered about human sentiments. All these negative actions of Vasu set him apart from the common humanity of Malgudi. The crisis comes to a boil when the evil taxidermist contends with Rangi to kill the temple elephant called 'Kumar' who is to be taken in a procession organized by people to celebrate the completion of the poet's religious epic on Lord Krishna. He declares his evil intention of earning money out of the dead elephant. He says:

> "… I can make ten thousand out of the parts of this elephant-the tusks, if my calculation is right,

must weigh forty pounds, that's eight hundred rupees. I have an order for the legs, mounted as umbrella stands, and each hair on its tail can be sold for twelve annas for rings and bangles: most women fancy them and it's not for us to question their taste. My first business will be to take out the hairs and keep them apart, while the blood is still hot; trunks, legs, even the nails-it's a perfect animal in that way. Every bit of it is valuable." [11]

Natraj is very fond of Kumar because of ethical and religious reasons. So when he learns from Rangi that Vasu intends to shoot the animal, he gets upset. He immediately informs his friends including the poet and the lawyer, of the evil intentions of the taxidermist. The matter is reported to the police but the policemen express their inability to take action against Vasu until the crime has actually been committed. In the sixth chapter of the novel, Sastri identifies Vasu with a rakshasa, a demon who embodies in him all the forces of destruction. He tells the reader:

> "Every rakshasa gets swollen with his ego. He thinks he is invincible, beyond every law. But sooner or later something or the other will destroy him." [12]

To empower his myth, Narayan through Sastri refers to another myth-the myth of Ravana. He elaborates the resemblance of a *rakshasa* with the most heinous protagonist of Ramayana. He says:

> "There was Ravana, the protagonist in Ramayana, who had ten heads and twenty arms and enormous yogic and physical powers and a boon from the gods that he could never be vanquished. The earth shook under his tyranny. Still he came to a sad end." [13]

Sastri refers to another myth in order to grant seriousness to his myth of Bhasmasura.

This myth is that of *Mahisha*,

> "…the *asura* who mediated and acquired a boon of immortality and invincibility, and who had secured a special favour that every drop of blood shed from his body should give rise to another demon in his own image and strength, and who nevertheless was destroyed. The goddess with six arms, each bearing a different weapon, came on a lion, for the fight, which sucked every drop of blood drawn from the demon." [14]

Vasu's evil actions induce Sastri to remember the anecdote of another *asura* named *Daksha*, who was destined to die through the bite of a snake and who had built himself an island fortress to evade his fate, but in the end he, died from the bite of the snake. Through the reference of *Daksha*, Narayan, through Sastri wishes to underscore the fact that the writ of fate can in no case be erased.

Through all these references of various demons made through Sastri, Narayan shows to the readers his knowledge of various myths of Hindu gods and demons on the one hand; and on the other hand through these mythical yarns, he motivates the reader for accepting and convincing his own comparison of Vasu with Bhasmasura, with which he concludes the novel. These references made in chapter six have a direct bearing on the conclusion of the novel in chapter eleven serve as an important device used by the novelist to grant unity to the structure of *The Man-Eater of Malgudi*. In this way the mythical technique employed in the novel facilitates the author a great deal to convincingly conclude the novel as also to grant organic unity to the plot which has a good beginning, a promotive middle and convincing ending, convincing in the sense that the end is a natural consequence of the beginning. This all is shown by exploring the myth of Bhasmasura. The last chapter (chapter 12) of the novel throws light on the intensity of mental torture Natraj had to go through because of Vasu. Natraj says:

> "This was the greatest act of destruction that the Man-Eater had performed; he had destroyed my name, my friendship and my world". [15]

The death of Vasu in mysterious circumstances, as has been devised by Narayan in the novel is unconvincing. The report of the pathologist declared:

> "Mr Vasu of Junagadh died of a concussion received on the right temple on the frontal bone delivered by a blunt instrument. Although there is no visible external injury to the part, the inner skull-covering is severely injured and has resulted in the fatality."[16]

The last chapter resolves the predicament of Natraj and also that of the readers when Narayan compares the death of Vasu with that of mythical Bhasmasura. No one would have thought that the so called blunt instrument mentioned in the report, which was the cause of death of the demonic human was nothing other than Vasu's own hand. When Sastri heard of Vasu's death he remarked, "I knew he would come to some such end; these people cannot die normally" [17]. He further added,

> "Every demon carries within him, unknown to himself, a tiny seed of self-destruction, and goes

up in thin air at the most unexpected moment".[18]

Vasu died an attempt to smash the mosquitoes on his brow. He was quite aware of his might and never hit anyone with his hand, whatever the provocation. To this Sastri comments, "that is… because he has to conserve all that might for his own destruction. [19]". Vasu was compared to the rakshasas and his qualities to the mightiest of them all. Those who have not made a serious perusal of chapter will not get convinced with Rangi's information that Vasu died of his own blow on the temple while trying to kill a mosquito. They will perhaps like to laugh at the fantastical ending of the novel. But those who have made a perusal of the references of the various demons, including that of Bhasmasura in the sixth chapter, will immediately pass over the so called 'improbability' to connect it with providential nemesis.

Thus, we notice that by adopting a mythical technique in The Man-Eater of Malgudi, Narayan has succeeded in blending tradition of the myth with modernity of the twentieth century. Through this myth, he has successfully given us an allegory of good and evil in which evil destroys itself. We can safely say that Narayan has made a conscious use of mythical technique in the manner of modern western writers like Eliot, Yeats and O'Neil. Indeed, The Man-Eater of Malgudi is the fictional transmutation of the puranic myth of Bhasmasura.

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Traditional Medicinal Uses of Plants in Udaipur District, Rajasthan

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Abstract
Wild medicinal plants often become the source of advanced materials for manufacture of effective medicines the long term used of their natural resources depends on observation of surface parts of the valuable medicinal plant in Udaipur district. India has a rich heritage in its traditional systems of medicine including Ayurveda, Sidha and Unani and there has been a lot of research conducted in this area. The present paper deals with the traditional knowledge of traditional herbal restorer of Udaipur district of Rajasthan. India regarding the use of plants for the treatment of various diseases passable in the tribal pockets herbal healers of these region use medicinal plants/plant parts of appropriate preparation for treatment for different diseases information conglomerate tribal healers (gunijan), medicine men etc has revealed that plant/plant parts of 15 species from Udaipur district of forest origin are utilised as powder, Juice, Paste, decoction and extract for the treatment of various diseases of local tribal people of the area. The knowledge of medicinal plants used by traditional gunijan (Herbal healers) for diseases would be spacious help to replace artificial drugs.
Keywords : Traditional knowledge, Gunijan, Medicinal Plants, Diseases

Introduction
"Human interaction is dominated by rules, customs, practices, values and regulations."
Doris Schroender, 2010
The universal usage of traditional knowledge and skills to address the variety of health needs exists across cultures. Today a large of medicinal plants have found their way into the modern scientific pharmacopoeia.
"Traditional knowledge indigenous communities and ethical values."
Doris Schroeder
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The World Health Organisation (WHO) defines traditional medicine as "... the sum total of knowledge, skills, and practices based on the theories, beliefs, and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health, as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness". On the other hand, herbal medicines "include herbs, herbal materials, herbal preparations and finished herbal products, that contain as active ingredients parts of plants, or other plant materials, or combinations". And further, traditional use of herbal medicines "refers to the long historical use of these medicines. Their use is well established and widely acknowledged to be safe and effective, and may be accepted by national authorities" (WHO Report 2017). Thus, traditional medicine (TM) includes not only herbal medicines, but also other therapeutic modalities as well as therapeutic procedures.

Medicinal plant based medicaments have been employed since the down of civilization for prolonging life of mankind by fighting different disease. Ancient ethnic communities around the world have learnt to utilize their neighborhood herbal wealth healer purpose. Indian subcontinent is being inhabited by over 54 million tribal people houses in about 5000 forest ruled villages spreading thereon the country comprising 15.5% of the total geographical area in remote tribal villages of Udaipur district, traditional medicines are of great importance the primary healthcare of indigenous people due to their strong belief on these system and up to some extent the deficiency of adequate and reliable health facilities and modern medicines.

Study Area
Udaipur district is a distinct geographical region comprising considerable part of Northern Rajasthan. Udaipur district covers an area of I1,630.66 km'. It lies between 23⁰46'30" and 25⁰50'30"N latitudes and 73⁰10'20" and 74⁰33'30" E longitudes, The district is bounded by part of Rajsamand district in the North, Bhilwara district in the North East. Chittorgarh district in the East, Pratapgarh and Banswara in south-east and

Dungarpur district in the south, Gujarat state and Sirohi district in South-West and Pali district in North-West. The research work is conducted in Udaipur district including all tehsil like Girwa, Gogunda, Kotra, Jhadol, Sarada, Sahumber, Rishabdeo, Mavli, Badgaon, Semari, Kanod, Bhinder, Lasadia, Vallabhnagar and Kherwara, These tehsil are dominated by tribal population mainly Bhils.

A district is part of Udaipur Division and is divided into seven subdivisions namely Girwa, Mavali, Vallabhnagar, Kotra, Jhadol, Sarada and Salumbar. Administratively the district is divided into 15 tehsils and 12 development blocks. Total number of villages in the district is 2406 and 9 urban towns. Urban and rural population of the district is 608486 and 2459994 respectively.

Objective

The primary objective of this study was to identify and document the medicinal plants and associated ethnobotanical knowledge of traditional healers (Gunijans) of Udaipur district.

The secondary objective to focuses on the analysis of the distribution patterns of the traditional Ayurvedic medicinal plants and their inter-relationship with socio-physical environment.

Database and Methodology

Population, sample size and sampling. The population was approximately 3068420 based on available data of census 2011, more than 59.19 population of Udaipur district are tribal people has access to the forest. The sample size was determined by the formula : $n = Z^2 (pq/d^2)$ whereby n = the desired minimum sample size, z = the standard normal deviation at set confidence internal, d = the acceptable range of error (0.05), P = the population of individuals accessing the forest (59.19) and q = the proration of individuals not accessing the forest = I-P (88.4%), Hence d = 0.05, P = 0.5919, Z = 1.96 at 95% confidence level, and q = 0.884. Thus $n = 1.96^2(0.5919 * 0.884)/0.05^2 = 116$ Therefore, the desired sample size was 116 local community members from the homestead.

A purposive was used to select the 116 respondents. In purposive sampling, the participants are selected on the basis of some specific criteria that are Judged to be essential the researcher deliberately select community members with a long period of resident in the community which signify knowledge of the natural environment and the use of natural resources to fulfill basic needs.

Data analysis :

Quantitative data where cleaned, coded and entered into statistical package for social science (SPSS) version 23 for analysis, descriptive and cross tabulations were carried out on the other hand, qualitative data were analyzed through synthesized teat summaries and frequency distributions.

Results

Socioeconomic Background of the Respondents

The socioeconomic profile of the respondents is provided in Table 1. There was gender disparity in the villages with higher number of males (71%) than females (29%). Most of the respondents were aged over 55 years (39%) following those aged 46-55 years (29%), while those aged below 25 year were few. In Udaipur, most household heads had no formal education (38%), which was followed by those with secondary levels of education (32%) and then primary level of education (27%). Generally, most farmers in the study area were practicing mixed farming (58%) followed by informal employment (16.2%). The majority of the households had stayed in the area for over 30 years (56.9%), followed by those who have stayed in the area for 10-19 (22 4%), while those who have stayed in the region for less than 10 years were few in proportion.

Traditional Medicinal Knowledge and Use of Indigenous Medicinal Plant Species in Udaipur District Forest

Structured interviews with the traditional healers of the local community documented 115 indigenous medicinal plant species (Table 2: Supplementary Table 1). There was loss of traditional medicinal names of the plants with up to 69 indigenous plants (60%) overlapping in their naming. Meanwhile, up to 53 plant species (45.3%) had overlap in their names resulting in two names for a single plant species with another 14 (12.29%) having an overlap of three traditional names for a local plant. The number of plant species that had a single and consensus name among the traditional healers was 46 (40%). The local community members also identified the plant species based on the scheme developed by the traditional healers. The average identification index of the species among the locals was only 37.8%. Only 3 local community members (2.6%) positively identified all the medicinal plants. A total of 13.8% of the local community members were able to identify over 75% of the medicinal plants, while another 57.8% positively identified at least 50% of the

medicinal plants. Meanwhile, up to 13% of the local community members could only identify less than 20% of the plant species.

The study established that the traditional healers had wide knowledge of the local diseases with an identification of 41 diseases occurring within the region. The knowledge of the local community members concerning the types of diseases within the Udaipur district Forest region is shown in Figure 2. The local identified 25 diseases within the region and disease that are known by majority of the local community members were stomachache (94.8%). diarrhea (70.7%), chest problems (65,5%). and typhoid

Table 1 : Respondents socioeconomic and demographic characteristics

	Characteristics	Frequency	Percent
Gender	Male	82	70.7
	Female	34	29.3
	Total	116	100
Age	<25	1	0.9
	26-35	11	9.6
	36-45	26	22.6
	46-55	33	28.7
	Above 55	45	39.1
	Total	116	100
Education Level	None	44	37.9
	Primary	31	26.7
	Secondary	37	31.9
	College	4	3.4
	Total	116	100
Occupation	Crop Farming	16	13.7
	Herder (animals)	4	3.4
	Mixed Farming	68	58.1
	Traditional Herbalist	2	1.7
	Formal employed	3	2.6
	Business	3	2.6
	Technicians	2	1.7
	Informally Employed	18	16.2
	Total	116	100
Duration of Stay (years)	<10	3	2.6
	10-19	26	22.4
	20-29	21	18.1
	>30	66	56.9
	Total	116	100.0

Source : Primary Survey Data

Other diseases such as malaria, diabetes, and pneumonia were identified by 61.2%, 54.3%, and 51.2% of the local community members, respectively.
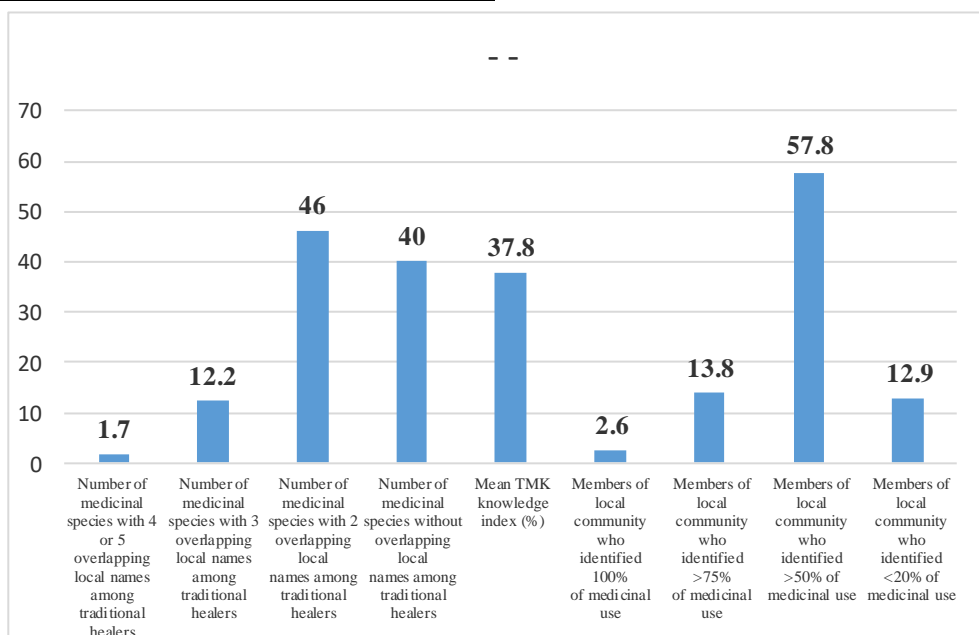
The local knowledge of the numbers of indigenous medicinal plants used in management of diseases is shown in Table 3. The overall mean knowledge index of the number of medicinal plant species used in treatment of various diseases indicates a knowledge index of 23.6%. The knowledge of the use of local trees for treatment of malaria, diabetes, tetanus, and pneumonia was fairly known by the majority of the local community members (>40%) while plants for the treatment of arteriosclerosis, meningitis, arthritis, trachoma, smallpox, rheumatic fever, and gout were known by less than 10% of the respondents.

Information on the local medicinal knowledge of the indigenous plant parts used for treatment of diseases in the Udaipur Forest region is shown in Table 4. Based on the data, the use of roots as a medicinal part of the plant known by 67% of the local community respondents. On the other hand, the use of stems, branches, and leaves in management of disease was understood by between 20 and 50% of the respondents. The knowledge of the use of the remaining parts of the plants, viz, fruits, bark, bulb, and flowers were known by less than 10% of the local community members.

Table 2 : Local Identification of plant species in Udaipur District Forest Based on TMK

Attributes	Frequency	Percent
Number of medicinal species identified through TMK	115	-
Number of local community respondents	116	-
Number of medicinal species with 4 or 5 overlapping local names among traditional healers	2	1.7
Number of medicinal species with 3 overlapping local names among traditional healers	14	12.2
Number of medicinal species with 2 overlapping local names among traditional healers	53	46.0
Number of medicinal species without overlapping local names among traditional healers	46	40.0
Mean TMK knowledge index (%)	37.1	37.8
Members of local	3	2.6

community who identified 100% of medicinal use			community who identified >50% of medicinal use		
Members of local community who identified >75% of medicinal use	16	13.8	Members of local community who identified <20% of medicinal use	15	12.9
Members of local	67	57.8	**Source : Primary Survey Data**		

Discussion

In the current study, a total of 115 medicinal plant species in 27 families were used by traditional healers in the Udaipur District community of tribal. Knowledge of the number of medicinal plants in the current study was higher than that in Udaipur. Based on the documented medicinal plant used, it is suggested that there may be more medicinal plants used by the tribal or the knowledge of the traditional plants being used for medicinal purpose is much better than in other areas or both. However, during the study, there was also evidence of possible loss of traditional medicinal knowledge as attested by the traditional healers who expressed diverse knowledge on naming of medicinal plants. Indeed, the study established an overlap in naming of up to 60% of the medicinal plants by traditional healers, where 1.7% of the identified species had up to 4-5 names that overlapped in their local nomenclature while up to 45.3% overlapped in their names and 12.2% overlapped with upto three traditional names. Only 40% of the species had a single and consensus name among the traditional healers. Overlapping of traditional names of trees is one way that has been established to result in the loss of traditional medicinal knowledge. It is possible that loss of traditional medicinal knowledge may be attributed to the nature of transmission of traditional medicinal knowledge from one generation to the other, which has often been orally performed.

During the study, the computed medicinal plant identification index was 37% indicating that out of every 100 plant species, the locals managed to identify positively only 37. It was even more surprising that only 2.6% of the local community members managed to identify all the medicinal plants, while up to 13% of the local community members could only identify less than 20% of the plant species. These results suggest lop of traditional medicinal knowl edge, which concurs with other studies elsewhere.

Stomach ache, malaria, diarrhea, chest problems, and typhoid (63.8%) were more prevalent diseases identified by the local community members. Other diseases such as malaria, diabetes, and pneumonia were identified by 61.2%, 54.3%, and 51.2% of the local community members, respectively. The knowledge index of medicinal plant species for treating various diseases was low among the
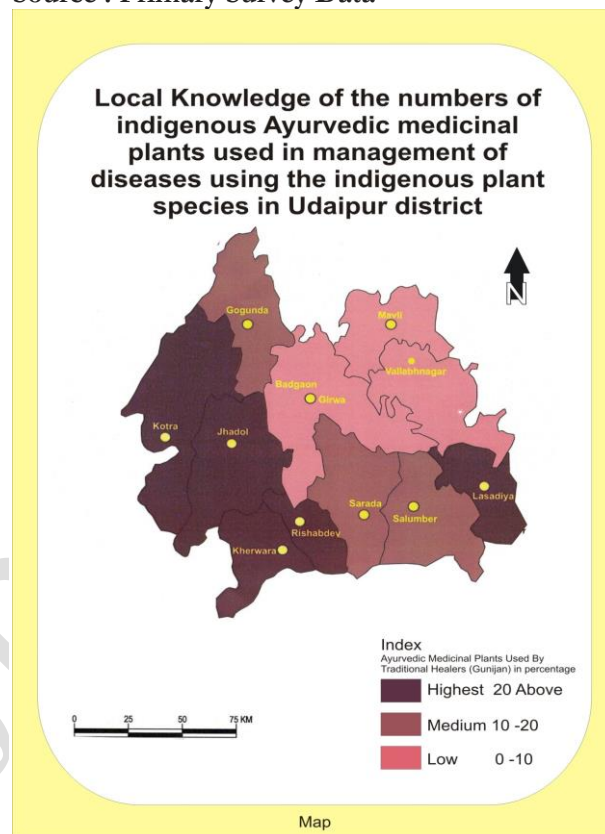
localcommunity members. The knowledge of medicine plants use was largely associated with common diseases in the area. However, the plants for the treatment of arterio sclerosis, meningitis, arthritis, trachoma, smallpox, rheu matic fever, and gout which are rare in the region were known only by the traditional healers and few local community members.

Table 3 : Local knowledge of the numbers of indigenous plants used in management of diseases using the indigenous plant species in Udaipur district

	Number of plants used (Traditional healers)	Weighted knowledge of use index (%)
Disease managed		Frequency
Stomach Ache	44	33.5
Diarrhea	46	24.5
Chest Problems	12	32.1
Typhoid	29	22.8
Malaria	35	76.4
Diabetes	23	61.2
Pneumonia	13	44.5
Skin Rashes	19	34.5
Tetanus	19	45.6
Mumps	18	43.6
Flue	16	32.4
Dental Problems	16	23.5
Blood Pressure	15	12.3
Arteriosclerosis	15	9.3
mallpox	11	3.4
Arthritis	13	4.7
Trachoma	9	3.4
Gout	5	2.3
Meningitis	5	4.8
Tuberculosis	3	14.5
Gonorrhea	7	12.5
Backache	3	14.4
Hertburn	10	20.3
Asthma	8	11.4
Rheumatic fever	9	2.4
Average		23.6

Source : Primary Survey Data

Local Knowledge of the numbers of indigenous Ayurvedic medicinal plants used in management of diseases using the indigenous plant species in Udaipur district

The study also established low levels of traditional knowledge of medicinal plant parts used. While knowledge of the use of root was wide among the local community members, the knowledge of the use of stem, branches, and leaf in management of disease was low among the local community members as well as the knowledge of the use of fruits, bark, bulb, and flowers. The discrepancies between knowledge and use indicate a possible erosion of local knowledge.

Conclusions

This study established that the traditional medicinal knowledge of medicinal plant use among Udaipur district in was Hilly area or facing erosion. There is, therefore, an urgent need document this information, as it is rapidly disappearing due to influence of western medicine and other reasons including sociocultural issues and overexploitation coupled with rapid deforestation. It is important to

collect this information and develop a database of medicinal plants for future research and potential development of new drugs.

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भारतीय भाषा और गांधी: एक अवलोकन

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सारांश

महात्मा गांधी की सभी भारतीय भाषाओं के प्रति उनके मन में विशिष्ट सम्मान भावना थी । प्रत्येक व्यक्ति अपनी मातृभाषा में शिक्षा प्राप्त करे, यह उनकी हार्दिक इच्छा थी । गांधी जी प्रांतीय भाषाओं के पक्षधर थे, वहां की शिक्षा का माध्यम भी प्रांतीय भाषाओं को बनाना चाहते थे. हिन्दी को राष्ट्रभाषा के रूप में अपनाने के संदर्भ में उनका दृष्टिकोण स्पष्ट था कि – ''सारे देश के लोग हिन्दी का इतना ज्ञान प्राप्त कर लें ताकि देश का राजकाज उसमें चलाया जा सके और सभी भारतवासी एक सामान्य भाषा में संवाद कायम कर सकें । इस शोध पत्र में भाषा के परिचय, भाषा के विभिन्न आयाम, प्रांतीय स्तर की भाषायें और महात्मा गाँधी के भाषा के विचारों की चर्चा की जायेगी ।

महात्मा गांधी के सपनों के भारत में एक सपना राष्ट्रभाषा के रूप में हिंदी को प्रतिष्ठित करने का भी था। उन्होंने कहा था कि राष्ट्रभाषा के बिना कोई भी राष्ट्र गूँगा हो जाता है । हिन्दी को राष्ट्रीय पहचान दिलाने में एक राजनीतिक शख्सियत के रूप में उनका महत्वपूर्ण योगदान है ।

परिचय

मनुष्य को एक सामाजिक प्राणी कहा जाता है और समाज में रहने के लिए उसे हमेशा ही विचार - विनिमय करना पड़ता है । किसी भी व्यक्ति के लिए विचारों का यह आदान - प्रदान केवल भाषा के माध्यम से ही सम्भव हो पाता है ये विचार कभी तो शब्दों के माध्यम से व्यक्त किये जाते है तो कभी संकेतों के माध्यम से । भाषा के बगैर मनुष्य एक - दूसरे के पास रहकर भी दूर रहते है । व्यापकता की बात करें तो , भोलानाथ तिवारी के अनुसार, "भाषा वह साधन है , जिसके माध्यम से हम सोचते हैं तथा अपने विचारों को व्यक्त करते है । १

भाषा की व्युत्पत्ति

भाषा विज्ञान में जिस भाषा का अध्ययन - विश्लेषण किया जाता है उसमें उन सभी साधनों को नहीं लिया जाता है , जिसके द्वारा हम विचारों को व्यक्त करते है और न उसे लिया जाता है जिसके द्वारा हम सोचते हैं ।भाषा - विज्ञान के अनुसार , भाषा वह है जो बोली और सुनी जाती है और बोलना भी पशु - पक्षियों का नहीं , गूंगे मनुष्यों का भी नहीं , केवल बोल सकने वाले मनुष्यों का इस प्रकार भोलानाथ तिवारी के अनुसार , भाषा की अधिक व्यवस्थित और समावेशी परिभाषा हुई- " भाषा मानव - उच्चारण अवयवों से उच्चरित यादृच्छिक ध्वनि प्रतीकों की वह संरचनात्मक व्यवस्था है , जिसके द्वारा समाज विशेष के लोग आपस में विचार - विनिमय करते है , लेखक , कवि या वक्ता के रूप में अपने अनुभवों एवं भावों आदि को व्यक्त करते है तथा अपने वैयक्तिक और सामाजिक , व्यक्तित्व विशिष्टता तथा अस्मिता (Identity) के संबंध में जाने - अनजाने जानकारी देते है । " २

भारतीय समाज में भाषा का महत्व

विद्वानों के अनुसार भाषा को एक अर्जित सम्पति कहा जाता है क्योंकि कोई भी व्यक्ति जन्म के साथ ही अपने समाज की भाषा का प्रयोग नहीं करने लगता। वह भाषा का ज्ञान अपने समाज से प्राप्त करता है , उसे सीखता है । प्रत्येक समाज में हर वस्तु , भाव , विचार के लिए कुछ एक शब्द प्रचलित होते है , जिन्हें हम प्रतीक कह सकते है , इन्हीं प्रतीकों को व्यक्ति अपने समाज से ग्रहण करता है और इनके माध्यम से विचारों को दूसरों तक सम्प्रेषित कर पाता है ।

वह भाषा ही है जो व्यक्ति को समाज से जोड़ती है ।व्यष्टि से समष्टि की यात्रा बिना भाषा के असम्भव है । विश्व का प्रत्येक व्यक्ति भीड़ से अलग पहचान बनाना चाहता है और उस पहचान को बचाये रखने क प्रयास करता है ।समाज भी इसका अपवाद नहीं है भिन्न - भिन्न सामाजिक वर्ग अपनी पहचान बनाने और उसे कायम रखने के लिए अनेक प्रयास करते है । भाषा के माध्यम से भी सामाजिक वर्ग अपनी अस्मिता को बनाए रखने का प्रयास करते है । भाषा उन्हें एक पहचान देती है और उससे प्रयोक्ता का व्यक्तित्व भी प्रभावित होता है और दूसरों को भी प्रभावित करता है ।

यदि हम किसी स्वतंत्र राष्ट की कल्पना करते है तो उस स्वतंत्र राष्ट का जो बिम्ब मस्तिष्क में बनता है , उसमें उस राष्ट का अपना एक राष्ट्रध्वज होता है , उसका अपना होता है तो साथ ही साथ उसकी अपनी एक राष्ट्रभाषा भी होती है । यह राष्ट्रचिन्ह ही वास्तव । किसी भी राष्ट को जोड़े रखने का महत्वपूर्ण कार्य करते है किसी भी राष्ट के निर्माण के लिए ' राष्ट्रभाषा ' आवश्यक तत्वों में से एक है , इसके बगैर किसी भी राष्ट का निर्माण लगभग असम्भव है ।शायद यही कारण है कि दुनिया के तमाम राष्ट्रों की अपनी एक राष्ट्रभाषा होती है। वास्तव में राष्ट्रभाषा ही वह माध्यम है जो देश के समस्त नागरिकों के बीच एक भावनात्मक संबंध स्थापित कर उन्हें एक सूत्र में पिरोने का कार्य करती है ।

डा. रश्मि सिंह , राष्ट्रभाषा के संबंध में अपने विचार व्यक्त करते हुए कहती है कि " राष्ट्रभाषा राष्ट्र की भावात्मक एकता की आधारशिला है ।वह जितनी उन्नत गतिशील , बोधगम्य तथा सरल होगी राष्ट्र के लिए उतनी ही शक्ति - सम्पन्न कही जाएगी । राष्ट्रभाषा के अभाव में , भावात्मक एकता के अभाव में देश टूट जाता है , विखंडित हो जाता है ।इसलिए , यद्यपि प्रत्येक देश में क्षेत्रीय भाषाएँ होती है , प्रादेशिक तथा आंचलिक भाषाएँ होती है , किन्तु देश के अंचलों को , क्षेत्रों तथा प्रदेशों को एक सूत्र में बाँधने के लिए राष्ट्रभाषा की आवश्यकता होती है ।" ३

भारतीय भाषा- विचारों के आदान -प्रदान का साधन

राष्ट्रभाषा का शाब्दिक अर्थ है- समस्त राष्ट्र में प्रयुक्त भाषा अर्थात आमजन की भाषा (जनभाषा) । जो भाषा समस्त राष्ट्र में जन - जन के विचार - विनिमय का माध्यम हो , वह राष्ट्रभाषा कहलाती है राष्ट्रभाषा राष्ट्रीय एकता एवं अंतर्राष्ट्रीय संवाद सम्पर्क की आवश्यकता की उपज होती है । राष्ट्रभाषा को सम्पूर्ण देश की सम्पर्क - भाषा के रूप में परिभाषित किया जा सकता है । भोलानाथ तिवारी के अनुसार , " आदर्श भाषा तो केवल उसी क्षेत्र में रहती है , जैसे हिंदी , खड़ी बोली राजस्थान , उत्तर प्रदेश तथा बिहार आदि की परिनिष्ठित या आदर्श भाषा है । किन्तु जब कोई बोली आदर्श भाषा बनने के बाद भी उन्नत होकर और भी महत्वपूर्ण बन जाती है तथा पूरे राष्ट्र या देश में अन्य भाषा क्षेत्र तथा अन्य भाषा - परिवार क्षेत्र में भी उसका प्रयोग सार्वजनिक कामों आदि में होने लगता है तो वह राष्ट्रभाषा का पद पा जाती है । " ४

भारत की राष्ट्रभाषा के संबंध में विचार करते हुए हमें यह ध्यान रखना होगा कि भारत आज भले ही एक स्वतंत्र राष्ट है परन्तु इस स्वतंत्रता को प्राप्त करने के लिए भारतवासियों ने एक लम्बी लड़ाई लड़ी है । विभिन्न नेताओं और महापुरुषों ने इस आंदोलन में अपनी महत्वपूर्ण भूमिका निभाई और समस्त भारतवासियों को इस आंदोलन में ब्रिटिश शासन के विरुद्ध एक साथ खड़े होने के लिए प्रेरित किया । भारत के लिए यह एक ऐसा दौर था जब विरोध केवल ब्रिटिश शासन का ही नहीं था वरन अपने समाज की विषमताओं का विरोध भी आवश्यक था । उस समय

भारत में उच्च वर्ग और निम्न वर्ग के बीच की खायी बढ़ती ही जा रही थी , सम्पन्न जमींदार गरीब किसानों का हर प्रकार से शोषण कर रहे थे , महिलाओं की स्थिति भी बदतर हालत में थी और जनता अपने क्षेत्रीय मुद्दों में उलझी हुई थी , ऐसे में जनता को अखंड भारत के स्वप्न को पूर्ण करने के लिए एक करना अत्यंत दुष्कर कार्य था । जनता को एक सूत्र में पिरोने कि आवश्यकता थी , जिसके लिए एक ऐसी भाषा की आवश्यकता थी जिसमें सम्पूर्ण राष्ट्र को जोड़े रखने की शक्ति हो और इस आवश्यकता की पूर्ति हिंदी ने की। विभिन्न समाज सुधारकों , क्रांतिकारियों और नेताओं ने हिंदी के माध्यम से सभी वर्गों को एक करने का प्रयास किया ऐसा नहीं है कि राष्ट्रभाषा के पद के लिए अन्य भाषाओं पर विचार नहीं किया गया था परन्तु हर भाषा की अपनी सीमाएं थी । उदाहरण के लिए हम राष्ट्रभाषा के लिए उपलब्ध अन्य भाषा शक्ति और सीमा पर विचार कर सकते है ।

भारतीय भाषाओं के विभिन्न विभिन्न रूप

सर्वप्रथम हम राष्ट्रभाषा के रूप में असमिया की शक्ति एवं सीमाओं पर विचार के राष्ट्रभाषा का सर्वप्रथम गुण होता है कि देश की अधिकतर जनता उस भाषा को बोलती समझती हो और असमिया को भारत में बोलने वालों की संख्या लगभग एक करोड़ होगी , और भारत में इसका स्थान बारहवाँ है , जबकि हिंदी का स्थान विश्व में तीसरा है। राष्ट्रभाषा की एक विशेषता उसका सरल होना भी है और इस कसौटी पर असमिया भाषा खरी नहीं उतरती । भाषा विज्ञान की दृष्टि से भी असमिया कम वैज्ञानिक है परिणामतः राष्ट्रभाषा के लिए असमिया हिंदी से पीछे रह जाती है ।

राष्ट्रभाषा के रूप में जब हम गुजराती भाषा की शक्ति और सीमा की बात करते है तो यह जान लेना आवश्यक है कि इसकी उत्पत्ति शौरसेनी के नागर अपभ्रंश से हुई है । इसलिए इसे प्राचीन भाषा का दर्जा तो प्राप्त है परन्तु यह केवल गुजरात में ही बोली जाती है इसलिए इसे राष्ट्रभाषा की अपेक्षा प्रांतीय भाषा कहना अधिक उचित होगा । वही हिंदी केवल राष्ट्रीय ही नहीं अंतर्राष्ट्रीय स्तर की भाषा है। आधुनिक हिंदी साहित्य के प्रवर्तक साहित्यकार लल्लू लाल स्वयं गुजराती होते हुए भी हिंदी को ही राष्ट्रभाषा के रूप में स्वीकार करते है ।

पंजाबी भाषा का प्रसार पंजाब तक ही सीमित है और इसलिए यह भी सार्वदेशिक भाषा बन पाने में अक्षम है , इसलिए जब राष्ट्रीय भाषा का चुनाव होने लगा तो किसी की निगाह इस नहीं गयी ।यह हिंदी भाषा से मिलती - जुलती है , इसका कारण यह है कि दोनों ही भाषाओं की उत्पत्ति आर्यभाषा से ही हुई है , परन्तु विस्तार कि दृष्टि से यह हिंदी से पीछे हो जाती है ।

तमिल भाषा का प्रयोग दक्षिण भारत में किया जाता है । यूँ तो तमिल हिंदी से बिलकुल भिन्न भाषा है और दोनों का व्याकरण भी एक - दूसरे से भिन्न है ।परन्तु तमिल पर संस्कृत का पूरा प्रभाव है और संस्कृत के शब्दों का समावेश भी तेलुगु में हुआ है । इसके बाद भी तमिल प्रांतीय स्तर कि भाषा है और सारे भारत में प्रसार की इसकी क्षमता नहीं है , यही कारण है कि डॉ. सुब्बा राव , राजगोपालाचारी सभी ने हिंदी को ही राष्ट्रभाषा के रूप में स्वीकारा है ।

राष्ट्रभाषा के रूप में उड़िया पर विचार करते है तो यह स्पष्टतः दिखाई देता है कि राष्ट्रभाषा के तत्वों का इस भाषा में अभाव है ।प्रादेशिक भाषा होने के साथ - साथ इस भाषा में सरलता का भी अभाव है और इसे बोलने वालों की संख्या एक करोड़ से भी कम है। इसके अलावा यदि इस भाषा का प्रयोग दक्षिण भारत के अन्य प्रांतों में किया जाये तो लगभग न के बराबर लोग ही इसे समझ पाएंगे क्योंकि वहां कन्नड़ , तेलुगु आदि भाषा का प्रयोग किया जाता है वहीं हिंदी भाषा अंतर प्रांतीय होने के नाते सर्वव्यापक इसलिए राष्ट्रभाषा के पद के लिए उड़िया भी हिंदी से काफी पीछे कही जा सकती है ।

और इस प्रकार भारत की विभिन्न क्षेत्रीय भाषाओं की तुलना से यह स्पष्ट हो जाता है कि क्षेत्रीय भाषाओं में ऐसी कोई भाषा नहीं है जो हिंदी से स्पर्धा कर सके । इसलिए हिंदी को ही राष्ट्रभाषा बनाने का लिया गया ।

भारतीय भाष और गाँधी

यह सर्व विदित है कि स्वाधीनता आंदोलन में एक बड़ा बदलाव गाँधी जी के भारत आगमन से हुआ, उन्होंने न केवल इस आंदोलन को आगे बढ़ाया बल्कि सम्पूर्ण भारतवासियों को एक करने में भी महत्वपूर्ण भूमिका निभाई । उन्होंने स्वाधीनता आंदोलन के लिए सभी वर्गों की

एकता पर बल दिया तथा देश के हर वर्ग को चाहे वह स्त्री हो या पुरुष , उच्च वर्ग का हो या निम्न वर्ग का सबको उनकी महता का एहसास करवाया और उन्हें राष्ट्रीय आंदोलन से जोड़ा । उन्होंने स्वयं आंदोलन के समय देश को एक भावात्मक संबंध में जोड़े रखने के लिए राष्ट्रभाषा के रूप में हिंदी को स्वीकार किया ।परन्तु गाँधी जी जिस हिंदी को राष्ट्रभाषा बनाने की पैरवी करते है वास्तव में उसका निर्माण मुगलकाल में ही हो गया था | मध्यकाल में साहित्य की रचना क्षेत्रीय भाषाओं में हो रही थी तथापि हिन्दुओं की सांस्कृतिक भाषा के रूप में अभी भी संस्कृत का ही उपयोग हो रहा था जो कि आमजन कि भाषा नहीं थी, वहीं दूसरी ओर मुगल दरबारों में अरबी - फारसी का प्रयोग हो रहा था परन्तु इन सबके बीच मुगल शासकों का जनता से सम्पर्क स्थापित करना आवश्यक था और यह सम्पर्क बिना भाषा के असम्भव था , इसलिए दरबार के लोगों हिंदी पढ़नी शुरू की , परन्तु अरबी - फारसी का प्रभाव उनकी भाषा पर बना रहा । फलस्वरूप हिंदी का एक नया रूप विकसित हुआ , जिसे ' हिंदुस्तानी ' भी कहा जाता है ।

हिंदी भाषा के संबंध में अपने विचार प्रकट करते हुए गाँधी जी कहते है कि " हिंदी भाषाओं में सरल तथा बोधगम्य है । इस भाषा को हम थोड़ा अभ्यास से सीख सकते है। अंग्रेजी एक विदेशी तथा कठिन भाषा है । इसलिए अधिक श्रम तथा अभ्यास करके भी हम उसमें दक्षता प्राप्त नहीं कर सकते । हिंदी भाषा भारतीयों के बीच लोकप्रिय तथा व्यापक है , इस भाषा को उत्तर भारत के हिन्दू - मुसलमान बोलते है । मध्य प्रदेश तथा पंजाब वासी बोलते है। बंगाल के बंगाली भाई मात्र अपने प्रदेश में ही बांग्ला बोलते है ।बंगाल के बाहर वे हिंदी ही बोलते है और समझते है गुजरात के लोग भी हिंदी बोल तथा समझ लेते है। अस्तु , हर पाठशाला में स्वभाषा यानी मातृभाषा के अतिरिक्त हिंदी भाषा का शिक्षण दिया जाना चाहिए । इसके बगैर भारत एक राष्ट्र नहीं बन सकता । " ५

महात्मा गाँधी हिंदी को राष्ट्रभाषा के रूप में विकसित करना चाहते थे और उनके अनुसार राष्ट्र के हित के लिए यह अत्यंत आवश्यक था ।इसलिए हिंदी के विकास हेतु गाँधी जी ने पूरे भारत में आंदोलन चलाए , हिंदी के प्रचार - प्रसार हेतु विभिन्न संस्थाओं का गठन किया गया ।हिंदी साहित्य सम्मेलन प्रयाग , नगरी प्रचारिणी सभा वाराणसी आदि के साथ - साथ अहिन्दी भाषी क्षेत्रों में भी हिंदी के विकास के लिए संस्थाओं का निर्माण किया गया जिनमें राष्ट्रभाषा प्रचार समिति वर्धा और इसकी प्रांतीय समितियां दक्षिण भारत हिंदी प्रचार सभा मद्रास , हिंदी प्रचार सभा हैदराबाद , बंबई हिंदी विद्यापीठ , महाराष्ट्र राष्ट्रभाषा सभा पुणे , असम राष्ट्रभाषा प्रचार समिति गुवाहाटी , केरल हिंदी प्रचार सभा , मैसूर हिंदी प्रचार परिषद बैंगलोर आदि प्रमुख है । महात्मा गाँधी ने हिंदी को स्वराज प्राप्ति के लिए एक हथियार के रूप में प्रयोग किया और इसकी व्याख्या करते हुए वे कहते है कि " हिंदी वह भाषा है जिसको उत्तर - भारत के हिन्दू और मुसलमान बोलते है तथा वह नागरी और उर्दू लिपि में लिखी जाती है। यह न तो एकदम संस्कृतमयी है और न एकदम अरबी - फारसी शब्दों से लदी हुई । कुछ हिन्दुओं को अरबी फ़ारसी सीखनी चाहिए और कुछ मुसलमानों को संस्कृत । ऐसा करके हम अंग्रेज़ों को सर्वदा के लिए हिन्द से बाहर कर देंगे । " ६

उपर्युक्त कथन से यह तो स्पष्ट है कि गाँधी जी हिंदुस्तानी अर्थात हिंदी - उर्दू मिली हुई भाषा के हिमायती थे । इसलिए उन्होंने दोनों भाषा और दोनों लिपियों को सीखने पर बल दिया ।राष्ट्रभाषा के रूप में हिंदुस्तानी को स्थापित करने के पीछे उनका एक कारण यह भी था कि इससे समाज में जो वैमनस्य बढ़ रहा था वह भी समाप्त होता। वे मानते थे कि भाषायी एकता ही राष्ट्रीय एकता को बनाये रखने में महत्वपूर्ण भूमिका निभाती है ।

स्वतंत्रता आंदोलन को एक नए मुकाम तक पहुंचाने में हिंदी का महत्वपूर्ण योगदान था । विभिन्न नेता जनता तक अपनी बात पहुंचाने के लिए हिंदी में भाषण देते थे जिससे ज्यादा जनता उनसे जुड़ सके। वास्तव में स्वाधीनता आंदोलन में हिंदी ने केवल एक भाषा की भूमिका नहीं निभाई वरन उस धागे के समान थी जिसमें परे राष्ट्र को एक साथ पिरोया जा रहा था । स्वयं रामविलास शर्मा इस विषय पर अपने विचार

व्यक्त करते हुए लिखते है कि " स्वाधीनता आंदोलन के समय महात्मा गाँधी जीवित थे। अंग्रेजी में भी उन्होंने बहुत कुछ लिखा था किन्तु वे भारतीय भाषाओं के समर्थक थे वे न इन भाषाओं पर हिंदी लादना कहते थे , न हिंदी लादने का हौआ खड़ा करके अंग्रेजी बनाये रखने के पक्ष में थे । वह भारत के उन नेताओं में थे जो अहिन्दी भाषी होते हुए भी देश में सर्वत्र , और उत्तर भारत में विशेष रूप से , अपने हिंदी भाषणों द्वारा जनता को मोह लेते थे । " ७

निष्कर्ष

उपरियुक्त शोधपत्र के आधार पर हम यह कह सकते है कि जिस प्रकार सम्प्रेषण की आत्मा भाषा है ठीक उसी प्रकार राष्ट्र की आत्मा मात्रभाषा है और किसी भी राष्ट्र के लिए मात्रभाषा का प्रश्न केवल भाषिक लिपि या भाषण का नहीं होता यह उस राष्ट्र की संस्कृति , प्रगति और भविष्य से जुड़ा होता है । ब्रिटिश सरकार ने भारत पर केवल अपनी शासनगत नीतियां ही नहीं वरन अपनी भाषा थोपने का प्रयास भी किया था और यह प्रयास वास्तव में भारत की आत्मा पर एक कड़ा प्रहार था जिसका विरोध स्वाधीनता संग्राम के दौरान किया गया था और इस विरोध को आवाज देने का कार्य गाँधी जी ने हिंदी के माध्यम से किया। गाँधी जी मानते थे कि मात्रभाषा के बिना राष्ट्र गूंगा होता है और इसलिए उन्होंने भारत की मात्रभाषा के रूप हिंदी को चुना तथा इसके प्रचार - प्रसार के लिए अपना महत्वपूर्ण योगदान दिया। फलस्वरूप हिंदी न केवल भारत की मात्रभाषा बनी अपितु आज यह विश्व में तीसरी सबसे अधिक बोली जाने वाली भाषा भी है ।

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Dynamics Urban Expansion in Haryana: A Case Study of Narnaul City (1991-2011)

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Abstract

Urban expansion refers to the process of urbanization. Urbanization is vital phenomena operating in India since the dawn of Indus Valley Civilization Mohenjo-Daro and Harappa were the important urban centres. Towns grew along the rivers as centres of marketing agricultural produce, management of irrigation works, supply of essential articles, handicrafts and administration. So, these are very old phenomena that are still in operation in India. The urban centres represent so called advance society, where most of the people's livelihood is dependent on secondary, tertiary and quaternary activities.

In India, generally, settlements of all sizes expand on the surrounding agricultural land. Both urbanization and agriculture are the indicators of the development and both are mutually related with each-other. However, cities do not grow up of themselves; the countryside set them up to do tasks that must be performed in central places. This statement by Mark Jafferson emphasizes the point that rural and urban places do not exist exclusive to each-other. They are interrelated and interdependent in many ways.

Keywords: *Urban Expansion, Urban Centres, Urbanization, Marketing.*

Introduction

Urbanization is characterized as the "extent of individuals living in constructed situations, for example, towns and urban communities". The word extent in this definition is essential, since it shows that we should pass judgment on urbanization by taking a gander at both the quantities of individuals living in both rustic and urban territories. Interestingly in the historical backdrop of humanity it is currently assessed that more individuals presently live in towns and urban areas than in country regions. .Urban sprawl is on a very basic level another word for urbanization. It implies the relocation of a people from populated towns and urban networks to low thickness private progression over more nations arrive. The last item is the spreading of a city and its provincial territories over more rural land. By the day's end, urban sprawl is described as low thickness private and business enhancement for undeveloped land. As a rule, people will move from these locales to endeavor to find better areas to live. This has been the technique for the world since they begin. Urbanization levels are influenced by two things – Migration and Natural increment Relocation is the development of populace starting with one region then onto the next. A few movements are

constrained, intentional, lasting and transitory, International and local. The kind of relocation that we are chiefly inspired by in this unit is Rural to urban relocation, or, in other words of individuals from wide open to city zones. This sort of movement occurred in MEDCs from the eighteenth Century onwards on a huge scale, and has step by step backed off. Truth be told in numerous MEDCs the development of individuals has turned around, and individuals are moving from urban territories once again into the wide open as they look for the peaceful life.

Be that as it may, numerous LEDCs urban areas are encountering gigantic rustic to urban movement, for the most part of youthful guys, into the real urban areas. The significant explanations behind this development can characterized into push and force factors. A Push factor is something that can constrain or urge individuals to move far from a zone. Push elements can incorporate starvation dry spell, flooding (as in Bangladesh, were individuals are getting to be environmental change exiles and moving to Dhaka), an absence of work openings, populace development and over populace, and common war .A Pull factor is one in which urges individuals to move to a zone. Draw factors incorporate the possibility of a superior
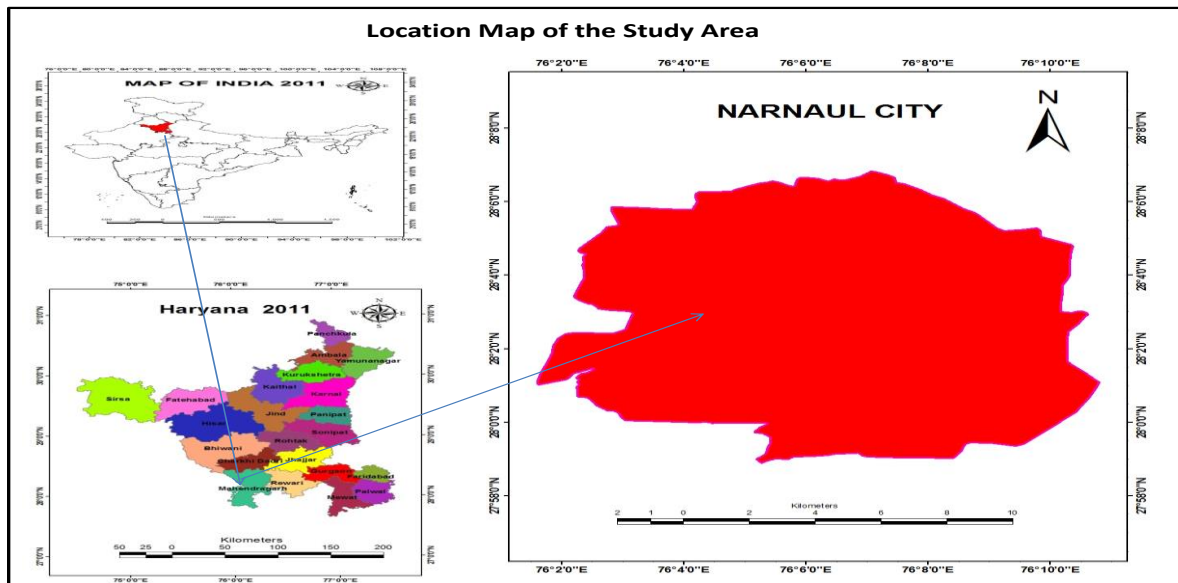
occupation, better access to instruction and administrations, a higher expectation for everyday comforts. These elements have added to a great many individuals in LEDCs moving to urban communities in LEDCs, making mass urbanization.

Study Area

Because of its area in the nearby region of the National Capital, the urban scene of Narnaul has experienced change every once in a while. The data shown by the Census of India 2011 suggests that, Narnaul city is the thirteenth biggest city of Haryana state. Narnaul is a Class– III city with a population of 1, 73, and 133 during the season of 2011 enumeration. In 2010, Municipal Committee of Narnaul was renamed to Municipal Corporation (MC). In the year 2010the approximate possible region of the city was 11039.15 hectares.

Figure: 1

There was a need of same spatial unit during the examination of a particular zone in the arrangement of a particular period. Additionally, it is valuable on account of Narnaul utilizing entropies for various era information. After some time it was found that the limit of metropolitan wards and points of confinement in Narnaul City experienced a change after some time. To determine this issue the most recent MC limit of Narnaul city has been taken as a base for number of times and the information was taken from the present investigation. Therefore, the MC limit was divided into 1.5 kilometers by 1.5 kilometers networks. Forty seven matrices covered the whole MC Zone of Narnaul city.

For most of the parts, it is proposed that the urban sprawl is influenced by access to street system and separation from downtown area. In the present study the entropy figured in light of the separation and the rot properties of urban sprawl. The impacts were to the extent where factors were estimated with the assistance of cradle in GIS.

The point of the present investigation is to delineate example of urban sprawl in Narnaul city. In this manner, this investigation of patterns of urban developed territory is required to get impermanent information. In this work, Survey of India (SOI) Top sheet distributed in 1973 and Landsat TM 1989, IRS-1D LISS - III 2002, IRS P6 (RESOURCESAT 1), LISS - IV Pan (mono) 2005 and Google Earth 2011 picture was obtained from Google Earth. It was then been utilized to recognize the switches in urban developed regions. Utilizing this information of developed territory over some stretches of time demonstrates the changing pattern.

Toward this path a mechanical zone was produced by the Haryana State Industrial and Infrastructure Development Corporation Limited (HSIIDC). Amid 2002-2005 a development rate of 14 percent was recorded in the developed zone while development of population was at the rate of just 7.79 percent as it were. This demonstrates that the development of the city is a greater amount of even extension kept on existing. The developed territory of the city has turned out to be 1998.2 hectares and populace 3, 73,133 at the season of 2011. In this way, development rate in developed region was 24.14 percent and populace development rate was 14.47 percent amid the time

of 2005-2011. Amid this period, a few private, institutional, modern regions have been produced in the city. Similarly HSIIDC has built up an Industrial Model Township (IMT) on the eastern side of the city. A few business organizations are building up its units in Industrial Model Township (IMT) territory, for example, Asian Paints Limited, Maruti Suzuki's Research and Development Plant, Hitech Plastics Limited and Footwear Design and Development Institute. In the northern side of the city numerous foundations have come up like Institute of Fashion Design, Film and TV, Fine Arts and Communication, Industrial Training Institute. The Haryana Urban Development Authority (HUDA) is building up the Rajiv Gandhi Sports Complex in Sector-6 additionally on the northern side of the city.

The city has encountered a development of developed region by just about five times while the number of inhabitants in the city has scarcely trebled during the period of 1991 to 2011. The development rate of developed zone has been multiplied than the development rate of population in almost four decades i.e. 1991 to 2011. It demonstrated that development of the city is essentially at the level of the expense of encompassing prolific horticultural land. Additionally, the development of developed territory in the city demonstrates that it isn't request driven. It was a striking feature that there was 37 percent expansion in the topographical territory of city over the period of 10 year. In the present examination, network related zone has been considered as the geophysical variable, which empowers assurance of urban development.

Objectives of the Study Area
- To assess the rate of urban expansion of the Narnaul city.
- To enquire the factors enhancing the process of urban expansion.

Data Sources and Methodology
The study will focus on population growth and urban expansion and its impact on the Narnaul city and their region. It would employ both primary as well as secondary data. Primary data would be collected to know the actual field information. GCP points would be obtained to verify the secondary data. Secondary data would be obtained from town directories, the census of India, statistical abstracts of India and Haryana, topographical maps, satellite imageries and other relevant published and unpublished literature. As for as, the methodology is concerned, the study is

based on the quantitative approach. Various quantitative techniques would be employed to get the accurate information. The present study will be based on primary as well as secondary data obtained from different sources. Following data sources will be used for present work;

- Topographic sheet (Survey of India, Dehradun) 1968 and 2005-2006.
- Guide map of Narnaul city.
- Google Earth Pro image February 2, 2002.
- Geoeye satellite Image downloaded from Google earth pro October 14, 2015.
- Census data published by Census of India.
- Municipal Committee office and Department of Town and Country Planning, Haryana.
- Primary Data: Socio-Economic Survey.
- Haryana statistical abstract

Software Used
In the present study following software will be used

- ARC GIS 9.3
- ERDAS 9.0
- MS OFFICE 2007, 2010 for Statistical Calculation & Diagrams

Population Growth of Narnaul city
The urban population in the country was characterized by a large scale in-migration from the surrounding countryside, particularly to the big industrial centre and the district headquarters, resulting into rapid population growth in urban areas. This rapid growth carried with it its own associated problems. Encroachment of good agricultural land, multiplication of urban slums, inadequacy of amenities, an environmental damage and housing problem were only a few to be mentioned in this regard.

The growth of the world's population has been accompanied by urban growth. Around 1800, the world urban population numbered 25 million (Kelley and Williamson 1984:419). Kelley and Williamson have referred to the urban transition, with city growth speeding up in the early stages of development, and slowing down in the later stages

Discussion and Results
Urban expansion in Haryana
Urban populace ascended from 17.9% out of 1978 to 52.6% of every 2012 in Haryana, went with colossal scene urbanization. Amid the most recent decade, the urban developed region expanded by 78.5%. Be that as it may, as appeared in Figure 1.1, the urban populace in Haryana isn't

appropriated uniformly the nation over due to topographical impediments, for example, sloping geology and desert locales. More than 95% of the urban populace lives in just 1/3 of the nation's property surface, which causes impressive confined natural issues. This included contamination in air, water tainting and urban warmth island wonder. The other problems that were found were postures noteworthy difficulties to general wellbeing, condition and biological adjust and urban maintainability.

Xu and Min gathered 18 fair sized to extensive estimated Chinese urban communities into three classifications (East, Middle and West) as per their areas. It was then inspected under local scale, and discovered solid confirmation of quick urban extension all through the urban areas. The outcome additionally showed that from 1980 to 2008, the normal extension rate of urban communities in the Middle and West gatherings kept on expanding. Shi et al. observed urban extension in waterfront areas of Haryana. He further found that the urban development in beach front district of Haryana is driven by government strategy. As a nation that has around one fifth of the total populace, high populace, restricted decent land and potential social ecological issues imply that urban development in Haryana must be deliberately tended to.

Haryana, after its development as a different state in 1966, and especially since the 1970s has encountered a checked increasing speed in its urbanization procedure. The quantity of Class-I urban focuses in the state has expanded from only 4 of every 1971 to upwards of 19 of every 2001. In 2001, 66.69 percent of the urban populace in the state lived in Class-I towns.

The world is experiencing the biggest speed of urban development today. Over the span of 2008, the greater part of the total populace was abiding in towns. In 2012 this number has crossed the 7 billion checks. Most of this populace will be gathered in Africa and Asia. The megacities were the cynosure for the high development potential. Up to the mid time of twentieth century, arrive utilize change has come about into a major issue around the entire world. With the development of our financial matters and social upliftment, the extensity and power of land cover change had a tendency to be severer. The forecast and reenactment of urbanization is essential among the investigations of land utilize. Demonstrating is fundamental for examining, particularly for the expectation of the elements of the urban development. A few disappointments happens for displaying the utilization of land yet later on there was resurrection in the two-three decades because of better accessibility of information. High registering capacity additionally gives force for displaying use. Various models developed in this time; these models included cell automata type, reenactment composes or some piece of it identified with operator based composes. Cell automata are to a great degree proficient to foresee arrive utilize change. Over the span of time, a few models were produced to estimate the future lands utilize condition to assess and survey diverse land utilizes strategies.

Narnaul City

Narnaul is a Municipal Council city in district of Mahendergarh, Haryana. The Narnaul city is divided into 23 wards for which elections are held every 5 years. The Narnaul Municipal Council has population of 74,581 of which 39,569 are males while 35,012 are females as per report released by Census India 2011.

Population of Children with age of 0-6 is 8856 which is 11.87 % of total population of Narnaul (M Cl). In Narnaul Municipal Council, Female Sex Ratio is of 885 against state average of 879. Moreover Child Sex Ratio in Narnaul is around 776 compared to Haryana state average of 834. Literacy rate of Narnaul city is 83.31 % higher than state average of 75.55 %. In Narnaul, Male literacy is around 91.02 % while female literacy rate is 74.75 %.

Narnaul Municipal Council has total administration over 13,990 houses to which it supplies basic amenities like water and sewerage. It is also authorize to build roads within Narnaul Municipal Council limits and impose taxes on properties coming under its jurisdiction. Currently our website doesn't have information on schools and hospital located within Narnaul.

Narnaul is situated at 28.04°N 76.11°E. AIt has a normal height of 300 meters (977 feet). The locale is wealthy in mineral assets, for example, press metal, copper metal, beryl, tourmaline, muscovite, biotitic, albite, calcite, and quartz. Narnaul City is limited by Ateli Nangal Tehsil towards East, Buhana Tehsil towards west, Nangal Chaudhry Tehsil towards South, Mahendragarh Tehsil towards North. Narnaul City, Mahendragarh City, Neem-Ka-Thana City, Bawal City are the adjacent Cities to Narnaul.
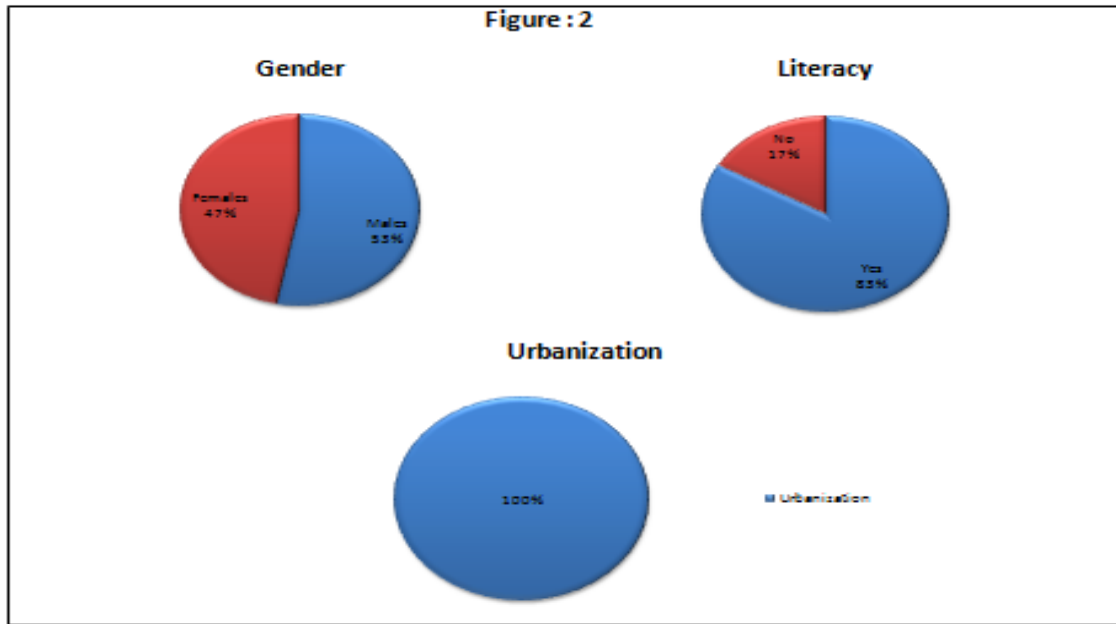
Narnaul comprises of 64 Villages and 64 Panchayat. It is in the 308 m elevation (altitude). This Place is in the outskirts of the Mahendragarh District and Alwar District. Alwar District Behror is on the East towards this place. It is close to the Rajasthan State Border.

Narnaul,Jhunjhunu, Bhindawas Lake,Bhiwani, Shekhawati are the important regions for the travelers as their goals.

The population development of Narnaul as well as related information and services are given below.

Name	District	Population Census (1991)	Population Census (2001)	Population Census (2011)
Narnaul	Mahendragarh	51,951	62,099	74,594

Figure : 2

Conclusion

The world is experiencing the biggest speed of urban development today. Over the span of 2008, the greater part of the total populace was abiding in towns. In 2012 this number has crossed the 7 billion checks. Most of this populace will be gathered in Africa and Asia. The megacities were the cynosure for the high development potential. This demonstrates that the development of the city is a greater amount of even extension kept on existing. The developed territory of the city has turned out to be 1998.2 hectares and populace 3, 73,133 at the season of 2011. In this way, development rate in developed region was 24.14 percent and populace development rate was 14.47 percent amid the time of 2005-2011.

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30-70 Day Period Waves in Zonal Wind over Station Thumba

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Abstract

Long series of wind data from regular radiosonde and rocketsonde flights have been analyzed using fast Fourier transformation (FFT) and maximum entropy method (MEM) to study atmospheric waves of 30-70 day period. Data of zonal wind over near- equatorial station Thumba (lat. 8.5⁰N; long. 77⁰E) collected by M-100 rockets and radiosonde balloons are used for the purpose. Some interesting features are noticed. These atmospheric waves are not confined to south-westerly monsoon season only, but also noticed to be equally strong in north-easterly monsoon season. Waves are observed at tropospheric as well as stratospheric heights. The phases of both 30-50 day and 50-70 day waves are noticed to be advancing downward. Similar analysis of meridional wind data suggests that these waves do not conform to Kelvin waves. Wave energy density calculations for Thumba station indicate that the origin of these waves is in the troposphere, and that a part of the energy density leaks into the stratosphere.

Introduction

Long series of wind data from regular radiosonde and rocketsonde flights have been extensively used to study the various characteristic features of long period oscillations ($\geq$ 120 days) such a terannual oscillation (TAO), semi-annual oscillation (SAO), annual oscillation (AO) and quasi-biennial oscillation (QBO) by many workers[1-9]. Equatorial waves with period $\sim$ 4 to 20 days have been identified in the upper troposphere and lower stratosphere, based mostly on wind and temperature observations made with balloons[10-17]. They are commonly knownas Kelvin waves and mixed Rossby gravity (MRG) waves. Early observational knowledge of the wave characteristics was based primarily on balloon data up to 30 km altitude. In the last decade, rocketsondes have provided some limited observational knowledge of equatorial waves in the upper stratosphere and lower mesosphere[18-20]. Larger spatial coverage has been possible with the help of satellite observations though, at times, vertical resolution is poor[21].More recently MST radars have proved to be very powerful tools for study of equatorial waves[22].

In addition to the long period oscillations and equatorial waves, Madden and Julian[23,24] identified a $\sim$ 40 to 50-day oscillation using spectral analysis of tropical radiosonde data in the zonal wind. Since then, many efforts have been made to explore the characteristics and origin of this oscillation[25-33]. So far these waves have been reported only from tropospheric heights and seem to have association

with the monsoon activity also. Therefore, a study of these waves is of considerable interest.

In the present paper, weekly flight data from radiosonde and rocketsonde (M-100 series) for Thumba (lat.8.5⁰N; long. 77⁰E) are used. The wind data have been obtained by tracking the descending parachute released by Soviet M-100 rockets. Details of these data and errors of measurements are given by Jain et al[34]. The present study has been made for 30-70 day period waves with the following objectives:

(i)   To examine whether these waves are confined to tropospheric heights and monsoon season only.

(ii)   To study height characteristics of these waves.

(iii) To examine whether these are Kelvin waves in the case of long period equatorial waves to examine the origin of these waves.

(iv)   To examine the origin of these waves.

Data and Method of analysis

Long series of weekly flight data of wind for Thumba were scanned for reasonable long sequences with minimum gaps and containing, at least, one monsoon period. Four series of weekly data have thus been selected for detailed analysis. These series are: (i) 23 May 1978-19 Sep. 1979; (ii) 31 Dec. 1980-22 June 1983; (iii) 5 Oct. 1983-12 Sep. 1984 and (iv) 4 Apr. 1985-20 Aug. 1986. The data gaps, if any, have been filled by using the fifth degree polynomial interpolation around the missing point. Before taking the fast Fourier transformations (FFT) analysis, the time series of

weekly flight wind data are reduced to zero mean to eliminate linear trend. To lessen the effects of the discontinuities, we make the end regions to have smooth transition to the mean of the measured value by multiplying the sequence of the weekly wind data with the weights of a suitable data window. The adopted window is called a 'Cosine Bell' window applied to the first and last 10% of the data.

The weights are defined by

$w(x) = 1/2[1-\cos(\pi x/fL)];\ 0 \leq x \leq fL$

$w(x) = 1;$

$$fL \leq x \leq L(1-f)$$

$$w(x) = 1/2[1 - \cos\{\pi - \frac{(L-x)}{fL}\}];$$

$$L(1-f) \leq x \leq L \quad .....(1)$$

Where, L is the length of the data and f the desired fraction (usually 0.1).

The tapered series is extended by adding zeros towards the end to bring the number of data points L equal to 2^k, where k ia an integer. Then the FFT analysis is applied to obtain the spectrum of this time series. A final smooth estimate may now be found by further frequency smoothing with a procedure called 'Hanning' as follows.

$G_k = 0.25G_{k-1} + 0.5G_k + 0.25G_{k+1}$ .... (2)

Where, $k = 1, 2 ... (m-1)$ and Gk represents a smooth estimate at harmonic k to reduce the error due to truncation.

In the present analysis, the maximum entropy method (MEM) is also applied to get the spectra. No data window or spectral window is needed to get a reliable spectrum as the method is data adoptive. This method has an advantage of giving high resolution, especially, for short time record[35]. It can be used with advantage when data length is comparable to longest period of interest. In the present analysis, the length of the prediction error filter (LPEF) of 40% has been adopted.

For studying the phase variation of the waves of various periods, the data time series was filtered and two waves of (i) 30-50 day and (ii) 50-70 day period are examined. Vertical wavelength and phase velocity of these waves are determined.

Results

Figures 1 and 2 show the time-height section of 30-50 day and 50-70 day period waves, respectively, in zonal wind data over Thumba. It can be noticed from Fig. 1 and 2 that 30-50 day and 50-70 day period waves
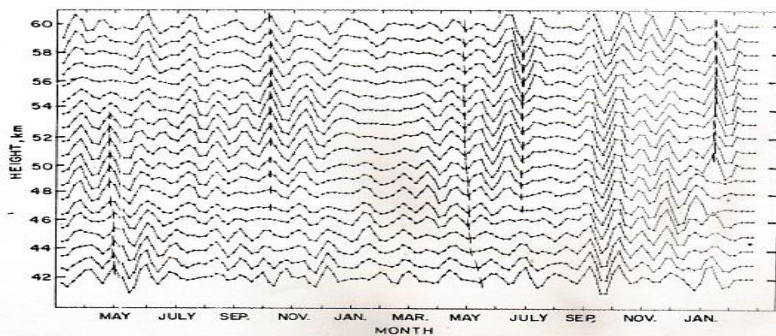

Fig. 1- Time- height section for 30-50 day period wave in zonal wind over Thumba
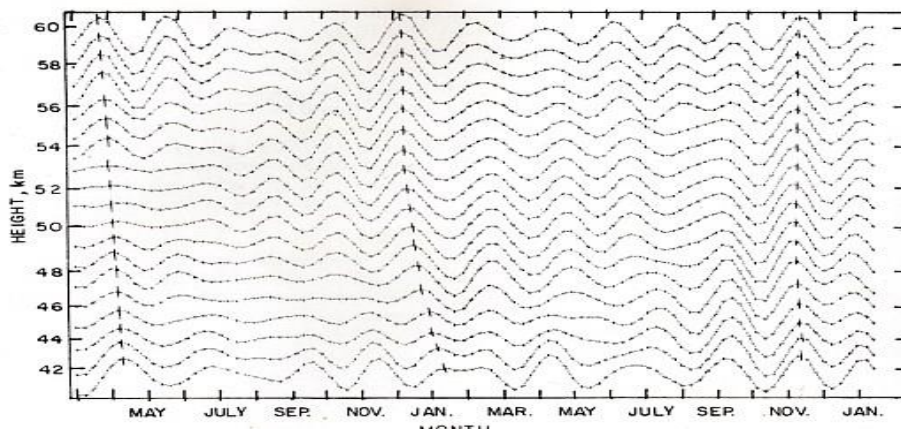
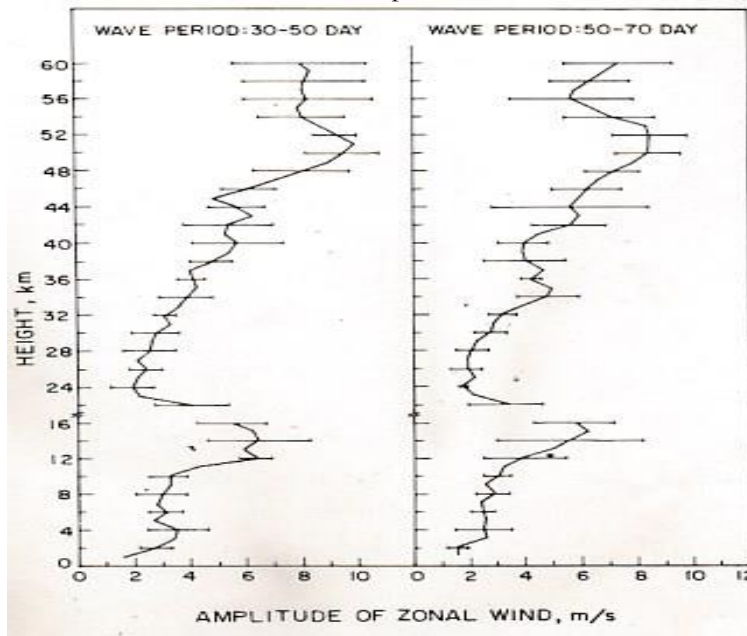

Fig 2.- Same as Fig. I but for 50-70 day period wave

Do not confine to south- westerly monsoon season only, but these are equally strong in north-easterly monsoon season also. The phase of these waves is progressively advancing downward as shown by the broken lines (these are the lines of constant phase).

Height profile of wave amplitude in zonal wind

The FFT technique has been applied to get the amplitude-height profile. Two peaks are commonly observed in the spectra amplitudes at all heights corresponding to spectral periods of 30-50 and 50-70 days.

The amplitude-height profile of wave amplitude in zonal wind is shown in Fig. 3. The continuous line is the plot of the mean value of the wave amplitude and the horizontal bars show the standard deviation of four data sets used in the present study. It can be noticed that these waves have significant amplitude in troposphere as well as in stratosphere. Two distinct peaks- one near 13 km (below the tropopause) and the other near 51 km (below stratopause) have been observed in both types of waves, the stratospheric peak being stronger than the tropospheric one. In the stratosphere, the amplitude of shorter period (30-50 days) wave starts becoming significant from about 40km and reaches maxima near stratopause level (i.e. at about 51 km.). However, long period wave amplitude shows a broad peak near stratopause level.

Fig. 3- Amplitude - height profile from FFT for 30-50 day and 50-70 day period waves in zonal wind over Thumba

Typical values of amplitude in troposphere and stratosphere are about 6 and 10 m/s, respectively. The amplitude value in troposphere is comparable for both the waves. However, in stratosphere the value of amplitude is slightly higher for short period waves ($\sim$10m/s) than that for the long period waves ($\sim$8.4m/s).

Fig. 4 shows the result of MEM analysis. It shows the mean relative amplitude-height profile for zonal wind when all the data sets are considered. The results of MEM are in good agreement with FFT results (Fig.3).

Height profile of wave amplitude in meridional wind

Height profiles of amplitude of 30-50 day and 50-70 day period waves in meridional wind data for Thumba are shown in Fig. 5. The feature is similar to that observed for zonal wind. The peak amplitudes for 30-50 day period wave at tropospheric and stratospheric heights are 3 and 9m/s, respectively. The corresponding amplitudes observed for 50-70 day period wave are 3 and 6 m/s, respectively. The stratospheric peak for 50-70 day period wave was broader as compared to 30-50 day period wave. The amplitudes for short period wave for zonal and meridional wind are comparable.
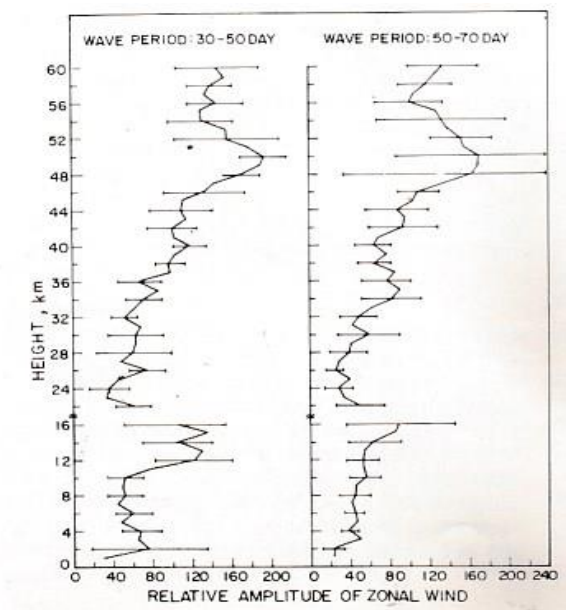
Fig.4- Amplitude - height profile from MEM for 30-50 FFT for 30-50 day and day and 50-70 day period waves in zonal wind over Thumba   50-70 day period waves in meridional wind over Thumba

Height profile of wave energy density

To understand the origin and propagation of these waves, the energy density of waves (30-50 and 50-70 day periods) are calculated using the average density from the atmospheric model for Thumba[5] and the wave amplitude is taken from the spectra of both the wind components for Thumba station. This can be written as

$$E = \frac{1}{2}\rho V^2$$

and

$$V^2 = Vz^2 + Vm^2$$

Where ρ is the average density (kgm^{-3}); Vz and Vm are the mean values of the zonal and meridional wind amplitudes (ms^{-1}) of the 30-50 and
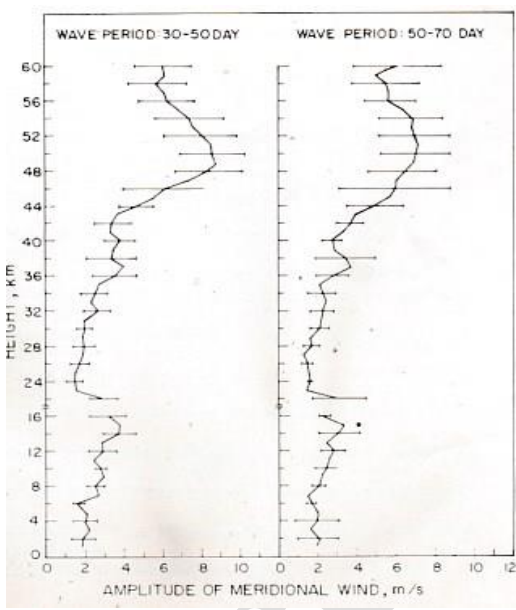
.

Fig.5-Amplitude-height profile from 50-70 day period waves taken from the spectra of Thumba station, respectively. The wave energy density calculation is restricted to Thumba station because the largest series of data is available for this station. Figure 6 shows that the energy density of the 30-50 and 50-70 day period waves at tropospheric heights is about 15dB higher than at stratospheric heights. It indicates that, probably, part of the wave energy density from the troposphere is leaking through the tropopause into the stratosphere. This figure also gives an indication as to whether the wave is growing or dissipating. In the stratosphere, between 22 and 50 km, the wave energy density is almost constant and above 50 km, which is close to stratopause, the wave energy density dissipates rapidly
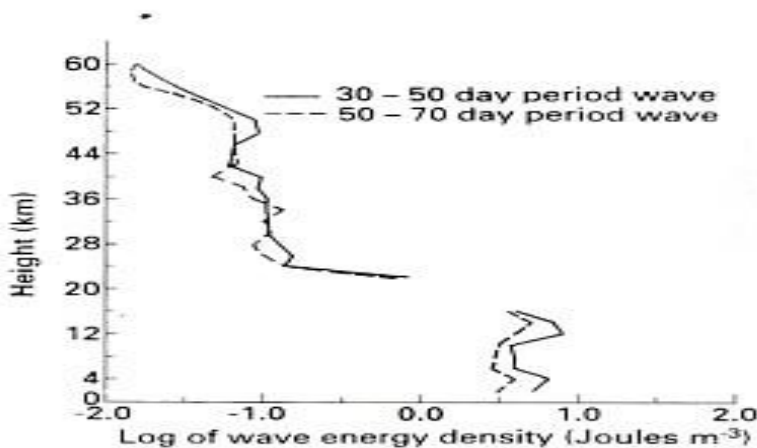
Fig. 6 Wave energy density height profile for Thumba station for both the period waves, i.e. 30-50 and 50-**70 day.**

Discussion and Conclusions

Some of the interesting features of 30-70 day period wave in zonal wind observed at Thumba are summarized.

(i) So far, the above referred waves have been reported during south-westerly monsoon [27, 28, 31, 36, 37]. However, our results show that these waves are not restricted to the south-westerly monsoon season, but are also observed distinctly in north-easterly monsoon season.

(ii) These waves are not confined to tropospheric heights. Equally strong, if not stronger, peak is observed at stratospheric heights also. However, so far these waves have been reported from the tropospheric heights only [23, 27, 28, 31, 37] and a few observations have been made for the stratospheric heights. In the present study, simultaneous radiosonde and rocketsonde data at the tropospheric and stratospheric heights have been used. Results show two prominent peaks- one below the tropopause ($\sim$13km) and the other below the stratopause ($\sim$51km) height.

(iii) Analysis similar to that of the zonal wind was also carried out for meridional wind and the amplitudes of the two waves (i.e. 30-50 day period and 50-70 day period waves) were noticed to be nearly comparable to the wave amplitudes in zonal wind at stratospheric heights (Fig.5). The meridional wind component is, therefore, involved in the oscillation. If the oscillation is limited only to the zonal wind component then this is a fundamental characteristic of these waves, the one which is the property of the so-called atmospheric Kelvin waves. Since the oscillations are observed in meridional wind also, it, therefore, shows that 30-70 day period waves do not conform to the characteristic of Kelvin waves.

(iv) The vertical phase propagation of these waves in zonal wind is studied using Figs 1 and 2 which are time-height sections of the zonal wind for 30-50 and 50-70 day period waves, respectively. The lines of constant phase (broken lines) are used to determine change in phase of the wave from 42 to 60 km height and subsequently the vertical wave length of the wave. From Figs 1 and 2, the phase is seen to be progressing downward. The vertical wavelengths of zonal wind for 30-50 and 50-70 day period waves are determined to be $\sim$ 120km and $\sim$ 54km respectively. The phase velocities of these waves have been calculated as follows:

$$V_p = \omega/k \qquad ..... (3)$$

Where, $\omega = \frac{2\pi}{T}$, T being the period of wave; and k = $2\pi/\lambda$, λ being the wavelength of the wave. The typical values of phase velocity of these periods, i.e. 40-day and 60-day periods are 3 and 0.9 km/day, respectively.

(v) To understand whether the source of these waves is in the troposphere or in the stratosphere, the wave energy density has been computed for Thumba. The results indicate that the source of these waves is in the troposphere and that a part of the energy is leaking into the stratosphere through the tropopause.

The present study gives an idea of the characteristics of the low-frequency waves at near-equatorial station Thumba. The origin of these waves is in the troposphere, with some energy density of the waves leaking through the tropopause into the stratosphere. The data from Indian MST radar will be useful for revealing the characteristics of these long period waves vis-a-vis the Kelvin waves.

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The Accountability of Curriculum Program of LIS Education in Chhattisgarh: A Study

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Abstract

The paper will highlight the curriculum program is according to today's requirement. Every successful concept and project in life requires a proper framework and planning. This relates to all processes including education. Whenever embark on any new plan or procedure need to make sure that all the plans drawn up like what is on offer/ what are the resources/ what are the steps/ which need to take and what are the goals that need to achieve are some elements that need to be looked upon. National knowledge commission has emphasized on trying to raise standard and promoting excellence in LIS education in the light of the manpower needs of the nation. The main aim of the present study was to investigate that the present curriculum program that is recommended by UGC was relevant in today's context and fully adopted in Chhattisgarh state.

Introduction

Curriculum and methods of LIS education evolve to meet new expectations. Curriculum content is the core of the reform, and in many instances library schools and departments revise or re-design their curricula to cater for the emerging issues and trends. The paper would be highlight the curriculum program is according today's requirement.

After China and United States, India has the third largest higher education system in the world. Education is the formal process by which society delivers its accumulated knowledge, skills, customs and values from one generation to another generation. Library and information Science education produces personnel for the task of successful performance in libraries at different level. The strength of library and information science profession lies in the quality of manpower available to practice in the profession.

University Grant Commission (UGC) has given a model curriculum for an integrated two years MLIS courses. All optional papers in specialized area should be included in the syllabus. Provision for internet connectivity and subscribed content along with library automation and digitization software for practice are a must.

Every successful concept and project in life requires a proper framework and planning. This relates to all processes including education. Whenever embark on any new plan or procedure need to make sure that all the plans drawn up like what is on offer/ what are the resources/ what are the steps/ which need to take and what are the goals that need to achieve are some elements that need to be looked upon.

A similar set of constraints when applied to education given birth to curriculum. We can say a curriculum is a set of courses including their content. Curriculum helps to make successful, confident and responsible citizens for nation.

Curriculum may incorporate in the planned interaction of pupils with instructional content materials, resources and process for evaluating the attainment of educational objectives.

A curriculum is considered the heart of any learning institution which means that schools or universities cannot exist without a curriculum with its importance in formal education; curriculum has become a dynamic process due to the changed that occur in our society. Therefore, in its broadest sense, curriculum refers to the total learning experiences of individuals not only in school or university but in society as well. Library and information Science courses have lot of potential to develop the knowledge and skills required to sustain and survive in the present day knowledge society.

Accountability means the quality or state of being accountable, liable or answerable. Knowledge has been recognized as the key driving force in the 21st century and India's ability to emerge as a globally competitive player will substantially depend on its knowledge resources. To foster generational change, a systemic change is needed that seeks to address the concerns of the whole knowledge spectrum. This massive endeavor involves generating a roadmap to rebuild to the knowledge sector that focuses on enhancing retrieve the

knowledge, basically improving education systems and their delivery, re-shaping the research, development and innovation structures and harnessing knowledge applications for creating best services such a knowledge revolution which seeks to build capacity and generate quality will enable nation to empower its pupils. Our unique demographic dividend offers a tremendous opportunity as well as a daunting challenge which requires creative strategies for a new knowledge oriented paradigm. Keeping this scenario in mind, the national knowledge commission (NKC) was constituted in June 2005, the commission focused on five key aspects of knowledge enhancing access to knowledge, orienting institution where knowledge concepts are conducted, build up a world class environment to create the knowledge, to promote application of knowledge for sustained ability and inclusive growth and using knowledge application in efficient delivery for pupils. India in 21st century enters into a knowledge society as envisaged by the national knowledge commission. National knowledge commission has emphasized on trying to raising standard and promoting excellence in LIS education in the light of the manpower needs of the nation.

Formation of Chhattisgarh State on and from the appointed day, there shall be formed a new State to be known as the State of Chhattisgarh comprising the several of District of M.P. The Chhattisgarh State came into existence in 2000. The Chhattisgarh state has Ten Universities i.e. Eight State Universities, One Deemed University, One Private University but there is no Central University. The LIS Education is imparted in Three State Universities namely Pandit Ravishankar Shukla University, Raipur, Makhanlal Chaturvedi National University of Journalism, Raipur and Guru Ghasidas University, Bilaspur. The First Course of Library and Information Science was started by Pandit Ravishankar Shukla University, Raipur. As India is moving towards knowledge society with proliferation of learning and research the demand and importance of library and information science education is growing rapidly.

Objective of the Study

Every study aims to reveal something new. The main aim of the present study was to investigate that the present curriculum program that is recommended by UGC was relevant in today's context and fully adopted in Chhattisgarh state.

Scope of the study

The present study confined the curriculum program of BLIS, MLIS, MPhil and Ph.D. Chhattisgarh has 10 universities but LIS education is being imparted in 03 universities. The study of research may form a further area of study. The time period of study was 2008 to 2011.

Hypothesis: To assess the curricula of LIS Education is relevant in today's context.

Review of literature

The paper reviews some studies on the study of curriculum programs. RAVI CHANDRA RAO (IK) (1985) Curriculum contents for MLIS studies with emphasis to IT : paper presented in an international seminar on the changing environment and development workforce : Direction for Library and Information Science Education held at the Department of Library and Information Sciences. — BASU (ASHOK) and SARKHEL (JK) (1995) UGC – CDC recommendations on curriculum development in Library and Information Science, 1993 : A review. Critically examined various recommendations of the UGC – CDC in LIS in 1993 in the context of the experience of the department of LIS. MUNJOO – MUNSHI (USHA) (1996) Library and Information Science Education scenario : Past, Present and future with special reference to reinvesting the curriculum of 21st century. The presented paper dealt with Library and Information Science in general while focusing on Library and Information Science curriculum in particular. – GUPTA (OP) (2002) Library and Information Science training education curricula and national approach. Outlined the initiatives taken by national apex body the UGC to up to date the Library and Information Science training curricula at various levels to maintain modernization. - THAKUR (UM) (2004) UGC and Library and Information Science education in India. Traced the historical landmarks and status of library science education in pre as well as post 'independence era in India. KUMAR (PSG) (2005) Are we on right line in Library and Information Science curriculum development? The article given a brief overview of the development in Library and Information Science education in India and discussed the efforts of UGC in curriculum development.

Methodology

It is the overall scheme of research. It was make use both primary and secondary data. The questionnaire was prepared for teachers. The primary data was collected through questionnaire and secondary data was collected through other

sources of publications as books, journals, newsletters, magazines and bulletins.

Analysis of Data and Interpretation

The analysis of data and interpretation will help to judge the actual position of curriculum program in different universities of Chhattisgarh state. The various parameters have been taken to examine the LIS courses, mode of examination, and implementation of revised syllabus, standard of

LIS products, satisfactory level and relevancy of curriculum program through different tables as stated below:

The LIS courses are run in these universities can be shown herewith in the following table-

TABLE- (i) Total no. of universities in Chhattisgarh =10

(ii) No. of universities surveyed=03

S.No.	Items	No. of Universities	Percentage
1	Central	00	00
2	State	03	30%
3	Deemed	Nil	Nil
4	Private	Nil	Nil
5	Any Other	Nil	Nil
6	Total	03	30%

The above table shows that there are 03 universities in Chhattisgarh are imparting LIS education namely Pandit Ravi Shankar Shukla University, Guru Ghasidas vishwavidayalaya and Makhanlal Chaturvedi National University of Journalism, out of 10 universities, 30% state universities are imparting LIS education.

Table : Detail of LIS Courses/Programmes

Total No. of Universities = 10

Universities surveyed= 03

S.No.	Courses	Duration	Entry Qualification	No. of Univs.	Medium of instruction
1	DLIS	9/6 MONTHS	10+2	--	HINDI
2	BLIS	1 YEAR	GRADUATION IN ANY DISCIPLINE	03 (GGU,PRSSU,MLCNUJ)	BOTH HINDI & ENGLISH
3	MLIS	1 YEAR	BLIS	02(GGU,Pt RSSU&MLCNUJ)	BOTH HINDI & ENGLISH
4	M.PHIL	1 YEAR	MLIS	01(GGU)	BOTH HINDI & ENGLISH
5	PH.D	2/3 YEARS	MLIS	03 (All 03 Univ.)	BOTH HINDI & ENGLISH
6	ANY OTHER INTEGRATED COURSES	1Yr. MLIS Auto(GGU)&BLISTH in GGU	BLIS and graduate	01 and three years	ENGLISH

The above table shows that diploma course is not conducted by the universities. All three universities are conducting BLIS and two universities namely PT RSSU and GGU are running MLIS courses. M Phil course is conducted by GGU University. The integrated course is imparting by GGU.

Table- Details of Mode of Examination

S.No	Item	No. of universities surveyed=03	Total	Percentage
1	Annual	00	00	00
2	Semester	03	03	30%
3	Any Others	00	00	00

The above table shows that three universities are adopted semester system of mode of examination namely while four universities was adopted semester system of mode of examination namely

Table-Details of Revised Syllabus

S. NO.	Items	No. of Universities Surveyed=07	Total	Percentage
1.	BLIS	07	07	100%
2.	MLIS	07	07	100%
3.	MPhil	03	03	42%
4.	Integrated courses	01	01	14%
5.	PH D	03	03	42%
6.	Any Others	Nil	Nil	Nil

The above table shows that all universities where BLIS, MLIS, MPhil and Integrated courses was running , have adopted revised syllabus according to CDC-curriculum development committee (2001) but not implemented fully in classroom education. Ph.D degree was awarded in both conventional as well as ICT based problems.

Table-Details of LIS Education Satisfied The Global Needs

S.NO.	Items	No. of universities surveyed=07	Total	Percentage
1.	Fully	--	--	--
2.	Partly	07	07	100%
3.	Not at all	--	--	--

The above table shows that 100% LIS Schools were partly satisfy the global needs so curriculum program is not fully implemented in classroom education.

Table- Details of Curriculum Designed

S.No.	Items	No. of Universities surveyed=07	Total	Percentage
1.	Faculty	01	01	14%
2.	University/Board	--	--	--
3.	Both	06	06	85%
4.	Any Others	--		

The above table shows that 14% university was design their curriculum through faculty while 85% universities designed their curriculum through both internal as well as external expert after forming a board or executive council.

Table-Details Currcular/Courses Activities to Our Regional and National Needs

S. No.	Items	No. of Universities	Total	Percentage

		surveyed=07		
1.	Fully	--	--	--
2.	Partly	07	07	100%
3.	Not at all	--	--	--

As above table shows that 100% university agreed that curriculum activities are partialy relevant to our regional and national needs

.

Table-Details of Satisfactory Level of Curriculum Programme up to Expected Mark

S. No.	Items	No. of Universities surveyed=13	Total	Percentage
1.	Fully	--	--	--
2.	Partly	13	13	100%
3.	Not at all	--	--	--

The above table shows that all teachers were opinioned that the satisfactory level of curriculum program was not up to expected mark.

Findings and Conclusion

- ❖ Most of the universities are offering BLIS and MLIS degree courses while CDC suggested adopting integrated courses. Only few schools adopted integrated courses in LIS syllabus.
- ❖ As UGC suggested semester system of examination but survey shown that 71% LIS schools adopted it.
- ❖ Most of the LIS Schools are not fully implemented revised curricula so the substandard education is provided to the students.
- ❖ At the time of survey, all teachers were agreed that the products of LIS Schools are partly able to competent in global environment.
- ❖ The teachers opinioned that a curriculum was not design every year timely. Due to lack of fully implementation of curriculum in teaching, there may be various reasons not adopting full curricula program but it is also a reality that curriculum courses are not relevant to our regional and national needs.
- ❖ The satisfactory level of curriculum programs are not up to expected mark so LIS education in M.P. is not satisfying in line with emerging trends.

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भारतीय संस्कृति में हिंदी और संस्कृत महाकाव्य परम्परा– एक अध्ययन

डॉ० (श्रीमती) रंजना कुलश्रेष्ठ

एसोसियेट प्रोफेसर एवं विभागाध्यक्ष (हिन्दी)

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साहित्य और संस्कृति किसी देश की उन्नति की कसौटी होती है। इसमें जातीय और राष्ट्रीय अस्मिता की दीप्ति होती है। जो देश अपनी भाषा एवं संस्कृति के प्रति सचेत रहता है, वह अपराजेय होता है। जहाँ की जनता भाषा और संस्कृति के प्रति सचेत नहीं रहती है, उसकी आंतरिक एकता विछिन्न रहती है, वह विदेशी शक्तियों के सामने चरमरा जाती है। परन्तु जहाँ की जनता अपनी भाषा और संस्कृति पर गर्व करती है, उसका हृदय मुक्त राग से भरा रहता है तथा मुक्त हृदय से ही भाषा, साहित्य और संस्कृति का सृजन और संवर्धन होता है। इस मुक्ति पद पर बिना अग्रसर हुए 'हिय को सूल नही मिट सकता। कला जब जन समुद्र की हलचल से निकलती है तभी वह स्थाई और कालजयी होती है, और वह देश की परिधि को तोड़कर विस्तृत हो जाती है। जन समुद्र से निकला अमृत युग को जीवन देता है। उससे उत्पन्न विद्युत दिग दिगंत तक प्रकाश फैलाता है। कुछ ऐसी ही निर्णायक भूमिका रही विश्व के प्रायः हर समृद्ध साहित्य में महाकाव्यों की। चाहे वह चन्द वरदाई कृत प्रथ्वीराज रासो अथवा जायसी का पदमावत अथवा तुलसीकृत रामचरित मानस अथवा अयोध्या सिंह उपाध्याय का प्रियप्रवास हो अथवा मैथिलीशरण गुप्त का साकेत हो अथवा जय शंकर प्रसाद क्रत कामायनी हो। चाहे वह होमर का इलीपड हो अथवा ओडिसी अथवा वरजील का एनिड अथवा मिल्टन का पाराडाइज लास्ट।

वर्णानामर्थसंघानां रसानां छंदसामपि,

मंगलानां च कर्तारौ वंदे वाणी विनायको।। —1

भारतीय काव्यशास्त्र में वर्णित छहो प्रमुख मानदंड रस ध्वनि, अलंकार, रीति, वकोक्ति और औचित्य इन सभी का सुन्दर समन्वय तुलसीकृत रामचरितमानस में मिलता है यह काव्य अपने मर्मिक प्रसंगविधान गुरुता, भाव गंम्भीर्य, अलंकारिकता, सरस घटना संघठन एवं उच्च कलात्मकता से परिपूर्ण है।

नानापुराण निगमागम सम्मतं यद,

रामायणे निगदिंत कर्वाचदन्यतोऽपि।

स्वान्त सुखाय तुलसी रघुनाथगाथा,

भाषा निबंध मति मंजुलमाप्तनोति।। —2

उन्होंने राम के परम्परागत रुप को अपने युग के अनुरुप बनाया और राम के जीवन की संघर्ष कथा को समकालीन समाज और अपने जीवन की संघर्ष कथा के आलोक में देखने का प्रयास किया। वह बाल्मीकि और भवमूति के राम को पुन: स्थापित करने का प्रयास नहीं करते, बल्कि अपने युग के राम को नायक के रुप में चित्रित करते हैं। तुलसीदास कृत 'रामचरितमानस' हिन्दी साहित्य का सर्वश्रेष्ठ महाकाव्य है।

अमेरिका के कॉर्नेल विश्वविद्यालय में अंग्रेजी और तुलनात्मक साहित्य के प्रोफेसर एम. एच.अब्राम्स ने महाकाव्य को परिभाषित करते हुए कहा है,

"In its strict sense the term, 'epic' is applied to a work that meets at least the following criteria; it is a long verse narrative on a serious subject, total in a formal and elevated style, and centred on a heroic or quasi-divine figure on whose actions depends the fate of a tribe, a nation, or (in the instance of paradise Lost) the human race". -3

उपरोक्त सारगर्भित पंक्तियों में एब्राम ने महाकाव्य की प्रमुख विशेषताओं को बतलाने का सफल प्रयास किया है। अमेरिकी विद्वान के अनुसार महाकाव्य एक सर्वोत्कृष्ट विधा है। पद्य में लिखी हुई एक लम्बी कथा है। इसकी शैली प्रांजलमय एवं अनुकरणीय है। पात्र भी दैविक गुणों से ओत-प्रोत है। इन पर किसी राष्ट्र, जाति अथवा मानव जाति का भविष्य पूर्णतया निर्भर है। अब प्रश्न उठता है क्या एब्राम द्वारा अंग्रेजी भाषा एवं साहित्य में ही गई महाकाव्य की परिभाषा सटीक है, विसंगतियों से दूर है। क्या यह परिभाषा संस्कृत भाषा में लिखे जाने वाले महाकाव्यों के अनुकूल है? क्या यह उनकी कसौटी पर बिलकुल खरी उतरती है ? अथवा इसके एक नए कृतिमान पैमाने की आवश्यकता है?

हम साहित्य को भाषा की सीमाओं में कैद नहीं कर सकते। मानवीय संवेदनाओं की खोज की जा सकती है पर अविष्कार नहीं। भावनायें अपरिवर्तनशील हैं। मानवीय भावनाएँ भूमंडलीकरण एवं वैश्वीकरण के इस युग में समस्त विश्व में एक जैसी है, वह स्थान एवं समय के सरहदों को पार कर जाती हैं। एक सफल साहित्यकार इन्हीं भावनाओं को शब्दों में पिरोकर अपनी रचनाओं में व्यक्त करता है। होमर, वरजील, मिल्टन, तुलसी, वाल्मिकी, महर्षि वेद व्यास इसी अटूट श्रृंखला की अनुपम देन हैं।

संस्कृत साहित्य में महाकाव्य परम्परा

संस्कृत साहित्य में महाकाव्य निर्माण की परम्परा अत्यन्त प्राचीन है। महाकाव्य शब्द महत् और काव्य शब्दों से समास से निष्पन्न हुआ है। काव्य शास्त्रीय ग्रन्थों से पूर्व इसका प्रयोग आदि काव्य वाल्मीकी रामायण में किया गया है :

" किं प्रामणमिदं काव्यं का प्रतिष्ठा महात्मनः

कर्ताकाव्यस्य महतः क्व चासौ मुनिपुंगवः ।।"–4

विद्वानों ने इस श्लोक में प्रयुक्त महत् एवं काव्य शब्द को ही महाकाव्य का स्रोत माना है। महाभारत में भी कतिपय ऐसे विशेषण प्रयुक्त हुए हैं जिनमें महाकाव्य का रूप विम्बित है। व्यास जी ने ब्रह्मा से निवेदन करते हुए कहा है कि मैंने श्रेष्ठ काव्य की रचना की है, जिसमें वेदों, शास्त्रों, इतिहासों एवं पुराणों का रहस्य भरा है और जिसमें पुरुषार्थ चतुष्य में (धर्म, अर्थ, काम और मोक्ष) में से एक अथवा अनेक की प्राप्ती ही महाकाव्य का उदेश्य होना चाहिए, साथ ही इसका नायक क्षत्रिय कुल उत्पन्न हो। इसके साथ ही कुछ अन्य महत्वपूर्ण तथ्य भी आवश्यक मानते हैं। यथा

सर्गबन्धो महाकाव्यमुच्यते तस्य लक्षणम् ।

आशीर्नमस्क्रियावस्तुनिर्देशोवापि तन्मुखम् ॥

विप्रलम्भैः विवाहैश्च कुमारोदयवर्णनैः ।

मन्त्रदूत प्रयाणानि नायकाभ्युदयैरपि ।।

इतिहास कथोद्धतमिरद वा रसाश्रयम ।

चतुर्वर्गफलोपेतं चतुरोददात्तनायकम् ।।

अलंकृतमसंक्षिप्तं रसाभाव निरन्तरम् ।

सर्गैरनतिविस्तीर्णः श्रव्यवृत्तैः सुसन्धिभिः ।।

नगरार्णवशैलर्तुचन्द्राकोदयवर्णनैः ।

उद्यानसलिल क्रीडा मधुपान रतोत्सवैः ।।

सर्वत्र भिननवृत्तान्तै रूपेतं लोकरञ्जकम् ।

सदलंकृति ।।–5

महर्षि वाल्मीकि संस्कृत के आदिकवि है और उनकी कृति "संस्कृत रामायण" संस्कृत का आदि महाकाव्य है। इनकी रचना का सम्बंध में यह उक्ति प्रसिद्ध है –

निषाद: प्रतिष्ठा त्वमगम मा: शाश्वती: समा:।

यत्कौञ्चमिथुनादेकमवध: काममोहितम।।–6

वाल्मीकि का यह श्लोक संस्कृत काव्य का प्रथम श्लोक है जिससे महाकाव्य की परम्परा का प्रादुर्भाव हुआ। वाल्मीकि जी महाकाव्य या काव्य लक्षण विषय पर कहते है।

अलंकृतं शुभैः शब्दः समयैर्दिव्यमानुषैः ।

छंदो वृत्तैश्च विविधैरन्वितं विदुषां प्रियम् ।।–7

संस्कृत महाकाव्यों के बीच वेदों के स्तुत्यात्मक काव्य की घटनाओं में तथा संवादात्मक सूक्तों में निहित हैं। ऋग्वेद में ऐसे संवादसूक्त अधिक हैं। जैसे यम-यमी संवाद, पुरूरवा-उर्वशी संवद, अगस्त्य–लोपामुद्रा संवाद, इन्द्र–अदित्ति संवाद, इन्द्र-इन्द्राणी संवाद आदि। ये सभी संवाद गद्य-पद्यात्मक

थे। इसीलिए ओलुडेनवर्ग ने यह अनुमान लगा भारतीय महाकाव्यों का प्राचीनतम स्वरूप गद्य-पद्यात्मक था। विन्टरनित्स ने संवाद सूक्तों की गाथा स्वीकार कर इनसे महाकाव्य का भी विकास माना है। संस्कृत महाकाव्य का प्रारम्भ रामायण महाकाव्य से होता है। रामायण ऐसा काव्य है जिसमें जीवन की सौन्दर्य शास्त्रीय विवेचना की गई है। रामायण और महाभारत में विभिन्न प्रकार के उपाख्यान है और महाकाव्यों के स्रोत रहे हैं। इन्हीं उपाख्यानों, कथाओं एवं आख्यायिकाओं का परिशोधन, परिवर्तन करते हुए महाकाव्यों के स्वरूप का विकास हुआ।

इसके अन्नतर संस्कृत में अनेक महाकाव्यों की रचना हुई। उनमें से कुछ प्राचीनतम महाकाव्य अनुपलब्ध हैं। केवल उनके संदर्भ और छिट–पुट विषय वस्तु ही मिलती है। ऐसे महाकाव्यों में आचार्य पाणिनि कृत "जाम्बवती जय" महाकाव्य प्रथम हैं। इसका दूसरा नाम "पाताल विजय" है। पाणिनी समकालीन संग्रहकार व्याडि ने 'बालचरित' नामक एक महाकाव्य का निर्माण किया। इनके संबंध में महाराज समुद्रगुप्त का कथन है कि "व्याडि रसतंत्र का आचार्य, महाकवि, शब्द ब्रह्मदेवाद का प्रवर्तक पाणिनि सूत्रों का व्याख्याता एवं मीमांसकों का अग्रणी था। उसने बालचरितमा और व्यास को जीत लिया। महाकाव्य के क्षेत्र में व्याडि का ग्रन्थ प्रदीपभूत था "

वररूचि कात्यायन ने 'स्वर्गारोहरण' नामक एक महाकाव्य का निर्माण किया था। पतंजलि ने इसे वररूचिकाव्य कहकर उल्लिखित किया है। महाराज समुद्रगुप्त के 'कृष्ण चरित' में भी इसको पुष्टि की गई है कि ऐसे सुन्दर काव्य को लिखकर कात्यायन ने स्वर्ग को पृथ्वी पर उतार दिया। वररूचि ने न केवल उनके व्याकरण का अनुकरण किया था, अपितु उनके काव्य का भी अनुकरण किया था।

बुद्धघोष रचित पद्यचूड़ामणि नामक महाकाव्य 10 सर्गों में रचा गया था। इनमें बार की पराजय पर्यन्त बुद्ध के जीवन का वर्णन है। देवल रचित इन्द्रविजय महाकाव्य का भी उल्लेख मिलता है। इस प्रकार महाकाव्य का उद्भव इन्हीं महाकाव्यों की रचना से प्रारम्भ हुआ था। इसके संस्कृत महाकाव्य से लेकर श्रीहर्ष तक है अभ्युत्थान का युग प्रारम्भ होता है ।

महाकवि कालीदास ने दो महाकाव्यों की रचना की। (1) रघुवंश (2) कुमारसंभवम् जो 17 सर्गों में है, जिसमें शिव-पार्वती के पराक्रमी पुत्र कार्तिकेय के जन्म से लेकर उनके द्वारा भयंकर असुर तारक तक का वर्णन है। इसका दूसरा रूप अष्टसर्गात्मक यही प्रमाणिक माना जाता है। कालिदास का रघुवंश महाकाव्य है। इसमें 19 सर्गों में सूर्यवंशी राजाओं का चरित चित्रित है। क्षेमन्द्र के अनुसार कालिदास ने

कुन्तलेश्वरदौत्य नामक महाकाव्य की भी रचना की थी। इसमें कुल की सभा के एक राजदूत का वर्णन है।

कलिदास के अन्तर बौद्ध महाकवि अश्वघोष ने दो महाकाव्यों की रचना की। 'बुद्धचरित' उनका प्रथम महाकाव्य है। इस महकाव्य में तथागत बुद्ध का सर्वांगीण चरित्र वर्णित है। कवि का दूसरा महाकाव्य 'सौन्दरनन्द' है। मातृगुप्त के आश्रित भर्तृमेण्ठ कृत 'हृयग्रीव वध' महाकाव्य भी उल्लेखनीय है। यह ग्रन्थ अनुपलब्ध है। रविषेण ने पद्मपुराण' नामक महाकाव्य की रचना की, जिसमें प्रसिद्ध प्रथम तीर्थकर देव की प्रशंसा की गई है।

संस्कृत महाकाव्य प्रणेताओं में भारवि अत्यन्त प्रसिद्ध महाकवि है। संस्कृत महाकाव्य के इतिहास में अलंकृत शैली के प्रवर्तक का श्रेय महकवि को ही है। इनकी प्रसिद्ध कृति 'किरातार्जुनीयम्' है। यह अट्ठारह सर्गों में निबद्ध महाकाव्य है। यह महाकाव्य संस्कृत महाकाव्यों की परम्परा में कलात्मक शैली का प्रौढ़ ग्रन्थ है।

भारवि के पश्चात् भट्टि ने रावणवध महाकाव्य की रचना की। इसमें 22 सर्ग है। विश्व साहित्य में यही अकेला ऐसा महाकाव्य है, जिसकी रचना व्यकारण विषयक नियमों के उदाहरण प्रस्तुत करने के उद्देश्य से की गई है। मंदिर काव्य के अनुकरण पर ही भट्टभीम या भीमक ने 27 सर्गों में "रावणार्जुनीय' महाकाव्य की रचना की। यह काव्य मूलरूप में 25 संगों का था। वर्तमान सर्ग में इसका 15 सर्ग ही उपलब्ध है। डॉ. सूर्यकान्त के अनुसार इसमें 22 सर्ग तथा राजवंश सहाय हीरा के अनुसार 20 सर्ग है। इसमें राम जन्म से लेकर रामराज्याभिषेक तक की कथा वर्णित है। इस पर रघुवंश तथा किरातार्जुनीयम् का प्रभाव दृष्टिगोचर होता है।

इसके बाद ही महाकवि माघ का आविर्भाव होता है। माघ ने 20 सर्गों में 'शिशुपाल वध महाकाव्य की रचना की है। इसमें युधिष्ठिर के राजसूय यज्ञ एवं श्रीकृष्ण के द्वारा उद्दण्ड शिशुपाल का वध वर्णित है।

महाकवि माघ के बाद भी बहुत सारे महाकाव्यों की रचना होती रही है, जिसमें कुछ तो अत्यन्त प्रसिद्ध हैं। महाकवि श्रीहर्ष ने 22 सर्गों में नैषधीयचरित' महाकाव्य की रचना की। इनके अतिरिक्त आधुनिक युग में भी महाकाव्यों की रचना होती रही है। इन सभी में कोई नवीनता नहीं है। वे अल्पप्रसिद्ध महाकाव्य ही है। संस्कृत महाकाव्यों की परम्परा में कालिदास, अश्वघोष, भारवि, भट्टि, माघ और श्रीहर्ष की कृतियों का प्रमुख स्थान माना जाता है।

महाकवि माघ संस्कृत साहित्यकारों की परम्परा में अलंकृत शैली के कवि हैं। फलतः इनकी काव्य भाषा बिल्कुल सरल और स्वाभाविक न होकर शास्त्रीय पाण्डित्यपूर्ण हो गई है, जो सामान्य पाठकों के लिए न होकर पाण्डित या प्रौढ़ पाठकों के लिए ही उपयुक्त ठहरती है, परन्तु कवि प्रतिभा के परम योग होने के कारण प्रौढ़ पाठकों के लिए ही उपयुक्त ठहरती है, परन्तु कवि प्रतिभा के परम योग होने के कारण प्रौढ़ और उदात्त अवश्य हो गई है। वर्णन, सौन्दर्य, भाव-सौष्ठव, विचार गाम्भीर्य तथा ओजस्वी शैली की दृष्टि से माघ संस्कृत साहित्य में अद्वितीय है। शिशुपाल वध में आचार तथा दर्शन के प्रस्तुतीकरण का इतना सुन्दर साहित्यिक वर्णन है, जिसमें सिद्धान्त प्रयोग के आकार में स्पष्ट होकर पाठक के मन में स्थायी स्थान-सा बना लेता है। आचार और दर्शन का अनूठा सामंजस्य दुर्लभ है। स्वर्ग लोक से पृथ्वी पर अवतरण करते हुए प्रथम सर्ग में महर्षि नारद का चित्र पवित्र और हृदयावर्धक है। नारद जी द्वारा की गई श्रीकृष्ण की स्तुति में माघ का दार्शनिक व्यक्तित्व झलकता है। प्रथम सर्ग के पूर्वार्द्ध में शान्त रस का प्रसंग तो सुन्दर है परन्तु काव्य का अंगीरस वीर है, जिसका दर्शन सर्गान्त में इन्द्र-संदेश सुनकर श्रीकृष्ण के क्रोध में होता है। वीर रस की दृष्टि से काव्य का अठारहवां सर्ग अत्यन्त महत्वपूर्ण है। ये भारतीय संस्कृति के अद्वितीय जाता है।

भाषा सौष्ठव अत्यन्त स्पृहणीय है। भाषा पर इनका असाधारण अधिकार है। अधिकांश में गौड़ रीति है । माघ मूलतः कवि थे, कवित्व और पाण्डित्य का मणिकांचन संयोग उन्हें प्राप्त था। सौख्य, योग, वेदान्त, मीमांसा, न्याय वैशेषिक, बौद्ध दर्शन, ऋग्वेद, रामायण, महाभारत, पुराण, धर्मशास्त्र, नीतिशास्त्र, काव्यशास्त्र, नाट्यशास्त्र, कामशास्त्र, संगीतशास्त्र, भूगर्भशास्त्र, वाणिज्यशास्त्र, वैद्यकशास्त्र, शिल्पशास्त्र, धनुर्वेद, शकुनिशास्त्र, अश्वशास्त्र, गणशास्त्र आदि शास्त्रों के पूर्ण ज्ञाता थे। उनका आविर्भाव संस्कृत महाकाव्य के उस परम्परा में हुआ था, जिनमें शास्त्र काव्य एवं अलंकृत काव्य का सृजन हो रहा था। ऐसा कोई शास्त्र नहीं जो महाकवि की लेखनी से अछूता रह गया हो। इनमें शास्त्रों के परिपक्व ज्ञाता ये संस्कृत साहित्य में अकेले व्यक्ति हैं। इनका अंगीरस वीर है। श्रृंगारादि अन्य रस अंग हैं, रस की व्यंजना अत्यंत सफल एवं समर्थ रूप में हुई है।

प्रकृति चित्रण कृत्रिम तथा अलंकार के भार में बोझिल है। चतुर्थ एवं पष्ठ सर्ग का प्रकृति वर्णन यमक अलंकार परिपूर्ण है। नवम सर्ग के सूर्यास्त वर्णन एवं एकादर्श सर्ग के प्रभात वर्णन में अप्रस्तुत विधान के प्राधान्य होने के कारण प्रकृति का रूप अलंकृत एवं दूरुड़ कल्पना से परिपूर्ण है। कवि को व्याकरण शास्त्र का अपरिमित ज्ञान था। अतएव शब्दों की मूल प्रकृति की पहचान थी। काव्य में नवीन शब्द रचना का योग भी देखने को मिलता है। शिशुपाल वध महाकाव्य को अगर शब्दों का विश्वकोष कहा जाये, तो अत्युक्ति नहीं होगी। विद्वानों की मान्यता है कि उनके भी

वर्ग समाप्त हो जाने पर संस्कृत कविता के क्षेत्र में प्रयुक्त सारा शब्द भंडार ही समाप्त हो जाता है "नवसर्गगते माघे नवशब्दो न विद्यते ।"

काव्यशास्त्र की दृष्टि से माघ रसवादी कवि थे। ध्वनि को काव्य की आत्मा मानने वाले अलंकारशास्त्रियों में माघ का स्थान ऊँचा है। माघ की कविता को समझने के लिए पूर्ण पाण्डित्य की अपेक्षा होती है। अतएव माघ काव्य को पढ़ने में अधिक समय व्यतीत हो जाते हैं- "मेथे माघे गतं वयः ।" माघ का श्रृंगार वर्णन उच्चकोटि का है। ये श्रृंगार के कलापक्ष के कवि है और कालिदास श्रृंगार के प्रेमपक्ष के कवि हैं। माघ अलंकारों के प्रयोग में भी अत्यंत कुशल थे। उन्होंने 71 अलंकारों का प्रयोग अपने काव्यों में किया है।

माघ की कविता में उपमा, अर्थ गौरव और पदलालित्य का सुन्दर समन्वय मिलता है। इनका पद विन्यास इतना सुगठित एवं ललित है कि कोई भी शब्द अपने स्थान से नहीं हटाया जा सकता। इसी हेतु माघ की कवित्व श्रेष्ठता के लिए परम्परा से पण्डित समाज में अनेक धारणायें प्रचलित रहीं हैं। राजशेखर तथा धनपाल ने इनकी काफी प्रशंसा की, इन्हें भारवि से अधिक प्रशंसनीय माना है। माघ काव्य की बड़ी प्रशंसा की है। शिशुपाल वध की रचना हेतु हुए उन्होंने कवि मदों का वध ही किया। इस प्रकार यहां कहा जा सकता है कि संस्कृत महाकवियों के मध्य माघ का स्थान अत्यंत ऊँचा है। निष्कर्ष रूप में हम कह सकते है कि समय रुचि और क्रियाशीलता के अभाव के बाद भी हिंदी साहित्य में महाकाव्य लेखन की परम्परा गति तथा विस्तार प्राप्त कर रही है। वास्तव में महाकाव्य व्यक्ति चेतना से अनुप्राणित न होकर समस्त युग एवं राष्ट्र की चेतना से अनुप्राणित होता है। इसी कारण उसके मूल तत्व देश काल सापेक्ष ना होकर सार्वभोम होते है।

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संस्कृत भाषा और ज्ञानः एक अध्ययन

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आप सभी वैज्ञानिक हैं, अतः स्वभाविक रूप से आप अपने वैज्ञानिक विरासत को जानना चाहेंगें और साथ ही अपने पूर्वजों के महत्त्वपूर्ण उपलब्धियों के बारे में भी जानना चाहेंगे।

आज भारत कई बड़ी समस्याओं का सामना कर रहा है और मेरे राय में ये सिर्फ विज्ञान के द्वारा ही सुलझाई जा सकती है। अगर हमें विकास करना है तो हमें वैज्ञानिक दृष्टिकोण को देश के कोने–कोने तक पहुंचाना होगा। यहाँ विज्ञान से मेरा मतलब भौतिकी, रसायन विज्ञान और जीवन विज्ञान से नही है बल्कि पूर्ण वैज्ञानिक दृष्टिकोण से है। हमें लोगों को तार्किक व प्रश्नाकूल बनाना होगा और अंधविश्वासों व खोखली रीति–रिवाजों को खत्म करना होगा। भारतीय संस्कृति के आधार में संस्कृत भाषा है। संस्कृत भाषा के बारें में एक बड़ी भ्रान्ति ये है कि यह केवल मंदिरों या धार्मिक आयोजनों में मंत्रोच्चार के लिए है। जबकि यह संपूर्ण संस्कृत साहित्य के 5 प्रतिशत से भी कम है।संस्कृत साहित्य के 95 प्रतिशत से अधिक हिस्से का धर्म से कोई लेना–देना नहीं है। जबकि इसका संबंध दर्शन, न्याय, विज्ञान, साहित्य व्याकरण, ध्वनि–विज्ञान निर्वचन आदि से है। यहाँ तक कि संस्कृत स्वतंत्र चिन्तकों कि भाषा थी जिन्होंने अपने समय में कई महत्त्वपूर्ण प्रश्न खड़े किए और जिन्होंने विभिन्न विषयों पर विभिन्न विचार व्यक्त किए। वास्तव में प्राचीन भारत में संस्कृत हमारे वैज्ञानिकों कि भाषा थी। निःसंदेह आज हम विज्ञान के क्षेत्र में दूसरे देशों कि तुलना में पीछे है, लेकिन एक समय था जब भारत पूरे विश्वभर में अग्रणी था।

''**संस्कृत**'' **शब्द का अर्थ होता है**–पूर्ण, संपूर्ण, शुद्ध और परिष्कृत। इसे ''देववाणी'' (देवताओं की भाषा) भी कहा गया है। संस्कृत हमारे दार्शनिकों[1] वैज्ञानिकों गणितज्ञों, कवियों, नाटककारों, व्याकरण आचार्यों आदि की भाषा थी। व्याकरण के क्षेत्र में पाणिनी और पंतजली (अष्टाध्यायी और महाभाष्य के लेखक) के समतुल्य पूरे विश्वभर में कोई दूसरा नहीं है। खगोलशास्त्र और गणित के क्षेत्र में आर्यभट्ट, ब्रह्मगुप्त और भास्कर के कार्यों ने मानव जगत को नवीन मार्ग दिखाया। वहीं औषधी के क्षेत्र में चरक और सुश्रुत ने महत्त्वपूर्ण कार्य किया। दर्शन के क्षेत्र में गौतम (न्याय व्यवस्था के जन्मदाता) शंकराचार्य बृहस्पति आदि ने पूरे विश्वभर में विस्तृत दार्शनिक व्यवस्था को प्रतिपादित किया है। साहित्य में संस्कृत का योगदान सबसे महत्त्वपूर्ण है। कालिदास का लेखन[2] (शकुन्तला, मेघदूत आदि) भवभूति (मालती माधव, उत्तर रामचरित आदि) और वाल्मीकी, व्यास आदि के महाकाव्य जिन्हें पूरे विश्वभर में जाना जाता है। संस्कृत के साहित्यक पक्ष पर विचार करेंगें जो विज्ञान से जुड़ा हुआ है।

भारत कृषि के लिए हर तरह से उपयुक्त था। सिर्फ कृषक समाज में हीं कोई संस्कृति, कला और विज्ञान पनप सकता है। मनुष्य जब तक शिकारी था, तब तक ये संभव नहीं हो पाया क्योंकि मनुष्य अपना पूरा समय भोजन के लिए शिकार करते हुए गुजार देता था। जीने के लिए संघर्षपूर्ण बाध्यता ने उसे सुबह से शाम तक इसी काम में व्यस्त रखा, ऐसे में उसके पास बिल्कुल समय नहीं था कि तो कुछ और सोच सके। ऐसे में कृषक जीवन में ही उसके पास कुछ सोचने का समय मिल पाता था। प्राचीन भारत में ढेर सारे बौद्धिक क्रियाकलाप होते थे। हम हमारे साहित्य में शास्त्रार्थ के संदर्भ देखते हैं। जिसमें एक बड़ी सभा में बौद्धिक–चिंतक विभिन्न विषयों पर विचार विमर्श करते थे। संस्कृत में हजारों किताबें लिखी गयी थीं, लेकिन इतने लंबे समय बाद मात्र 10 प्रतिशत किताबें ही बची है। यह भारत कि भौगालिक स्थितियाँ ही थी जिसने हमारे पूर्वजों को विज्ञान और संस्कृत के क्षेत्र में ढेरों प्रगति करने के योग्य बनाया। गणित खगोलशास्त्र, औषधी अभियांत्रिकी आदि क्षेत्रों में हम पूर्वजों के विशिष्ट उपलब्धियों पर चर्चा करने से पहले यहां प्राचीन

भारत में संस्कृत का विज्ञान के विकास मे दो महत्त्वपूर्ण योगदान की चर्चा करना जरूरी है। इस भाषा के जन्मदाता व्याकरण आचार्य पाणिनि माने जाते हैं जिन्होंने संस्कृत को इतना सक्षम बनाया कि इसमें तकनीकि विचारों को पूरे विशुद्धता, तार्किकता और सुस्पष्टता के साथ व्यक्त किया जा सके। विज्ञान में परिशुद्धता कि आवश्यकता होती हैं साथ ही विज्ञान को एक लिखित भाषा कि जरूरत होती है जिसमें विचारों को पूरे स्पष्टता और तार्किकता के साथ व्यक्त किया जा सके। वास्तव में संस्कृत सिर्फ एक भाषा नहीं है, बल्कि संस्कृत के कई रूप हैं। वर्तमान में जो संस्कृत प्रचलित है वो पाणिनी संस्कृत है। जो शास्त्रीय संस्कृत के नाम से भी जाना जाता है और जिसे हमारे स्कूलों और विश्वविद्यालयों में आज पढाया जाता है। साथ हीं ये नई भाषा है जिसमें हमारे वैज्ञानिकों ने महत्वूपर्ण लेखन किया है। ऋग्वेद का लेखन प्राचीन संस्कृत में हुआ है जिसका लेखन 2000 ई. पू. के आस–पास हुआ हैं इसका लेखन एक पीढ़ी से दूसरी पीढ़ी के मौखिक परम्परा पर आधारित है। ऋग्वेद हिन्दू समाज का सबसे पवित्र ग्रन्थ है। जिसमें 1028 ऋचाएं हैं, जो विभिन्न प्राकृतिक देवताओं को संबोधित किए गए हैं, जैसे– इन्द्र, अग्नि, सूर्य, सोम, वरूण आदि। संस्कृत में बदलाव 2000 ई. पू. से ही शुरू हो गया था। जब ऋग्वेद का लेखन 500 ई.पू. के आस–पास हुआ। 5वीं सदी ई.पू. में महान बौद्धिक पाणिनि जो विश्वभर में अब तक वे सबसे बड़े व्याकरण आचार्य हैं, इसी समय एक पुस्तक लिखी थी "अष्टाध्यायी"। इस पुस्तक में पाणिनि ने संस्कृत के निश्चित नियमों का उल्लेख किया है।

पाणिनि ने जो सबसे महत्पूर्ण काम किया वो यह था कि उन्होने अपने समय में प्रचलित संस्कृत भाषा का गहराई से अध्ययन किया और उसके बाद उसे परिष्कृत परिशुद्ध और व्यवस्थित किया जिसके कारण वह एक तार्किक, परिशुद्ध और परिष्कृत भाषा बन सकी। इस तरह से पाणिनि ने संस्कृत को एक ऐसा विकसित व सशक्त वाहक बना दिया जिसमें तकनीकि विचारों को अत्यंत शुद्धता व स्पष्टता के साथ व्यक्त किया जा सके। ''अष्टाध्यायी'' के गहराई में मैं नहीं जा रहा हूँ, लेकिन इस संबंध में यहाँ एक छोटा उदाहरण दिया जा सकता हैः–अंग्रेजी के A से Z तक के वर्णो को किसी तार्किक आधार पर व्यवस्थित नहीं

किया गया है, इसके पीछे कोई विशेष कारण नहीं है कि F,G से पहले क्यों आता है या P,Q से पहले क्यों आता है? अंग्रेजी के वर्णो को यादृच्छता के आधार पर व्यवस्थित किया गया है। जबकि दूसरी तरफ, पाणिनी ने अपने पहले 14 सूत्रों में संस्कृत भाषा को अत्यंत वैज्ञानिक व तार्किक आधार पर व्यवस्थित किया है। जिसके क्रमबद्धता में ध्वनियों का गहरा अवलोकन किया गया है। उदाहरण के तौर पर स्वर– जैसे– अ, आ, इ, ई, उ, ऊ, ए, ऐ, ओ, औ को मुख (मुंह) के आकार के आधार पर व्यवस्थित किया गया है। जैसे कि – अ और आ का उच्चारण गले से इ और ई का उच्चारण तालु से व उ और ऊ का उच्चरण होठों से होता है। ठीक इसी तरह से व्यंजनों को भी वैज्ञानिक ढ़ग से व्यवस्थित किया गया है। क वर्ग का उच्चारण गले से च वर्ग का उच्चारण तालु से त वर्ग का उच्चारण दांतों और प वर्ग का उच्चारण होठों से होता है। संस्कृत के अलावा विश्व के किसी और भाषा के वर्णो को इस तरह से तार्किक व वैज्ञानिक रूप से नहीं प्रयोग किया गया है।

संस्कृत के वैदिक साहित्य पर भी दृष्टिपात करते हैं–

वेद (जिन्हें श्रुति भी कहा जाता है) को चार भागों में बांटा गया हैः–

संहिता (या मंत्र)–इनमें चार वेद (ऋग्वेद, यजुर्वेद, सामवेद और अर्थर्ववेद) को शामिल किया गया है। 'संहिता' का अर्थ होता है– संग्रह। सबसे प्रमुख वेद ऋग्वेद है– जो छंदों में लिखा गया है, जिन्हें 'ऋचा' कहते हैं। यजुर्वेद में मुख्य विवेचन कर्मकाण्ड पर किया गया है। सामवेद संगीत पर आधारित है। अथर्ववेद में मुख्य रुप से जीवनोपयोगी अनेक विषय का विवेचन किया गया है

ब्राह्मण–जो गद्य में लिखे गए है जिनमें विभिन्न यज्ञों को करने के तरीके दिए गए है। हर ब्राह्मण का संबंध कुछ संहिताओं से है।

अरण्यक–बौद्धिक व दार्शनिक विचारों का खजाना है।

उपनिषद – हमारे दार्शनिक विचारों के विकास से जुड़े है।

प्राचीन भारत में विज्ञान के विकास के बाद भरतीय दर्शन पर बात करते है। सामान्यतः माना जाता है कि परम्परागत भारतीय दर्शन के छः वर्ग और गैर–परंपरागत भारतीय दर्शन के तीन वर्ग है। छः

परम्परागत वर्ग है– न्याय, वैशेषिक, सांख्य, योग, पूर्व मिमांसा और उत्तर मीमांसा। गैर–परम्परागत वर्ग– बौद्ध, जैन और चार्वाक। परंपरागत भारतीय **दर्शन का षड्दर्शन के नाम से भी जाना जाता है। जो इस प्रकार है–**

न्याय–ये एक वैज्ञानिक दृष्टिकोण को प्रतिपादित करता है इसके अनुसार बिना तर्क व अनुभव के कुछ भी स्वीकार नहीं किया जा सकता।

वैशेषिक–इसमें परमाणु सिद्धांत को प्रस्तुत किया गया है।

सांख्य–यह न्याय वैशेषिक व्यवस्था के सत्तामीमांसा को प्रस्तुत करता है। सांख्य दर्शन पर बहुत ही कम साहित्य बचा है और इसके मूलभूत सिद्धांतों पर विवाद भी है। कुछ कहते है कि यह द्वि–आर्थी है और जबकि कुछ इसे एकार्थी मानते हैं इसके दो मुख्य प्रतीक है : एक–पुरूष, दूसरी–प्रकृति।

योग–यह शारीरिक व मानसिक अवस्था को प्रस्तुत करता है।

पूर्व मीमांसा (जिसे संक्षिप्त में मीमांसा कहा जाता है)–यह आध्यात्मिक व सांसारिक लाभ के लिए योग पर जोड़ देता है।

उत्तर मीमांसा–यह ब्राह्मण पर जोड़ देता है।

गणित–दशमलव गणना कि खोज प्राचीन गणित के क्षेत्र में एक बड़ी वह महत्त्वपूर्ण उपलब्धि थी। दशमलव गणना में संख्याओं को यूरोपियो द्वारा अरबी संख्या कहा गया है, लेकिन आश्चर्यजनक रूप से अरब दार्शनिक इसे हिंदू संख्या कहते है। वास्तव में ये अरबी या हिन्दू है। इस संदर्भ में इसका उल्लेख किया जा सकता है कि उर्दू, फारसी और अरबी दाहिने से बांए के तरफ लिखी जाती है लेकिन अगर आप इन भाषाओं के किसी भाषी से कोई संख्या लिखने के लिए कहें तो जैसे–257 तो वो इस संख्या को बांए से दाहिने कि ओर ही लिखेगा। यह ये दिखाता है कि ये संख्याएँ उस भाषा से है, जो बाएं से दाहिने कि ओर लिखी जाती है जो कि दाहिने से बांए कि ओर। अब ये स्वीकार कर लिया गया है कि ये संख्याएं भारत से आई थी और इनकी नकल अरबियों ने बाद में की। आर्यभट्ट ने अपनी प्रसिद्ध किताब 'आर्यभट्टीय' में बीजगणित, अंकगणित, प्रमेय, समीकरण आदि पर लिखा है। आर्यभट्ट ने एक पाई[4] का मान 3.14159 बताया है,जो वास्तविक मान 3.14159 के बहुत करीब है।

आर्यभट्ट के इस खोज को पहले ग्रीक यूनानियों ने फिर अरबियों ने अपनाया।

खगालशास्त्र–प्राचीन भारत में आर्यभट्ट ने अपनी किताब 'आर्यभट्टीम' में गणितीय गणना द्वारा ये प्रतिपादित किया है कि पृथ्वी अपने धुरी पर घूमती है। उन्होंने अपनी पुस्तक में दूसरे ग्रहों के गति के सूर्य की गति पर भी चर्चा की है। उस समय के एक दूसरे खगोलशास्त्री थे– ब्रह्मगुप्त जो खौगोलिक अवलोकन संस्थान उज्जैन के अध्यक्ष थे। उस समय वराहमिहिर ने बताया कि गुरूत्वाकर्षण के कारण ही पृथ्वी अपने तरफ वस्तुओं को खींचती है। इसके कारण ही तमाम खगोलीय पिण्ड अपनी जगह स्थिर है।

औषधी–महान वैज्ञानिक चरक ने अपनी पुस्तक में कहा भी है कि ''विज्ञान के विकास के लिए वाद–विवाद व विमर्श अति–आवश्यक है।[5]''प्राचीन भारतीय औषधी क्षेत्र में चरक और सुश्रुत का नाम बहुत प्रसिद्ध है। सुश्रुत को भारतीय शल्यचिकित्सा का पिता कहा जाता है। जो प्लास्टिक सर्जरी के आविष्कारक माने जाते है।[6] अपनी पुस्तक सुश्रुत संहिता में सुश्रुत ने औषधियों व शल्यक्रियाओं पर विस्तृत चर्चा कि हैं साथ ही शल्यचिकित्सा में उपयोग किए जाने वाले यंत्रों पर व्यापक चर्चा कि है। सुश्रुत के अनुसार– एक अच्छा शल्यचिकित्सक बनने के लिए शारीरिक संरचना का ज्ञान होना बहुत जरूरी है। चरक द्वारा लिखित चरक समहिता भी बहुत प्रसिद्ध है। जो प्राचीन भारतीय आयुर्वेदिक पुस्तक है जिसमें औषधियों के आंतरिक प्रभाव पर चर्चा की गई है। सुश्रुत समहिता और चरक समहिता, दोनों ही संस्कृत में लिखी गई है। यहां उल्लेख करना जरूरी है कि ''लंदन विज्ञान संग्रहालय का एक फ्लोर जो औषधी से जुड़ा है, इसमें प्राचीन भारत में औषधी क्षेत्र में हुए विकास व उपलब्धियों का प्रदर्शन किया गया है जिसमें सुश्रुत द्वारा उपयोग किए गए प्राचीन शल्य चिकित्सकीय यंत्रों का भी उल्लेख है।

अभियांत्रिकी – अभियांत्रिकी के क्षेत्र में भी हमारे पूर्वजों ने अनेक उपलब्धियां हासिल की थी। इसका प्रमाण हमें दक्षिण भारतीय मंदिरों को देखकर आसानी से मिल जाता है। तंजौर, त्रिची, मधुरई, उड़ीसा के खजुराओं से हम खूब परिचित है। ऐसा कहा भी जाता है कि 6 वीं सदी में कर्नाटक के आईहोल में एक संस्थान था, जहां कई तकनीक विकसित किए गए थे।

संदर्भ ग्रंथ

1. संस्कृत साहित्य का इतिहास
2. संस्कृत साहित्य का इतिहास
3. वैदिक साहित्य का इतिहास
4. आर्यभट्टीय
5. चरक संहिता
6. सुश्रुत संहिता

Info Graphics: An Iconic Element of Digital Marketing and Communication World

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Abstaract
Social media activities and the use of OTT platforms have changed the world of marketing and business scenario. Digital Marketing became an inseparable part of our life and the business organizations acquire various techniques to get their business from us. Every technique and media campaign involves a lot of infographics, animation and video keeping in mind that virtual pictures and videos have more effect than that of a still image or text. The present study reveals that infographics always remains the strongest medium of communication in human life since the advent of communication language to the current stage of the hyper world of the fastest delivery of information contents. Our hyper activities are monitored and analyzed to influence our buying habits in a particular direction with the help of these types of infographics. There are various methods are involved to earn money like: PPC(Pay-per-click), Affiliate Marketing, SEO(Search Engine Optimization), Content Marketing, e-mail Marketing, Mobile Marketing, **Social Media Marketing or Social Listening etc..** *How much infographics are useful for AI, Robotics, Space navigation etc.*

Keywords: *Infographics, Digital Marketing, PPC, SEO, Content Marketing, Social Listening*

Introduction

When US Department of Defense awarded contracts for the development of ARPANET in the 1960s and the first message was sent on this platform from the University of California, Los Angeles to Stanford Research Institute in 1969, then nobody thought of the fact that this message transmitting facilitation is going to change the human's life drastically. Although the internet entered human life just as a facilitator for delivering e-mails and people start using it as a platform to showcase their business or company profile in terms of websites. It was considered a mark of reputation if you had a business website in the first decade of Y2K Millennium. From that starting phase of the Internet, Infographics in form of Buttons and icons used to convey their message uniquely and soon established as "special symbols" depicting particular text or information.

With the passage of time, the hierarchical development in IT & communication technology, the shabby-looking websites have also changed into shiny ones that have a lot of pictures, introductory or embedded video streams, animations and effects to showcase their business in the digital world scenario. It has become a vast industry with the advent of mobile technology and the facilitation of OTT platforms where everyone is sharing virtual or real objects in the shape of ideas, views, thoughts, concepts, technology, entertainment and material products.

In the present decade, the world market has changed into a Global Digital Market and OTT platforms have changed the way of doing business for everyone. There are so many entrepreneurs who became billionaires by their social activeness without establishing a single retail outlet of any specific product launch anywhere in the world and all their marketing campaigns are heavily dependent on infographics,

- Jeff Bezos, the founder of the e-commerce website Amazon.com, Inc., became the richest person of the world with a net worth of $138.5 Billion in 2020 as reported by Fortune.
- Mark Zuckerberg, founder of Facebook, with $66.6 Billion, 6th richest man with a downfall in networth of about $10 Billion since 2018 with one position downfall in the rank as well.
- One Plus mobile company became the world leader in smartphone segment (over Rs. 30,000/-) with a 40% market share leaving behind Samsung at 34% and Apple at 14% in the second quarter of 2018 by the global research firm Counter Point.
- Kylie Jenner is at the first position in Instagram's rich list to earn $.1.26 million for one post with 170.8 million followers as of July,2019bu ES.insider magazine.
- India had become the world's no. 1 mobile data consumption country with 150 crore

gigabytes per month as Amitabh Kant, CEO, Niti Aayog on Dec 2017.

- India has a 31% annual growth of active social media users as of Jan 2018, second highest after Suadi Arabia with 32%.
- OLA, UBER, RED BUS, etc. like online travel booking companies are providing instant services to customers without purchasing a real taxi of its own.
- Netflix emerged out as the biggest film production leaving behind Hollywood in terms of no. of films produced in a year.

The above facts and figures strictly convey the truth that our life is revolving around e-mail, create, post, upload, download, comment, share, reply, forward, tag, like, dislike, tweet, re-tweet, troll, buy, order, sale, pay, etc. Digital marketing with the help of infographics, animations and videos making deep impact directly on the mind of consumers as these media tools are more appealing, catchy and full of infotainment. Caricatures, Illustrations, Cartoons, Figures, Animations are always there in any media campaign and their early journey started with Logos to establish a particular brand among the customers. Although animation created its space in the form of comic strips but the huge response received from the audience of all age groups surprised the industry and they start including in their every ad campaign. Initially, static logo diagrams were replaced with animated ones with special effects and appearances and soon websites were also revolutionized with the advancement in web development technology. The education sector is also undergone major changes as education is no more boring and became an interesting one with the e-learning concept which involves lots of user interactive tools and includes lots of videos and animations of the difficult practical things.

Literature Review

We all are aware of the fact that Pictures always remain the strongest way of communication from the date of cave paintings which were painted by our ancestors, Neanderthals and since then, these paintings took the form of petroglyphs, petroglyphs to pictograms, pictograms to ideograms, ideograms to logograms which made a path for the development of modern language from simitic language. Pictures are always around us and successfully convey the message for what they had been created. In the present stage, we have illustrations, photographs, digital paintings, animations, videos, etc. as a means of message conveying. When we talk about having a business website and of getting business with its help then there are certain terms and techniques that have changed the concept of having a website. Flash-based interactive sites are now more common with features of animated logos, text with different appearing effects, Photo galleries, video contents and background sound effects or music.

The animation industry has traveled a long distance from the days when pictures are drawn frame by frame on paper sheets and then transferred on transparent celluloid sheets. Because of doing thick black outlined animation with flat colors on celluloid sheets so it is known as 'cel animation'. With the advent of computers, a new technique known as 3D animation came in existence to give it a sense of virtual reality as characters and environments create a resemblance to the real world. Medium mixing and digital animation are new areas that revolutionized the entertainment industry along with benefitting other areas of life as well as navigation, simulation, robotics etc.

Purpose of the Paper

The present study explores how infographics are not only considered as the strongest medium of information communication but also considered as the most effective way to get business in this hyper world. When something starts blinking or playing on your screen when you are involved in doing something important then the intention of that item is just to grab your attention toward the particular item advertised or promoted. Every day so many encounters of flash banners, animations and videos are faced by us and we are induced to watch them for a specified time until a skip button gets enabled. When we talk about having a business website and getting business with its help then there are certain terms and techniques that have changed the concept of having a website. Digital marketing is just not creating and sharing text, images, audio-video contents, online conferencing, online voting through social media sites but it is more complex than it really feels. This term involves a lot of marketing activities that vary universally and heavily dependent on infographics, animations and videos. A special team executes such type of things to make the campaign a successful one. We will explore some of the Digital Marketing techniques here as follows:

Paid Search or pay-per-click (PPC) advertising, as its name conveys- pay only when your advertisement is clicked. It is the 'sponsored result' on the top or side of SERP (Search Engine Page

Result). It helps your ad to appear when specific keywords are entered and are created to target a particular group of audience.

- Paid ads on Facebook.
- Promoted Tweets on Twitter.
- Sponsored message on Linkedln.

Affiliate Marketing is a commission-based service and you will be paid for promoting a product or service on your website. It is also known as performance-based advertising and channels include

- Hosting video ads through the YouTube Partner Program.
- Posting Affiliate links in a network from your social media account.

SEO (Search Engine Optimization) (Weideman 2009) is one of the best practices for good digital marketing. It is the process of optimizing your content, technical set-up and reach to your website at the top of search engine results. It is based on the facts or myths that whatever comes at the top of search engine result page is more relevant than the bottom ones and it all becomes possible with the help of a well-developed, user-friendly, catchy and valuable contents and recommendations or likes to your site along with mentioning it in social media posts. About the top 5 listings on a search result page got 67% of the clicks you made. The channels include

- Websites.
- Blogs.
- Infographics.

Content Marketing, as all of us have heard the term that 'Content is King', means it does everything you desire from your website for you. It is what a modern SEO works on, helps to get noticed on social media platforms and helps you to get space in emails and paid search ads. The channels that play a crucial role in content marketing include

- Blog posts.
- Ebooks and whitepapers.
- Infographics.
- Online brochures and lookbooks.

e-Mail Marketing is still considered to be best, trustworthy, relevant, conversational, strategic from the day of its invention and the reason behind it is very simple that it is still the fastest and the most directly approachable way to customers as they are very attached to their e-mails. The checking mailbox is considered to be the prior activity by every user. Successful marketers know the value of mails and run e-mail campaigns that are engaging, relevant, informative and entertaining for the targeted consumers. The different type of e-mail marketing campaign may include

- Blog subscription newsletters.
- Holiday package prime membership.
- New brand product launch.
- Alert messages about policy renewals.

Mobile Marketing technique is highly growing as mobiles have become a rapidly integral part of everyone's life. Mobile-based apps and promotions on these apps established as the strongest persuader of day to day activities. Developers have launched mobile apps on everything on what to and how to. One can easily find lots of similar apps for what you are looking for and you are also suggested to view some other apps even though some promotions are introduced in such a way that it is a prior app for you and for your mobile device. The prior channels may include

- Alert message about Virus containing apps.
- Suggested New app downloads.
- Infographics.
- App Rating promotions.

Social Media Marketing or Social Listening (Kotler, Kartajaya & Setiawan 2010:7) is another tool of the Digital Marketing System by which our every social activity is being monitored to understand consumer's behavior about a brand by calculating the time spends on a particular page and what he is saying about a brand and industry online. Your e-mails and social pages are then bombarded with promotional ads based on that social listing. The various channels that can be used for social media marketing may include

- Facebook.
- Twitter.
- Linkedln.
- Instagram.
- Snapchat.
- Google+.

The above-described terms are the tools that made up the digital marketing companies like Amazon, Flipkart, Alibaba, Snapdeal, eBay, Jabong, Shopclues etc. million dollar earning companies. All the success is behind the media ad-campaign that is being executed in terms of creative flash banners, animations and videos and posting them on social media platforms like Facebook, Instagram, Youtube, Twitter, Snapchat etc. keeping

in mind the millions of active social users there. On these social media platforms, the pop-ups describe the new launch products, attractive offers, latest in trend, sales promotions.

Observations

We have found that most of the website is now having an introductory video or animation and use above-defined techniques to give speed to their business. They have a strong belief that an animation sequence or video has more impact than that of a still image or text. About 70% of the buying habits of the customer are considered as perceived buying means influenced by promotional videos or recommended by others. E-commerce based business organizations not only have their own websites and apps but they use e-mail marketing, mobile marketing, affiliate marketing, etc. as other strategies to attract customers. Social Listening is still considered to be the best effective tool to understand consumer behavior and that is why social media sites like Facebook, LinkedIn, Instagram etc. monitor our activities to provide statistical data based on the time spent on a particular infographic.

Methodology

The fig.1 shows the success rate of social activities which are used by experts to plan their media campaigns to promote a product in the hyper world. The results are taken from sproutsocial.com which also gives depth to the study that infographics in the form of Likes have taken the highest percentage in comparison with other tactics.
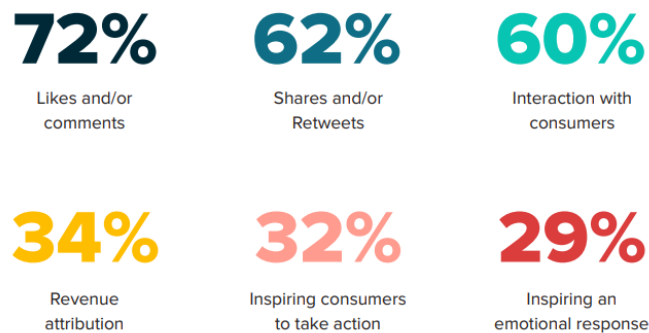
Future Directions:

getting technological advancement in the fields of Modeling, Designing, Manufacturing, Robotics, Artificial intelligence and virtual reality. Although Robotics and AI are the new concepts that are going through various phases of research and development but the outcomes are really amazing and wonderful. Animation modeling, designing and virtual reality techniques changed the film production setup and mostly things are shooted indoor in a virtual environment or embedded in at a later stage of post production.We have just entered in the new world of Robotics and Saudi Arabia has become the first country to award citizenship to the robot named 'Sofia' in Oct, 2017. Many restaurants in China are using Robots as waiters which does every task as a human waiter do and it is proving to be a cost effective way of managing restaurant business as their cost is less than the annual salary of a human waiter. This is just a start and the future is bright with the help of AI machines. Space navigation, weather forecasting, underwater monitoring, security matters etc. will be managed easily and will make life possible in extraterritorial world. Even NASA like organization has recently announced modeling competition to design a robotic arm with certain specifications to be used at space station.

Conclusion

Based on the above facts, the total world business scenario has undergone a big change and the way to persuade consumers has changed as we are now treated as prosumers and polarized in a particular direction with these new digital marketing tools. It has created big business opportunities where

How marketers define engagement when measuring social success

72% Likes and/or comments

62% Shares and/or Retweets

60% Interaction with consumers

34% Revenue attribution

32% Inspiring consumers to take action

29% Inspiring an emotional response

The popularity of animated series and its use as a facilitator in video production not only benefitting the business world but also opening new gates of

advertising, branding, selling, purchasing, paying with the help of infographics have become the best trend not only for companies but also for the

youth as well. With the help of the OTT platform, companies are monitoring, persuading and selling their products by availing attractive offers and even we do not plan our holidays ourselves but it is a result of bombarding advertisements and offers that pop-up on our screen or mailbox. Our travel, room booking and dining roam around Make Mytrip, YoYo, OLA cabs, Swiggy like apps that ensure timely and cost-effective delivery of services. And the credit goes to the creative and artistic persons designing, producing and inducing these apps and ads in the form of various infographics, web banners, animations and videos. Online or digital payment brought transparency in the economy and also a mode of safe payment with the help of payment gateways. Making a payment to govt. and private services in terms of credit-debit cards, NEFT-RTGS, e-wallet, Mobile-wallet are not only safe and fast but also ensure timely doorstep delivery of services.

News and Information sectors are totally digitalized with 24x7 news broadcasting facilities and web portals by updating each and every important event immediately. Even newspapers of today's time have two to three-four full-page infographic promotions about sales, offers, new products, various schemes. News channels and news items heavily dependent on infographics, animations, virtual studio setup and videos to make the news programme a complete package. India Today group launched an animated series 'So Sorry' to show the current political, public agendas, concepts, statements in a funny way with the help of 3D modeled character sequences. This animated series also available on social media platforms as well to make it a big hit. News channels are now heavily dependent on social media sites like Twitter to get their breaking news. News programs have been converted into debate shows and elections have been converted to pre opinion and post opinion polls. Even primetime shows on some channels are running successfully only to reveal whether a viral news is a fake or real one. TV programme broadcasting has entered a new era with DTH services but OTT apps like HotStar, SonyLiv, Voot, Netflix, ErosNow, Zee5 etc. have changed the definition of viewership. Web-series and podcasts are new versions of the TV Serials and many web series are running successfully with a huge no. of viewership. This trend has changed the definition of TRP as availability of the TV programs on digital platforms and time spent on a different platform by viewers has become complicated. That's why every channel is claiming to be no. one based on TRP but that is not the actual figure. Live streaming of video content and watching movies online on OTT platforms is a new world of entertainment and new multimedia platforms.

YouTube is not just a site to watch online videos for entertainment but it is also providing a business platform to all entrepreneurs in form of their YouTube channels where they can share their products related to education, technology, research, development, entertainment etc. For having a YouTube channel you need not to learn anything from anywhere, you can create videos on everything that you do in routine or whatever comes in scene which is ordinary or extra ordinary and no matters with its video quality. You need not to carry heavy equipments and studio setup for making your YouTube video; it can be easily done with your Smartphone in your hand and share its link with your friend circle. One can easily start earning profit from his uploaded video after crossing a specified no. of viewership. This platform allows you to create, cost free launching of films, short films, documentaries, music albums and helps it spreading across various social networking sites. This facilitation created a new generation of film makers, actors, directors, musicians and a special group of viewers whose likes and subscribes give promotion to the content posted. On Youtube you can see a lot of Animated cartoons channels Like Talking Tom, Navin Patel NP, Smart Expert, CD Bisht Vines etc. with a huge no. of viewership. Even stories like Panchatantra, Rhymes for kids, Alphabetical learning, basic mathematics, Popular science experiments etc. are also available in animated series format with millions of views.

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Communication Skills: More than Written and Verbal

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Abstract

Communication is an important facet of life. Communication skills are essential in all spheres of life. Be it an interview or dealing with the project leader or working out a solution with a team or writing a report, getting across the point effectively is what matters. This research paper intends to focus on importance of Communication Skills that we need to succeed in the workplace. We talk to people face to face and we listen when people talk to us. Also, an effort has been made to highlight the characteristics of Good Speech and Good Writing (Composition). In conclusion, an attempt has been made to specify that in spite of active and expressive skills, regular and constant practice is also essential to develop these skills

Introduction

Communication is a varied thing. We all do it but the manner in which we communicate comfortably depends on many factors. Some people are very confident speakers and they can more than hold their own in a debate, while others may gain confidence from the barrier of a computer keyboard. Then there are those who have a good telephone manner, but who may not be so confident when speaking face-to-face.

Skill in correspondence is imperative for our wellbeing, our connections, and to be sure for each of the exercises wherein we connect as working people. Studies have shown an unmistakable and positive connection between compelling relational abilities and a scope of advantages, for example, more prominent satisfaction throughout everyday life, flexibility to stretch and psychosocial issues, and improved intellectual and expert accomplishments. To be sure, in looking at the inquiry with regards to why we ought to concentrate on this area, the response given by Stewart, Zediker, and Witteborn (2005) was that we concentrate on it since there is an immediate connection between the nature of our correspondence and the nature of our lives. Corresponding to the expert circle, as society creates and turns out to be more perplexing, there has developed the requirement for a more prominent number of what Ellis (1980) named 'relational experts', who spend an enormous piece of their functioning lives in face communication with others. Such experts incorporate specialists, educators, language instructors, physiotherapists, word related specialists, social laborers, clinicians, medical caretakers, profession guides, advisors, and business leaders, to give some examples. By and large, the preparation of a considerable lot of these experts zeroed in predominantly upon the securing of particular information. All the more as of late, in any case, the centrality of relational correspondence in their work has been perceived and cooked for in preparing. As verified by Greene and Burleson 'considering the significance of relational abilities, it is not really shocking that they have been a proceeding with object of concentrate by researchers and scientists from various disciplines.'

Capability in many kinds of calling includes the compelling execution of three primary arrangements of abilities.

Cognitive skills: This connects with the information base of the calling, what portrays it and separates it from others. Advocates should know about existing legitimate designs, specialists need to grasp human life structures, etc.

Technical skills: These are the specific down to earth and manipulative methods crucial for the calling. In this manner, a specialist should have the option to use a surgical blade skilfully, a medical caretaker must have the option to dress an injury, and an assessor has to know how to utilize a theodolite.

Communication skills Here, the expert high priority the capacity to communicate really with clients and different experts.

Customarily, the instruction and preparing of most expert gatherings put accentuation upon the previous two arrangements of abilities to the detriment of relational abilities. This is to some degree astounding, considering that it has for quite some time been perceived that the capacity to impart actually is fundamental for outcome in many different backgrounds (McCroskey, 1984).

The most seasoned surviving article, composed around 3000 BC, comprised of counsel to Kagemni, the oldest child of Pharaoh Huni, on the best way to talk really in broad daylight. In like manner, the most seasoned book, the Precepts written in Egypt by Ptah-Hotep around 2675 BC, is a composition on successful correspondence. It can subsequently be contended that grant in the field of correspondence has been continuous for exactly 5,000 years.

As of late, correspondence as a sociology discipline has created at an exceptionally fast speed. There has been a tremendous development in correspondence exploration and hypothesis, as confirmed by the quantity of diaries and books currently gave to this discipline. This has been resembled by a corresponding huge expansion in the quantity of understudies undertaking undergrad and postgraduate certification programs in correspondence. A huge extent of this work has been at the relational level, including the investigation of expert cooperation. Given the significance of powerful correspondence, it is sensible to expect that experts ought to know about, and mastery in, relational abilities. Accordingly, it is not really shocking that the investigation of such abilities is obligatory in many callings

Importance of Communication Skills

Communication is an important facet of life. Communication skills are essential in all spheres of life. We write emails and reports, and we read the documents that are sent to us. Communication, therefore, is a process that involves at least two people – a sender and a receiver. For it to be successful, the receiver must understand the message in the way that the sender intended.

The success of an endeavour hinges on the ability to communicate effectively in today's fast paced life, everyone is asked to do more with less. In such a scenario effective communication holds the key. Effectively communication centers round the usage of words, speed of delivery of words, pitch modulation and body language. Using the right tools to communicate the right messages at the right time can salvage crises and motivate people to work towards success..

If you want to be an expert communicator, you need to be effective in certain characteristics of speech and writings which are given below.

Characteristics of Good Speech

1. Correct and distinct pronunciation of words, phrases and sentences.
2. Use of proper words, phrases and sentences according to the reference and context.
3. Use of language according to the subject/topic/content as well as the level of the audience.
4. Use of well connected sentences and well organized thoughts in language.
5. Presentation of essential and desired subject matter.
6. Use of polite and refined language.
7. Originality and creativity in the presentation of the ideas and the language.
8. Creating humour in between the speech which should in clarifying the subject matter as well refreshing the audience.

Characteristics of Good Writing (Composition)

1. Write neat and properly shaped letters, words and sentences with necessary speed.
2. Use of proper punctuation marks and construction of paragraphs.
3. Use of correct spelling and grammatical language.
4. Use of suitable words, phrases, idioms and figures of speech according to reference and context.
5. Use of well connected sentences and well organized thoughts in the written composition.
6. Use of different forms (Essay, Research Reports, Story Letters, One-act Play etc.) and styles (descriptive, thought, provoking, emotive, illustrative etc.) in order to make the communication easier, impressive and comprehensible to the reader.
7. Originality and creativity of the author should be reflected in her/his writing.
8. Difficult concepts, principles and definition should be explained /clarified with the help of suitable examples, illustrations, quotations and descriptions etc.
9. Pictures, diagrams and cartoons are helpful in making the written material easily comprehensive. Tables and graphs may be used to represent/compare the data.
10. Ability to write in short (summary) and detail as necessary. Sometimes a writer has to write the same content (Topic/sub-topic) in half/one page or more pages.

When you communicate well, you can be very successful. On the other hand, poor

communicators struggle to develop their careers beyond a certain point. Thus, analysis and evaluation of one's own speech and writing as well as the positive comments of others regarding them are always helpful in the improvement of these skills.

Conclusion

Every communicator must know the significance of language which is essential for effective communication. There is no life without communication and communication flows like a river. Hence communication is the life line of management and it is vital for good management. Unless and until one should master the communication skills, he/she cannot get employability. He/ she should develop communication and language skills practicing the following:

- While interacting with someone, give importance to the message.
- Do not be pre-occupied with grammatical accuracy.
- Once you become fluent, you should try to improve grammar.
- Accept yourself as you are.
- Practice is very important. Whenever you get an opportunity to speak in front of others, make use of it. Face the audience boldly.
- Keep a good dictionary with you as your companion.
- Read newspapers, read stories, articles, news-items, watch news on T.V. , Radio, Develop your listening skills.
- Mingle with others freely; it helps you to develop interpersonal and group skills.
- Cultivate habit of reading books. By reading books, you can improve and develop
- 'Creativity'.
- Selection of right books, good books to read is the key factor to success.
- Motivate the young minds and activate to learn subject and language.
- The great ideas will definitely help the reader in his later life. So read, Mark, learn and inwardly digest what is there in the books.
- Books are temples of knowledge. Visit the Library regularly at fixed hour.
- Now-a-days, knowledge is open for all in

so many forms. You need to acquire desired knowledge from vast sources available.

At the end, I would like to say that Communication Skills are as important as technical qualifications for youngsters aiming at a bright career. Communications hold the key. Poor communication skills, low confidence levels and improper body language have resulted out in the job race. The command over the speech and writing play a very vital role in the recruitment process also.

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Library Communication and Image: A Study of Public Relation and Library Management

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Introduction

Public is an individual or a group of people whose needs are created by an organization. This public constitutes who belongs to one community. The word 'Public' has a broad meaning, in this study. The term has been used for people who come in contact with the library, such as users, staff and publishers and university authority. The librarian by his nature of work has to deal with different types of public. PR is one of the newest management disciplines. PR is effective communication. In a library environment, communication includes library services and talks. PR demands a competent, and alert willing staff to motivate library users. It stimulates the people whose support is important in maintaining the library as a major center for creation and re-creation. PR serves as a vital link between many important individuals and institutions and the public. PR in library administration simply means to accomplish the goals of the library in a systematic way with no difficulty. The responsibilities for accomplishing the goals of the library revolves on the librarian for what he seeks a place for PR in the library.

History

Coined in USA in the first quarter of the 20th century, the term PR essentially meant how a company was perceived by consumers and by the public at large. In many books, on PR, the term is traced back to President Thomas Jefferson and his speech to the Congress in 1807. According to Howard Stephenson, the term PR in its present connotation was first used in the Yearbook of Railway literature in 1897. De Andrade outlines the development of PR in the field 1940 onwards decade by decade, with reference to significant publications brought out on the subject in Europe, Latin America and the USA, showing how PR gradually evolved a sophisticated area of study covering its practical, theoretical and ethical aspects.

In 1876, Samuel J. Green, Librarian of Worchester Free Public Library, wrote about personal relations between librarian and readers. He undoubtedly advocated improved relations with a public he called "modest men in humbler walk of life." In 1896, at ALA conference, Ms. Lutie Streans of the Milwaukee Public Library gave a talk on advertising a Library. In 1966, Janis Joann Blair, a PR scholar conducted a study of works of various distinguished and learned authors in his dissertation entitled From Advertising to Library Interpretation: The Development of Public Relations in American Public Library. *Hallund* states that a meeting was held which heard Aalborg University Library's expenditure of marketing of libraries. In promotes itself through Brochures and Cards, the Regional Press, Yearbooks and List Service on E-mail. The Danish Library School uses its house magazine and homepage. The Royal Library has had a PR section since 1965, using press contact, exhibitions and publications and T.V.

Objectives

The distinguished authors have given different definitions of PR. According to Renborg "the primary purpose of public relations is to create and maintain good relationships with individuals and groups inside and outside the corporation. This requires both analysis of the client's situation and various types of actions, mainly of an informative nature. Public relation covers subsidiary functions relating to investing, policy–marketing and information, and as an overall concept, it is one aspect of the total activity of the corporation"

Dr. Rej F. Harlow, a PR scholar and practitioner of long standing, undertook the task of compiling PR definitions published since the turn of the century. Analyzing 472 definitions meticulously, Dr. Harlow put forward a working definition of PR which reads as follows: "Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understand acceptance and cooperation between an organization and its public; helps management to keep informed on and responsive to public interest; helps management keep abreast of effectively utilizing change, serving

as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools."

Objectives of Library PR are based on the objectives of the library. Hence, before defining the objectives of a library's PR, it is necessary to study the objectives of the library for which the LPR work shall be accomplished. The interdependence of objective PR and library can be illustrated as:

Objectives of PR --->(Set of PR Program)--> Objectives of Library
(Figure No 1)

The objectives of the library can never be reached without LPR. It may be possible that different types of libraries have different objectives but their PR objectives must be common, i.e. "to spread knowledge of media and services' offered by the library to the largest possible extent. Therefore the objectives of LPR are:

- Active dissemination of information.
- Acquisition of complete knowledge of novel and existing library services,
- Influence the attitude of its users,
- Create positive image of the library,
- Create trust and greater understanding in library, and
- Minimize lack of awareness among the public about a library organization and its services.

Thus, the objectives of LPR are to have access to all library users, the entire academic community, all employees of the organization, and all its inhabitants. Current and prompt dissemination of information by alert minded staff is the primary condition to achieve the objectives of LPR.

Zoen reveals that librarians must consider whether the image, which users have of their libraries, matches the image with which they wish to project. Library staff, library management and library committees have an important role to fulfill in this strategy.

Library Management with New Image

In order to continue to provide useful services to its clients and to the community at large, the library staff has to respond to the rapidly changing environment in appropriate ways. It has to proactively interact with the various publics internally and externally. In a library, a service industry, the role of PR is unique. The PR work, hence will be to evaluate the Strengths, Weaknesses, Opportunities and Threats (SWOT) facing the library. Therefore, main functions of public relations in libraries are:

- To evaluate library public's attitude/behaviour,
- To identify the policies and procedures of the library,
- To execute a program for library public's acceptance,
- To maintain cordial relations,
- To satisfy users demands, and
- To organize various activities, such as Seminars, Talks, Conferences, Workshop, Group discussions, Exhibitions, Symposia; (i) to spread wider awareness about library's existing systems and services, and (ii) to study and evaluate library services and its operations more intelligently and specifically.

The earlier studies and library literature suggested that librarians were uneasy about their role in the information age. The challenge for librarians is to achieve recognition of his skills, to become identified as an integral part of the new information age. Edwards claims that librarians 'are continuing to fall short in their vision of what their profession might be and of the services it might offer.' Usherwood and Ryder suggested following four main reasons for librarians being unable to impress the 'public' in information:

- The Librarians themselves have failed to understand fully the central function or value of librarianship;
- Librarians' own view of their profession- the professional self-image is itself low;
- Attitude of many librarians towards professional education and research is not proper; and
- Existence of a public skepticism toward librarian's professions in general.

Therefore, there was an urgent need PR for Library Management to:

- build the image of the library,
- eliminate misunderstanding about the library,
- increase awareness about the library,
- increase the effective use of the library, and

- improve communication skills.

In view of the above, libraries have to prove the worth of the library staff as efficient information scientists who can handle modern IT and various information products, analyze the information needs and search and disseminate most relevant information.

Library Management

Misunderstanding spreads due to lack of communication. Therefore, it is very essential to establish two-way communication. PR helps to maintain the goodwill and trust in activities of an organization. Warm, soft and intimate environments facilitate effective communication while cold and unsympathetic environments discourage communication. The needs for Library Public Relations arise when we want our library to be used by a greater number of people. The object of PR is to establish an atmosphere in which it is comfortable for potential clients to move. At the same time it keeps them up to date with the current situation, the resources and abilities available; is easy to approach and always prepared to give an answer when approached. The ultimate aim of library public relations is to ensure that the maximum number of people knows of the existence or libraries, about their location, their content, and how they can be useful in acquiring more information and generally become more literate and better educated members of the community. Stressing PR Angoff observes that "in almost all libraries, public relation is a haphazard subordinate duty of a staff member whose major interest and responsibilities are elsewhere in the library." Reade suggests "university libraries in Third World Countries may have the greatest need for public relations because of perennial funding problems and because of having to operate as de facto national libraries". She also observed that many non-users have a negative approach towards libraries. The library public relations help sort out those negative approaches of users and stimulate them to utilize existing library services. Smith states that librarians can improve PR and thereby stimulate library use. Users' surveys and surveys of non-users and lapsed users make good starting points in assessing the needs of a survey by the Enoch Pratt in Baltimore (USA) and the conclusions drawn, including those reached concerning stages of life when people are at a "cross-road", from the point of view of reading. It is at these stages that PR efforts, based on substantial programs developed and available in the library, could serve as an important influence in the continued reading life of an individual.

Quality Library Management

The study of 'library goodness' is an underdeveloped area. There has been some speculation that there might be some general universal measure of library goodness. A discussion that can be helpful in trying to grapple with the concepts of library goodness was published by Orr in the "Progress in Documentation in 1973". Orr points out that there is a fundamental ambiguity in discussions of library goodness because there are two quite different sorts of goodness:

The concept of library goodness is ambiguous: How good is it, and what good does it do, are valid, but quite different questions? Orr suggests goodness, the goodness of library management that would be reflected in greater capability and greater utilization. An improvement in the effectiveness of library management and in librarian's ability to grapple with concepts of library goodness is the need of the hour.

Library Management Tool

Even though the idea of PR is largely accepted in academic libraries yet there is very little endeavour or appreciation of the potentiality of this discipline in achieving management objectives of libraries. **Kaul** stressed "any organization which tries to function today without fully understanding the environment in which it is functioning and the changes that are taking place in it is bound to end up in disaster". The maintenance of PR set-up helps a library to understand and also to anticipate technological and environmental changes, which are likely to have a bearing on the management functions of the library. Besides, the importance that PR has in helping a library to adapt itself as a whole to the changing environment. PR can play a role in developing favourable equations with each of the various library users. While defining managerial capabilities of PR for library management Usherwood emphasizes that 'it will be necessary for the library profession to exercise skillful political public relations if it is to obtain recognition and support at both the national and local levels. In short, there is a need for an effective pressure group and interest group within the library community i.e. the groups which will help the profession acquire a higher social and political profile.

Conclusion

In this information-rich society, individuals know that, somewhere, the information they need exists. Depending upon his or her level of sophistication as an information retriever, he has the skills to identify and locate the documents containing the information needed. However, the patron is increasingly viewing information as a "commodity". The user, as a consumer, simply wants to state a need and have it fulfilled. As information plays a more important role in society, many public agencies and entrepreneurs are offering information services. This has forced academic libraries to evaluate their own services, to become more responsive to their users' needs and to be more aggressive in delivery of the services. Academic libraries, therefore, are challenged, as never before, to scrutinize their resources, their facilities and their services, and to reappraise the role of the library in higher education. There is evidence of increased interest in PR on all fronts as it is requested to have more descriptive information about the

In the university library, marketing is the equipment for strategic change. Marketing is planned approach to identify and gain the support of the community and then

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गोपाल कृष्ण गोखले का सुधारवादी आंदोलन में योगदान

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19वीं शताब्दी में भारत ने अपनी लगातार सत्ता के बावजूद बहुत से प्रसिद्ध व्यक्ति उत्पन्न किए। जिन्होंने इस प्राचीन देश के भाग्य का निर्माण किया। बहुत कम देश इतने कम समय में ऐसे महान व्यक्तियों की सूची का दावा कर सकता है। श्री शिशिर कुमार मिश्रा के अनुसार 1856 से 1872 के छोटे से अल्पकाल में 36 महान विभूतियां पैदा हुई, जो अलग-अलग क्षेत्र से संबंधित थी और सर्वोच्च सद्गुणों से संपन्न थी। जिनकी आश्चर्यजनक उपलब्धियों ने मानव संस्कृति को असीम रूप से समृद्ध किया। इन महान व्यक्तियों में से एक थे, गोपाल कृष्ण गोखले जिनका जन्म 1866 ईस्वी में हुआ और जिन्होंने भारत के भाग्य को निर्धारित करने में बहुत ज्यादा संघर्ष किया।[1]

गोपाल कृष्ण गोखले ने 18 वर्ष की आयु में स्नातक की परीक्षा पास की और 20 वर्ष की छोटी सी आयु में गोखले महादेव गोविंद रानाडे के संपर्क में आए, जो 19वीं शताब्दी के उत्तरार्ध के महान चिंतक थे और कई संस्थाओं के प्रेरणा स्रोत और भारतीय राष्ट्रीय कांग्रेस के संस्थापकों में से एक थे। एक महान आत्मा के प्रेरणादायक संपर्क के कारण गोखले 1889 ईस्वी में इस संगठन में शामिल हो गए और भारतीय राष्ट्रीय कांग्रेस की 1895 की पुणे में हुई बैठक की स्वागत करने वाली कमेटी के सचिव के रूप में काम किया।[2]

गोखले ने अंग्रेजों के सम्मुख अनेक सुधारवादी बातों का वर्णन किया। 2 जून 1907 को अपने बजट भाषण में मार्ले ने अपने परिकल्पित सुधारों की योजना प्रस्तुत की। जिसमें भारत सरकार में शक्ति अति केंद्रीयकरण की नीति के विचार को प्रस्तुत किया। केंद्र में भी और प्रांतों में विधान परिषदों की स्थापना तथा प्रसिद्ध व्यक्तियों को सलाहकार समिति में स्थापना की बात कही। भारत मंत्री की परिषद में तत्काल दो भारतीय नियुक्त किए गए, सर के जी गुप्ता और सैयद हुसैन बिलग्रामी। इस घोषणा से भारत में कोई हर्षोल्लास नहीं फैला।[3]

सुधार अधिनियम पारित हो गया और उसके कार्यान्वयन का कार्य वायसराय को सौंप दिया गया। इस अधिनियम से गोखले बहुत ही असंतुष्ट थे। नियम जो बनाए गए थे, उन्हें बाएं हाथ से देकर दाएं हाथ से लौटा लिया गया था। अतः शत्रु लंदन स्थित राजनीतिक नहीं बल्कि भारत के तथाकथित शासक थे। चुनाव में निष्कासित और राजनीतिक दलितों को भाग लेने से रोक दिया गया। गोखले के विरोध करने पर मिनटों बहुत नाराज थे। उन्होंने साफ-साफ भारत में जोखिम उठाने से इंकार कर दिया। इस पर गोखले ने नाराजगी जताई और उसकी खुलकर आलोचना की। इसके साथ ही अनेक रचनात्मक सुधार सुझाव पेश किए, उनका कहना था कि सरकारी राजस्व का बहुत बड़ा भाग सैनिक कार्यों और नौकरशाही

पर खर्च हो जाता है। सन 1905 के अंत में वाराणसी में आयोजित कांग्रेस के वार्षिक अधिवेशन की अध्यक्षता करते हुए गोपाल कृष्ण गोखले ने अपने अध्यक्षीय भाषण में कहा था कि हमारा कुल राजस्व लगभग चार करोड़ 40 लाख पाउंड है। इसमें से लगभग आधी धनराशि सेना को जाती है। एक तिहाई धनराशि सैनिक जैसे अलग होम चार्जेस अथवा सेवानिवृत्ति होकर इंग्लैंड में बसने वाले नौकरशाहों की जेबों में पेंशन के रूप में चली जाती है। यह दोनों मिलाकर 4 करोड़ 40 लाख पाउंड में से तीन करोड़ 40 लाख की धनराशि बन जाती है। इसके अलावा 30 लाख की धनराशि नागरिक सेवा में कार्यरत यूरोपीय मूल के अधिकारियों की जेब में चली जाती है। इस प्रकार सरकार के पास अन्य कार्यों पर खर्च करने के लिए केवल 70 लाख पाउंड की धनराशि शेष रह जाती है और भारतीयों का जीवन स्तर लगातार नीचे होता जा रहा है।[4]

गोखले ने यह निश्चित किया कि विधान सभा कि सदस्यों को प्रशासनिक प्रश्न पूछने की शक्ति हो। पूर्क प्रश्नो से अथवा प्रस्ताव रखकर जिसे सरकार स्वीकार या अस्वीकार कर सकती है तथा गैर सरकारी सदस्यों का 1/4 भाग यदि वह चाहे तो विधान सभा अध्यक्ष उनके प्रस्ताव पर विचार करे। गोखले ने यह भी निश्चित किया कि बजट सम्बंधी प्रस्ताव तथा प्रशासन पर पूछे गए प्रश्नों पर जब तक विचार न किया जाए जब तक प्रधान द्वारा स्वीकार न किया जाए और उन्होंने यह भी कहा की प्रान्तीय विधान सभाओं को महीने में कम से कम एक बार मौका मिलना चाहिए। उतरदायी स्वय सेवी सरकार के प्रवर्तक के रूप में गोखले ने स्थानीय सरकारों को मौका और शक्ति

देने पर बल दिया। उन्होंने यह भी कहा कि जिले के प्रशासन का विकेन्द्रीयकरण होना चाहिए। इसके मुखियाओं को वर्तमान सचिवालय के नियंत्रण से मुक्त करके और जनता की राय का नियंत्रण उन पर होना चाहिए। इस उद्देश्य के लिए उन्होंने जिला एडवाइजरी काउंसिल के निर्माण की सलाह दी, जिसमें आंशिक रूप से चुने हुए तथा आंशिक रूप से नामजद सदस्य होने चाहिए, जिनसे कलेक्टर को सलाह करनी चाहिए। इस विशेष सुझाव को गोखले के द्वारा बाद में भी दिया गया, जब उन्होंने 1908 में हॉब कमीशन के समक्ष गवाही दी थी।[5]

गोखले एक कदम और आगे बढ़े कि ऐसे शहर जहां शाही अथवा प्रांतीय मुख्यालय हो अथवा विशिष्ट महत्व का कोई शहर हो, वहां मुंबई शहर में चल रही प्रणाली को अपनाया जा सकता है। उन्होंने सुझाव दिया कि 15000 से ऊपर आबादी वाले शहरों में नगरपालिका होनी चाहिए, जिनके सदस्य जनता द्वारा चुने गए हो, बाकी के शहरों में तीन चौथाई सदस्य चुने हुए और एक चौथाई गैर सरकारी नामजद सदस्य होने चाहिए। उन्होंने विशेष प्रावधान रखने का भी पक्ष लिया, निकम्मे अथवा भ्रष्टाचार पर कठोर नियंत्रण रखने के लिए कहा। गोखले ने यह भी निश्चित किया कि तीन चौथाई चुने हुए सदस्य और एक चौथाई गैर सरकारी नामजद सदस्यों को शामिल करने के लिए जिला बोर्ड का गठन किया जाए, तालुका बोर्ड में केवल चुने हुए सदस्य होने चाहिए। उन्होंने यह भी सलाह दी कि इन बोर्डों के संसाधनों को काफी बढ़ाया जाना चाहिए।[6]

गोखले एक उत्तरदाई जिम्मेदार सरकार को देहात में भी देखना चाहते थे, इसलिए उन्होंने ग्रामीण पंचायतों की सक्रियता का भी सुझाव दिया। 500 से ऊपर आबादी वाले प्रत्येक गांव के लिए उन्होंने पांच से सात सदस्यों की ग्रामीण पंचायत के निर्माण की सिफारिश की, जिसमें कुछ चुने हुए और कुछ नामजद सदस्य होने चाहिए उन्होंने यह भी सलाह दी कि छोटे गांव के समूह बनाए जाने चाहिए, जो कि नजदीक के बड़े गांव से जुड़ सकें।

वाराणसी कांग्रेस की अध्यक्षता करते हुए अपने उसी भाषण में गोखले ने ब्रिटिश सरकार के सामने निम्न 9 सूत्री मांगे रखी थी।

- विधान परिषदों के कुल सदस्य संख्या के आधे भाग के सदस्यों का जनता द्वारा चुनाव करके उनका सुधार किया जाए और उन्हें बजट पारित करने की शक्ति दी जाए।
- भारत मंत्री की भारत परिषद में कम से कम तीन भारतीय सदस्यों की नियुक्ति की व्यवस्था की जाए।
- देश के सभी जिलों में सलाहकार परिषद गठित की जाए और जिला प्रशासन के सभी महत्वपूर्ण मामलों में जिलाधीश या कलेक्टर अथवा डिप्टी कमिश्नर उनसे अनिवार्य रूप से सलाह लें।
- इंडियन सिविल सर्विस (आई सी एस)की न्यायिक शाखा में देश के कानूनी व्यवसाय में कार्यरत व्यक्तियों में से ही नियुक्तियां की जाए।
- न्यायिक और प्रशासनिक कार्यों को पूरी तरह अलग किया जाए।
- भारी सैनिक खर्च में उल्लेखनीय कटौती की जाए।
- प्राथमिक शिक्षा का ज्यादा से ज्यादा विस्तार किया जाए।
- औद्योगिक और तकनीकी शिक्षा का भी विस्तार और विकास किया जाए।
- ग्रामीण जनता को ऋण से छुटकारा दिलाया जाए।[7]

गोखले ब्रिटिश साम्राज्य के अंतर्गत भारत के लिए स्वशासन प्राप्ति के समर्थक थे। स्वशासन के अर्थ को स्पष्ट करते हुए, उन्होंने कहा था कि ब्रिटिश शासन के स्थान पर भारतीय प्रशासन कायम करना विधान परिषदों का विस्तार करना और उनका सुधार करते हुए भारतीय जनता को वास्तविक प्रतिनिधि बना देना तथा जनता को सामान्य रूप से अपने मामलों का स्वयं प्रबंध करने देना उनके जीवन का लक्ष्य हैं। भारत का शासन भारतीयों द्वारा किया जाना चाहिए तथा समय बीतने के साथ-साथ इस देश में शासन अथवा सरकार का स्वरूप प्राप्त किया जाना चाहिए। जैसा कि ब्रिटिश साम्राज्य के अंतर्गत स्वशासन उपनिवेशों की सरकार का है।[8]

कर्मिक सुधार के आधार पर अपने आंतरिक शासन के लक्ष्य को प्राप्त करने के लिए गोखले ने अनेक महत्वपूर्ण कार्यक्रम पेश किए जिसमें उन्होंने इस प्रकार से सुझाव दिए।

- सभी महत्वपूर्ण वरिष्ठ प्रशासनिक पदाधिकारियों की भर्ती से संबंधित आई सी एस सहित प्रतियोगी परीक्षाएं इंग्लैंड के साथ-साथ भारत में भी आयोजित होनी चाहिए।

- भारत मंत्री की परिषद में कम से कम तीन भारतीय सदस्य नियुक्त हो और भारत के गवर्नर जनरल की परिषद के 25 सदस्यों में से कम से कम 12 सदस्य निर्वाचित होने चाहिए।[9]

इसके अतिरिक्त गोखले ने प्रांतों में प्रांतीय स्वायत्तता के आधार पर संसदीय शासन प्रणाली के अंतर्गत स्वशासन का लक्ष्य प्राप्त करने की बड़ी ही व्यापक योजना ब्रिटिश सरकार के सम्मुख रखी थी। केंद्र में भारत सरकार के गठन के मामले में आंतरिक वित्त कानून, प्रतिरक्षा, संचार, रेलवे और डाक, तार विभाग सहित 6 विभाग बनाने के सुझाव दिए गए थे और यह मांग की गई थी कि इन 6 विभागों के प्रशासनिक प्रमुखों में कम से कम 2 भारतीय अवश्य होने चाहिए। केंद्र में भारत की धारा सभा के नाम से आरंभ में कम से कम 100 सदस्यों वाले विधान मंडल का गठन किया जाना चाहिए। शुरुआती दौर में गोखले इसे केंद्रीय धारा सभा में सरकार का बहुमत बनाए रखना और उसे प्रांतीय स्वायत्तता के ऊपर अपना प्रभावी नियंत्रण कायम रखने देने के लिए तैयार थे।

इसके साथ ही गोखले ने स्वदेशी के बारे में यथार्थवादी दृष्टिकोण अपनाया था और उस बारे में एक 4 सूत्रीय कार्यक्रम भी प्रस्तुत किया था।

- उन्होंने भारत और अन्य देशों की तुलनात्मक आर्थिक स्थिति की सही जानकारी संसार के सामने रखने का आग्रह किया जिससे दुनिया के लोग वस्तुस्थिति से परिचित हो सके।

- गोखले ने भारत के उद्योगपतियों से देश के औद्योगिक क्षेत्र में धन और पूंजी लगाने का भी आग्रह किया था।

- उन्होंने देश में तकनीकी, वैज्ञानिक और औद्योगिक शिक्षा को आगे बढ़ाने पर पूरा जोर दिया था।

- उन्होंने देशवासियों से अपील की कि जहां तक संभव हो विदेश में बनी वस्तुओं का प्रयोग करें और इसे अपने जीवन का स्वभाव बना ले।[10]

उन्होंने कहा था कि व्यक्ति के अंदर देश प्रेम हृदय में ऐसा ओतप्रोत हो जाना चाहिए कि उसके सामने अन्य सभी चीजें कुछ नजर न आए, मातृभूमि के प्रति बलिदान करने के प्रत्येक अवसर पर मन को प्रफुल्लित करने वाली उद्धत देशभक्ति, कठिनाई या खतरे के कारण अपने उद्देश्य से लिखने वाला निर्भीक हृदय, ईश्वरी इच्छा अथवा प्रयोजन में अगाध विश्वास इन सद्गुणों से युक्त कार्यकर्ता अपने मिशन को आरंभ करेगा और अत्यंत श्रद्धा के साथ उस आनंद को पाने का प्रयास करेगा जो एक व्यक्ति को अपने देश की सेवा करने में होता है।

गोपाल कृष्ण गोखले ने सर्वेंट्स ऑफ़ इंडिया सोसाइटी की स्थापना 12 जून 1905 को की थी।

सर्वेंट्स ऑफ़ इंडिया सोसाइटी ने व्यक्तियों को प्रशिक्षित करके उन्हें धार्मिक भावना, आस्था और निष्ठा के साथ देश की सेवा में अपना जीवन समर्पित करने के लिए तैयार करने की अहम जिम्मेदारी उठाने का निश्चय किया था। इसके साथ ही सभी संवैधानिक तरीकों से भारतीय जनता के राष्ट्रीय हितों को बढ़ाने की जिम्मेदारी उसने ली थी। सर्वेंट्स ऑफ़ इंडिया सोसाइटी ने अपने सदस्यों के लिए अपनी कार्य शक्ति को मुख्य रूप से 6 क्षेत्रों के अंदर विभाजित किया था।

- अपने सिद्धांत और व्यवहार से व्यक्तियों में मातृभूमि के प्रति गहरे और भावनात्मक देशभक्ति की भावना का निर्माण करना और उन्हें देश की सेवा और बलिदान में उनकी उच्चतम पूर्ति देखने की इच्छा से भर देना।

- सार्वजनिक हित के प्रश्नों का गंभीरता से अध्ययन करके राजनीतिक शिक्षण और आंदोलन के कार्य को संगठित करना तथा देश के सार्वजनिक जीवन को शक्तिशाली बनाना।

- देश के विभिन्न समुदायों के बीच सद इच्छा के सहयोग के संबंधों को बढ़ावा देना।

- महिलाओं और पिछड़े वर्ग के लोगों की शिक्षा के साथ-साथ देश में औद्योगिक और तकनीकी शिक्षा को प्रोत्साहन देना।

- देश के औद्योगिक विकास को आगे बढ़ाने में मदद देना।

- समाज के दलित वर्ग को ऊंचा उठाना।

अपने देश के लिए गोपाल कृष्ण गोखले के मन में अपार श्रद्धा और प्रेम था उस समय शायद सफलता पाना उसके भाग्य में नहीं लिखा था लेकिन गोपाल कृष्ण गोखले ने अनेक सुधार कराने की भारत में कोशिश की थी।[11]

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Financial Behavior of Indian Investors During Announcement of GST and VAT

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Abstract

This paper examines the financial behavior of Indian investors during the announcement of Goods and Services Tax (GST) and Value Added Tax (VAT) in India. GST, implemented in 2017, aimed to streamline the taxation system, while VAT, introduced in 2005, replaced the previous sales tax system. The study explores the impact of these tax reforms on investor sentiment, market volatility, and investment strategies. It analyzes the sectoral dynamics, portfolio rebalancing, and regulatory reforms undertaken during this period. Additionally, case studies highlight investor reactions and outcomes in equity markets and the real estate sector. The challenges and opportunities faced by investors, such as short-term disruptions and enhanced market efficiency, are discussed. The paper concludes by emphasizing the importance of investor education and awareness in navigating the changing tax landscape and making informed investment decisions. Understanding the financial behavior of Indian investors during the announcement of GST and VAT provides valuable insights into their responses to policy changes.

Introduction

The Goods and Services Tax (GST) and Value Added Tax (VAT) are two crucial fiscal policies implemented in India to streamline and simplify the taxation system. The introduction of these policies has had a significant impact on the financial behavior of Indian investors. This paper aims to explore and analyze the financial behavior of Indian investors during the announcement of GST and VAT, shedding light on their reactions, investment strategies, and overall market dynamics.

Background of GST and VAT in India

Goods and Services Tax (GST): GST is a comprehensive indirect tax levied on the supply of goods and services throughout India. It replaced multiple cascading taxes and aimed to create a unified market across the country. The GST regime was implemented on July 1, 2017, bringing about a substantial change in the Indian taxation system.

Value Added Tax (VAT): VAT is an indirect tax imposed on the value added at each stage of the production and distribution chain. It was introduced in India in 2005 to replace the earlier sales tax system. VAT aimed to reduce tax evasion and create a more transparent and efficient tax collection mechanism.

Impact of GST and VAT on Indian Investors

Investor Sentiment and Perception: The announcement of major tax reforms such as GST and VAT significantly influences investor sentiment. Changes in tax policies often create uncertainties, leading to a cautious approach among investors. The introduction of GST and VAT brought about mixed reactions among Indian investors, with some perceiving it as a positive step towards a simplified tax structure, while others expressed concerns about the potential short-term disruptions.

Market Volatility and Investor Behavior: The period leading up to the announcement and implementation of GST and VAT witnessed increased market volatility. Investors tend to respond to policy changes by adjusting their investment strategies and portfolios. The stock market experienced fluctuations as investors evaluated the potential impact of GST and VAT on different sectors and companies.

Investment Strategies during the Announcement of GST and VAT

Sectoral Analysis: The implementation of GST and VAT had varying effects on different sectors of the Indian economy. Investors conducted thorough sectoral analysis to identify potential winners and losers. Sectors such as logistics, consumer goods, and organized retail were expected to benefit from the tax reforms, while others like the informal sector and unorganized retail faced challenges.

Portfolio Rebalancing: Investors sought to rebalance their portfolios by adjusting their exposure to different sectors and asset classes. Some investors shifted their investments from sectors likely to face short-term disruptions to

sectors expected to benefit from GST and VAT. This strategic reallocation aimed to optimize returns while minimizing risks associated with the policy changes.

Policy Implications and Government Measures
Investor Education and Awareness: The introduction of GST and VAT necessitated investor education and awareness programs to help investors understand the implications of these policies. Governments and regulatory authorities conducted awareness campaigns to equip investors with the necessary knowledge to make informed investment decisions.

Regulatory Reforms and Market Stability: The implementation of GST and VAT led to regulatory reforms aimed at ensuring market stability and investor protection. Authorities introduced measures to curb market manipulation, increase transparency, and safeguard investor interests. These reforms aimed to create a conducive environment for investment amid the changing tax landscape.

Case Studies: Investor Reactions and Outcomes

Impact on Equity Markets: Case studies analyzing the impact of GST and VAT on equity markets provide insights into investor reactions and market outcomes. These studies consider factors such as market volatility, sectoral performance, and investor sentiment to assess the overall market behavior during the announcement and implementation phases.

Investment in Real Estate: Real estate, a key investment avenue for many Indian investors, experienced significant repercussions due to the implementation of GST and VAT. The introduction of GST led to the removal of multiple indirect taxes, including the previous service tax and value-added tax on the construction sector. This resulted in changes in the taxation structure for real estate transactions, impacting property prices and buyer behavior.

Case studies examining the real estate sector reveal that the announcement of GST and VAT initially caused a slowdown in the market. Buyers adopted a cautious approach as they assessed the impact of the new tax regime on property prices and transaction costs. However, over time, the market gradually stabilized, and investors began adjusting their strategies to align with the revised tax structure.

Challenges and Opportunities for Indian Investors

Short-term Disruptions: The introduction of GST and VAT created short-term disruptions in various sectors of the economy. Changes in taxation procedures, compliance requirements, and price adjustments led to temporary challenges for investors. However, these disruptions also presented opportunities for those who could adapt quickly and capitalize on the changing landscape.

Enhanced Market Efficiency: The implementation of GST and VAT aimed to enhance market efficiency by eliminating the cascading effect of multiple taxes. This created a more transparent and streamlined taxation system, which benefited investors in terms of reduced transaction costs and simplified compliance procedures.

Sectoral Growth and Investment Potential: Certain sectors, such as logistics, organized retail, and manufacturing, witnessed significant growth opportunities as a result of the tax reforms. Investors who identified these sectors and positioned themselves accordingly were able to capitalize on the emerging opportunities and generate favorable returns.

Future Outlook and Conclusion:
The announcement and implementation of GST and VAT in India have undoubtedly transformed the financial behavior of Indian investors. The initial uncertainty and cautious approach gradually gave way to a more informed and strategic investment landscape. Investors adapted their portfolios, conducted sectoral analysis, and sought opportunities amid the changing tax regime.

As the GST and VAT systems continue to evolve, it is essential for investors to stay informed about policy updates, regulatory reforms, and market trends. Investor education and awareness programs play a crucial role in equipping investors with the necessary knowledge to navigate the dynamic tax landscape and make informed investment decisions. The financial behavior of Indian investors during the announcement of GST and VAT was characterized by a mix of caution, adaptation, and strategic realignment. The impact of these tax reforms varied across sectors, with some experiencing short-term disruptions while others benefited from new growth opportunities. By understanding the implications of GST and VAT, investors can position themselves to thrive in the evolving Indian market and capitalize on emerging opportunities.

Impact of GST on Indian Investors and their behaviour

The implementation of the Goods and Services Tax (GST) in India has had a significant impact on Indian investors and their behavior. The introduction of GST aimed to create a unified and simplified taxation system, replacing multiple cascading taxes. This section discusses the impact of GST on Indian investors and examines the changes in their investment behavior.

Investor Sentiment and Perception: The announcement of GST initially created a sense of uncertainty and cautiousness among Indian investors. The introduction of a new tax regime brought about concerns regarding the potential disruptions it may cause to various sectors of the economy. Investors were uncertain about the impact of GST on corporate earnings, profitability, and overall market stability. However, as the implementation progressed, and the benefits of GST became more apparent, investor sentiment improved.

Sectoral Analysis and Investment Strategies: The implementation of GST necessitated a thorough sectoral analysis by investors to identify winners and losers. Different sectors of the economy were affected differently by GST. Some sectors benefited from the streamlined tax structure and reduced compliance burden, while others faced challenges due to increased tax rates or changes in supply chains.

Investors adjusted their investment strategies in response to the sectoral implications of GST. They reallocated their portfolios by reducing exposure to sectors expected to face challenges and increasing investments in sectors likely to benefit from GST. Sectors such as logistics, organized retail, and consumer goods were seen as potential beneficiaries of the new tax regime, and investors actively sought opportunities in these sectors.

Market Volatility and Adjustments: The implementation of GST led to short-term market volatility as investors evaluated the potential impact of the new tax system. Stock prices of companies in different sectors fluctuated as investors re-evaluated their prospects under the GST regime. Investors adjusted their portfolios by buying or selling stocks based on their assessment of the potential winners and losers.

Compliance and Transparency:GST brought about increased compliance requirements for businesses, leading to improved transparency in the economy. This shift towards a more transparent and formalized economy had an impact on investor behavior. Investors favored companies with strong compliance practices, as they were perceived to be better positioned to adapt to the new tax regime and comply with the regulations. This led to a shift in investor preference towards companies with robust corporate governance and transparent financial reporting.

Small and Medium Enterprises (SMEs):GST had a significant impact on small and medium enterprises (SMEs), which form a crucial part of the Indian economy. SMEs faced challenges in complying with the new tax regulations and adjusting their business operations. This had repercussions on investor sentiment towards SMEs, with some investors adopting a cautious approach towards investing in these companies. However, over time, as SMEs adapted to the new tax regime, investor confidence in the sector improved.

Long-term Benefits: While there were short-term disruptions and challenges associated with the implementation of GST, the long-term benefits of the new tax regime were recognized by investors. GST aimed to create a unified market, reduce tax evasion, and promote economic growth. These objectives were seen as positive for businesses and the overall investment climate in India. As investors gained confidence in the stability and efficiency of the GST system, they became more optimistic about the long-term prospects of their investments.

In conclusion, the implementation of GST in India had a significant impact on Indian investors and their behavior. Initially, there was cautiousness and uncertainty, but as the benefits of GST became apparent, investor sentiment improved. Investors adjusted their investment strategies by analyzing sectoral implications, reallocating portfolios, and favoring companies with strong compliance practices. While there were short-term disruptions, the long-term benefits of GST, such as a unified market and improved transparency, were recognized by investors, leading to increased confidence in the Indian investment landscape.

Government Initiatives and Investor Support: The Indian government implemented various initiatives to support investors during the transition to the GST regime. Investor education and awareness programs were conducted to provide guidance on the implications of GST and help investors make informed decisions. These programs aimed to address investor concerns and provide clarity on the new tax system.

Additionally, the government introduced measures to ensure a smooth transition and address challenges faced by investors. Simplified tax return filing processes, online platforms for registration and compliance, and help desks were set up to assist investors in navigating the GST framework. These initiatives aimed to reduce the burden on investors and promote ease of doing business.

Impact on Investment Patterns: The introduction of GST brought about changes in investment patterns among Indian investors. Previously, investors had to consider various indirect taxes and their impact on investment decisions. With the implementation of GST, the tax structure became more streamlined, eliminating the need to navigate multiple tax regimes.

Investors now have a clearer understanding of the tax implications on their investments. This has led to more informed decision-making and reduced complexity in investment strategies. The simplified tax structure under GST has also contributed to increased transparency, making it easier for investors to evaluate investment opportunities.

Impact on Foreign Direct Investment (FDI):GST has had a positive impact on attracting foreign direct investment (FDI) into India. The unified tax system under GST has eliminated the complexities and inefficiencies associated with multiple tax regimes, making India a more attractive investment destination. The simplified tax structure has improved the ease of doing business in the country, reducing compliance costs and enhancing transparency.

FDI inflows into sectors such as manufacturing, logistics, and retail have increased due to the positive investor sentiment generated by GST. Foreign investors are more confident in the stability and predictability of the Indian tax system, which has encouraged them to explore investment opportunities in the country.

Future Outlook: As the GST regime continues to evolve and mature, Indian investors are likely to witness further benefits and changes in their behavior. The GST Council periodically reviews and updates the tax rates and regulations, taking into account the feedback from businesses and investors. Such revisions aim to address any challenges faced by investors and promote a more conducive investment environment.

Investor behavior is expected to adapt and align with the changing GST landscape. Investors will continue to analyze sectoral implications, adjust their portfolios, and leverage the opportunities arising from the unified tax system. Investor education and awareness will remain crucial in ensuring that investors are well-informed about the implications of GST and can make sound investment decisions.

In conclusion, the implementation of GST in India has had a significant impact on Indian investors and their behavior. The introduction of a unified tax system has influenced investor sentiment, sectoral analysis, and investment strategies. It has also improved transparency, reduced complexity, and attracted foreign investment. As the GST regime progresses, investors are likely to benefit from the long-term advantages of a simplified tax structure, leading to continued growth and development in the Indian investment landscape.

Adaptation to GST Compliance: The implementation of GST required businesses to adapt their compliance practices to meet the new tax regulations. This adaptation included changes in accounting systems, invoicing processes, and tax reporting. Indian investors closely monitored the compliance efforts of companies in their investment portfolios. Companies that successfully implemented GST compliance measures were seen as better positioned to navigate the new tax landscape and were favored by investors.

Investors also paid attention to the impact of GST compliance on the financial performance of companies. The transition to GST had short-term effects on the revenues and profitability of some businesses. Investors carefully evaluated the financial statements of companies to assess their ability to manage the changes effectively and maintain a sustainable growth trajectory.

Impact on Consumer Spending Patterns:GST had a direct impact on consumer spending patterns in India. The tax changes influenced the prices of goods and services, causing fluctuations in consumer demand. Investors analyzed these changes to understand the potential effects on the revenue and profitability of companies operating in various sectors.

Certain sectors, such as consumer goods and retail, experienced shifts in consumer behavior as a result of GST. Changes in tax rates and input credits affected product pricing, influencing consumer choices and spending patterns. Investors closely monitored these changes to assess the impact on companies' sales volumes and market share.

Impact on the Informal Sector: The informal sector in India, comprising unregistered and unorganized businesses, faced significant

challenges during the transition to GST. Many small businesses struggled to comply with the new tax requirements due to limited resources and a lack of awareness. This had implications for investors, particularly those with exposure to the informal sector.

Investors assessed the risks associated with companies operating in the informal sector and adjusted their investment strategies accordingly. They considered the potential impact of GST on the revenue and profitability of such businesses, as well as the likelihood of their successful transition to the formal sector. This evaluation influenced investment decisions and portfolio reallocation.

Role of Technology: The implementation of GST was supported by advanced technology infrastructure, including the GST Network (GSTN). The GSTN provided a digital platform for tax registration, return filing, and compliance. The use of technology in the GST framework streamlined processes, reduced paperwork, and improved efficiency.

Investors recognized the role of technology in facilitating GST compliance and enhancing transparency. Companies that effectively utilized technology to manage their tax obligations were perceived as better equipped to adapt to the new tax system. Investors considered the technological capabilities of companies when evaluating their investment potential.

Investor Awareness and Education: Investor awareness and education played a critical role in shaping investor behavior during the implementation of GST. The government and regulatory authorities conducted investor education programs to disseminate information about GST and its implications. These programs aimed to equip investors with the knowledge and understanding necessary to make informed investment decisions.

Investor awareness initiatives covered various aspects of GST, such as its impact on different sectors, compliance requirements, and tax implications. Investors were encouraged to stay updated with the evolving GST regulations and seek expert advice when needed. This focus on investor education fostered a more informed investor community, facilitating their adaptation to the new tax regime.

In conclusion, the impact of GST on Indian investors and their behavior was substantial. Investors adjusted their strategies, analyzed compliance efforts, and monitored consumer spending patterns in response to the implementation of GST. The role of technology and investor awareness programs was crucial in facilitating this transition. As investors continue to adapt to the evolving GST framework, their behavior will be shaped by ongoing changes in tax regulations, compliance requirements, and market dynamics.

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Impact of Marketing Strategies in Digital Environment: An Overview

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Abstract
The impact of marketing strategies in the digital environment. It highlights the transformative nature of digital marketing, which has revolutionized how businesses connect with customers, promote their offerings, and achieve marketing objectives. The abstract emphasizes key impacts such as enhanced reach and targeting, improved measurement and analytics, increased customer engagement and interaction, cost-effectiveness and efficiency, enhanced brand visibility and awareness, access to global markets, and faster response and adaptability. It also acknowledges the challenges businesses face in the digital space. Overall, the abstract underscores the significance of digital marketing strategies in driving business growth, customer relationships, and success in the modern marketplace.

Keywords: Marketing, Digital Environment, Strategies

Introduction

In today's fast-paced and interconnected world, the digital environment has transformed the way businesses operate and market their products or services. Traditional marketing strategies have given way to innovative and dynamic approaches tailored for the digital landscape. This shift has brought about significant impacts on businesses, consumers, and the overall marketplace.

Digital marketing encompasses a wide range of strategies and techniques aimed at promoting brands, engaging with target audiences, and driving conversions in the online realm. It leverages various digital channels, including websites, search engines, social media platforms, email marketing, mobile applications, and more. The integration of technology, data analytics, and consumer behavior insights has revolutionized the marketing landscape, allowing businesses to reach larger audiences and create more personalized experiences.

The impact of marketing strategies in the digital environment is far-reaching and multi-dimensional. It has empowered businesses to target specific customer segments with greater precision, improve customer engagement and loyalty, and drive measurable results. At the same time, it has presented new challenges and intensified competition, requiring businesses to adapt and refine their marketing approaches continuously.

One of the primary advantages of digital marketing is its ability to provide accurate and real-time data on consumer behavior, preferences, and interactions. This wealth of data enables businesses to gain deep insights into their target audience and make data-driven decisions to refine their marketing strategies. By analyzing metrics such as website traffic, click-through rates, conversion rates, and social media engagement, companies can optimize their campaigns, improve customer targeting, and enhance the overall effectiveness of their marketing efforts.

Moreover, digital marketing allows for increased personalization and customization. With the ability to collect and analyze user data, businesses can deliver highly targeted and relevant content to individual consumers. This level of personalization fosters stronger connections with customers, improves customer satisfaction, and increases the likelihood of conversions. Furthermore, digital marketing provides opportunities for interactive engagement through social media platforms, online communities, and user-generated content, fostering two-way communication between businesses and consumers.

The digital environment has also opened up new avenues for businesses to reach global markets. Geographical boundaries are no longer a major barrier as businesses can expand their reach to international audiences with relative ease. Through online advertising, search engine optimization, and localized digital campaigns, businesses can tap into new markets and build a global presence.

However, the digital environment is not without its challenges. The rapid pace of technological advancements requires businesses to stay up-to-date with the latest trends, platforms, and algorithms. The ever-changing digital landscape demands agility and adaptability to ensure

marketing strategies remain effective and relevant. Additionally, businesses need to navigate privacy regulations and ethical considerations surrounding data collection and usage to maintain consumer trust and comply with legal requirements.

In conclusion, the impact of marketing strategies in the digital environment is profound and transformative. It has revolutionized the way businesses engage with customers, promote their offerings, and measure the effectiveness of their marketing efforts. The digital landscape offers unparalleled opportunities for businesses to connect with global audiences, personalize their messaging, and drive growth. However, it also demands continuous learning, adaptation, and ethical practices to maximize the benefits while mitigating the challenges posed by the ever-evolving digital realm.

Marketing Proportions

Marketing Proportions refers to the allocation of resources and budget to various marketing activities and channels in order to achieve specific marketing objectives. It involves determining the optimal distribution of resources across different marketing strategies, tactics, and channels based on their effectiveness and potential impact on the target audience.

The specific proportions of marketing resources allocated to different activities and channels can vary widely depending on the nature of the business, target market, industry, and overall marketing goals. Here are some common marketing proportions that businesses may consider:

Traditional Marketing vs. Digital Marketing: The advent of the digital age has shifted the balance between traditional and digital marketing. Businesses need to determine the proportion of their marketing budget allocated to traditional channels such as print advertising, television, radio, and direct mail versus digital channels such as search engine marketing, social media advertising, email marketing, and content marketing.

Paid Advertising vs. Organic Marketing: Within digital marketing, there is a choice between paid advertising and organic marketing efforts. Paid advertising includes activities like pay-per-click (PPC) advertising, display ads, and sponsored social media posts. Organic marketing involves efforts like search engine optimization (SEO), content marketing, social media engagement, and influencer marketing. The proportion of resources allocated to each depends on factors like budget, competition, and desired outcomes.

Online vs. Offline Marketing: Businesses need to determine the proportion of marketing resources allocated to online channels versus offline channels. Online marketing includes activities conducted on the internet, such as websites, social media, email, and mobile apps. Offline marketing includes traditional methods like print media, television, radio, outdoor advertising, events, and direct mail. The proportion depends on the target audience's preferences, market reach, and the nature of the business.

Customer Acquisition vs. Customer Retention: Another important consideration is the proportion of marketing resources allocated to acquiring new customers versus retaining existing ones. Customer acquisition efforts may involve lead generation campaigns, targeted advertising, and promotional offers. Customer retention efforts focus on nurturing existing customer relationships through loyalty programs, personalized communications, and customer support. The proportion depends on the business's growth objectives and the value of retaining loyal customers.

Channel Mix: Within digital marketing, businesses need to determine the proportion of resources allocated to different digital channels. This includes considerations such as search engine marketing (SEM), social media marketing, email marketing, content marketing, influencer partnerships, affiliate marketing, and more. The optimal channel mix depends on the target audience's preferences, platform usage, and the specific marketing goals.

It is important for businesses to regularly evaluate the effectiveness and efficiency of their marketing proportions. By monitoring and analyzing key performance indicators (KPIs) such as return on investment (ROI), conversion rates, customer acquisition costs, and customer lifetime value, businesses can make data-driven decisions to adjust their marketing proportions and optimize their marketing strategies for better results.

Developing a market strategy

Strategy is a crucial process that involves identifying and analyzing target markets, understanding customer needs and preferences, setting clear marketing objectives, and creating an actionable plan to reach and engage with the target audience. Here are some key steps to consider when developing a market strategy:

Define Your Target Market: Identify the specific segments of the market that you want to target.

Consider factors such as demographics, psychographics, geographic location, and buying behaviors. This helps you understand your potential customers and tailor your marketing efforts to meet their needs effectively.

Conduct Market Research: Gather relevant data and insights about your target market, competitors, and industry trends. This includes analyzing customer behavior, market size, growth opportunities, and competitive landscape. Market research helps you make informed decisions and develop strategies that align with market demands.

Establish Clear Objectives: Set specific, measurable, achievable, relevant, and time-bound (SMART) marketing objectives. These objectives should align with your overall business goals and reflect what you aim to achieve through your marketing efforts. Examples of objectives may include increasing brand awareness, generating leads, driving sales, or expanding market share.

Identify Unique Selling Proposition (USP): Determine the unique value or advantage your product or service offers compared to competitors. This could be based on features, quality, price, customer service, or other factors. Clearly define and communicate your USP to differentiate your brand in the market and attract target customers.

Develop Positioning and Messaging: Craft a compelling brand positioning statement and key messaging that communicates the value and benefits of your offering to the target market. Your positioning should resonate with your target audience and address their pain points or desires. Develop consistent messaging across different marketing channels to build a strong brand identity.

Choose Marketing Channels and Tactics: Identify the most effective marketing channels and tactics to reach your target audience. This could include a mix of digital marketing (e.g., social media, content marketing, email marketing, search engine optimization) and traditional marketing (e.g., print media, TV, radio, events). Consider the preferences and behaviors of your target market when selecting channels and tactics.

Set Budget and Allocate Resources: Determine your marketing budget based on your objectives and available resources. Allocate resources to different marketing activities and channels based on their potential impact and return on investment. Regularly evaluate and adjust resource allocation based on performance and market dynamics.

Create an Action Plan: Develop a detailed action plan that outlines specific marketing activities, timelines, responsibilities, and key performance indicators. Break down your strategy into actionable steps, ensuring that each activity aligns with your objectives and target market. This plan will serve as a roadmap for implementation and ongoing monitoring.

Monitor, Evaluate, and Adapt: Continuously monitor the performance of your marketing activities and measure the effectiveness of your strategies. Analyze relevant metrics and KPIs to assess the success of your efforts and make data-driven decisions for optimization. Adapt your market strategy based on insights and market feedback to stay competitive and relevant.

Remember, developing a market strategy is an iterative process that requires ongoing evaluation and adjustment. Stay responsive to market changes, customer feedback, and emerging trends to keep your marketing efforts effective and aligned with your business goals.

Types of Marketing strategies

There are several types of marketing strategies that businesses can utilize to promote their products or services, connect with their target audience, and achieve their marketing goals. Here are some common types of marketing strategies:

Content Marketing: Content marketing involves creating and distributing valuable and relevant content to attract and engage a target audience. This strategy focuses on providing informative, entertaining, or educational content through channels such as blogs, videos, podcasts, infographics, and social media posts. The goal is to build brand awareness, establish thought leadership, and nurture customer relationships.

Social Media Marketing: Social media marketing utilizes social media platforms to connect with and engage target customers. This strategy involves creating and sharing content, interacting with followers, running targeted advertising campaigns, and leveraging social media influencers. Social media marketing aims to increase brand visibility, drive website traffic, and foster customer engagement and loyalty.

Search Engine Optimization (SEO): SEO is a strategy aimed at improving a website's visibility and ranking in search engine results. It involves optimizing website content, meta tags, site structure, and backlinks to increase organic search traffic. By optimizing for relevant keywords and providing valuable content, businesses can attract targeted traffic, generate leads, and enhance their online presence.

Pay-per-Click Advertising (PPC): PPC advertising involves placing ads on search engines or other platforms and paying only when users click on the ads. This strategy allows businesses to target specific keywords, demographics, or user interests to reach their desired audience. PPC advertising can generate immediate visibility and drive traffic to websites or landing pages, resulting in potential conversions.

Email Marketing: Email marketing involves sending targeted messages to a group of subscribers to nurture relationships, promote products or services, and drive conversions. This strategy often includes personalized content, promotional offers, newsletters, and automated email sequences. Email marketing aims to increase customer retention, drive repeat purchases, and generate leads or sales.

Influencer Marketing: Influencer marketing involves collaborating with influential individuals or personalities who have a significant following in a specific niche or industry. Businesses partner with influencers to promote their products or services to their audience through sponsored content, product reviews, or endorsements. Influencer marketing can help reach a wider audience, build credibility, and drive conversions.

Guerrilla Marketing: Guerrilla marketing is a creative and unconventional strategy that aims to grab attention and create buzz with limited resources. It involves using unexpected or unconventional marketing tactics, such as street art, flash mobs, viral campaigns, or experiential marketing events. Guerrilla marketing can generate viral exposure and brand awareness through its unconventional and memorable approach.

Relationship Marketing: Relationship marketing focuses on building and nurturing long-term relationships with customers. This strategy emphasizes personalized communication, customer loyalty programs, special offers for existing customers, and exceptional customer service. Relationship marketing aims to foster customer loyalty, increase customer lifetime value, and generate positive word-of-mouth referrals.

These are just a few examples of marketing strategies, and businesses often combine multiple strategies to create a comprehensive marketing plan. The choice of marketing strategies depends on factors such as the target audience, industry, budget, marketing goals, and available resources. It's important to continually monitor and evaluate the effectiveness of each strategy and adjust the marketing mix accordingly.

Impact of Marketing strategies in digital Environment

The impact of marketing strategies in the digital environment is significant and far-reaching. Here are some key impacts that marketing strategies have in the digital environment:

Enhanced Reach and Targeting: Digital marketing strategies allow businesses to reach a broader audience and target specific customer segments with precision. Through channels such as search engines, social media platforms, and online advertising networks, businesses can expand their reach and connect with potential customers globally. Advanced targeting capabilities based on demographics, interests, and online behavior enable businesses to deliver personalized and relevant messages to their target audience, increasing the effectiveness of their marketing efforts.

Improved Measurement and Analytics: Digital marketing strategies provide access to real-time data and analytics, allowing businesses to measure the performance and effectiveness of their marketing campaigns more accurately. Metrics such as website traffic, conversion rates, engagement rates, and customer behavior can be tracked and analyzed, providing valuable insights for optimizing marketing strategies and making data-driven decisions. The ability to measure and analyze marketing activities helps businesses understand their return on investment (ROI) and allocate resources more effectively.

Increased Customer Engagement and Interaction: Digital marketing strategies offer various opportunities for businesses to engage and interact with their customers. Through social media platforms, online communities, and interactive content, businesses can foster two-way communication, gather feedback, and build relationships with their target audience. Engaging customers in meaningful conversations and providing personalized experiences enhance customer satisfaction, loyalty, and advocacy.

Cost-Effectiveness and Efficiency: Digital marketing strategies often offer cost-effective alternatives to traditional marketing methods. Compared to traditional advertising channels, digital advertising, such as pay-per-click (PPC) campaigns, can be more affordable and provide better targeting options. Additionally, digital marketing strategies, such as email marketing and

marketing automation, enable businesses to streamline and automate their marketing processes, saving time and resources.

Enhanced Brand Visibility and Awareness: Digital marketing strategies can significantly boost brand visibility and awareness. By leveraging search engine optimization (SEO) techniques, businesses can improve their website's organic visibility in search engine results, increasing the chances of being discovered by potential customers. Social media marketing and content marketing strategies help businesses build a strong online presence, create valuable content, and establish themselves as industry authorities, further enhancing brand awareness and reputation.

Access to Global Markets: The digital environment removes geographical barriers and allows businesses to expand their reach to global markets. With the right digital marketing strategies, businesses can target international customers and promote their products or services globally. Localization efforts, such as translating content and adapting marketing messages to different languages and cultures, enable businesses to connect with diverse audiences and tap into new markets.

Faster Response and Adaptability: In the digital environment, marketing strategies can be implemented and adjusted quickly, allowing businesses to respond promptly to market trends, customer feedback, and competitors' actions. The ability to make changes in real-time enables businesses to adapt their strategies, optimize campaigns, and seize new opportunities more efficiently than in traditional marketing channels.

It is important to note that while digital marketing strategies offer numerous benefits, businesses also face challenges such as the need for continuous learning and adaptation, managing online reputation, maintaining data privacy and security, and dealing with increased competition in the digital space. However, when implemented effectively, marketing strategies in the digital environment can have a profound impact on businesses' growth, customer relationships, and overall success.

Conclusion

In conclusion, marketing strategies in the digital environment have revolutionized the way businesses connect with customers, promote their offerings, and achieve their marketing objectives. The impact of these strategies is profound and multi-dimensional.

Digital marketing strategies have expanded the reach of businesses, allowing them to connect with a global audience and target specific customer segments with precision. The availability of real-time data and analytics enables businesses to measure and optimize their marketing efforts, leading to more effective campaigns and better resource allocation. Moreover, digital marketing strategies facilitate enhanced customer engagement and interaction, fostering two-way communication and building stronger relationships.

Digital marketing also offers cost-effective alternatives to traditional marketing methods, providing businesses with the ability to achieve their marketing goals within budgetary constraints. Additionally, the digital environment enables businesses to enhance their brand visibility and awareness through techniques such as search engine optimization, social media marketing, and content marketing.

Furthermore, digital marketing strategies break down geographical barriers, allowing businesses to access global markets and adapt their strategies to diverse audiences. The digital landscape enables businesses to respond quickly to market changes, customer feedback, and competitive dynamics, providing them with agility and adaptability.

While digital marketing strategies offer numerous benefits, businesses also face challenges in terms of staying abreast of technological advancements, managing online reputation, ensuring data privacy and security, and navigating the competitive digital space. It is important for businesses to continually evaluate and refine their strategies to stay relevant and maximize the benefits of the digital environment.

Overall, the impact of marketing strategies in the digital environment is transformative, empowering businesses to achieve their marketing objectives, build customer relationships, and drive growth. By leveraging the opportunities provided by the digital landscape, businesses can position themselves for success in an increasingly connected and competitive marketplace.

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मशीनी अनुवाद और राजभाषा हिन्दीः एक अध्ययन

मीनाक्षी रावत
सहायक प्रो, हिन्दी विभाग
पं.जे.एल.एन. गवर्नमेंट पी.जी. कॉलेज फरीदाबाद

मशानी अनुवाद या मशीन अनुवाद विभिन्न भाषाओं के बीच अनुवाद करने के लिए कंप्यूटर या अन्य इलेक्ट्रॉनिक माध्यमों का उपयोग करता है। यह विज्ञान और तकनीक का क्षेत्र है जो मशीन लर्निंग, प्राकृतिक भाषा प्रोसेसिंग, कृत्रिम बुद्धिमत्ता, और डेटा विश्लेषण जैसे तकनीकों का उपयोग करता है। मशानी अनुवाद अनुवाद करने के लिए वाक्यों, शब्दों, और लेखों को एक भाषा से दूसरी भाषा में अनुवाद करती है। इसका उपयोग भाषा कम्प्यूटर, अनुवाद सेवा, और संघटक संचार में किया जाता है।

राजभाषा हिंदी का अध्ययन हिंदी भाषा की गहराई और महत्त्व को समझने पर ध्यान केंद्रित करता है। यह अध्ययन हिंदी भाषा की व्याकरण, साहित्य, भाषा चर्चा, विविध लेखन प्रशिक्षण, और हिंदी भाषा के विकास के प्रश्नों को समाविष्ट करता है। यह हमें हिंदी भाषा के साहित्यिक और सामाजिक महत्व का अधिक अवलोकन करता है और हम राष्ट्रीय स्तर पर हिंदी की प्रगति और प्रचार-प्रसार के लिए योजनाएं विकसित कर सकते हैं।

इन दोनों क्षेत्रों में अध्ययन करने से हम भाषा और अनुवाद के क्षेत्र में विशेषज्ञता प्राप्त कर सकते हैं और इन क्षेत्रों में करियर के अवसरों को ढूंढ सकते हैं। इन क्षेत्रों में अध्ययन करने से हमें नवीनतम विकासों का पता चलता है और हम उद्योग, सरकारी विभाग, अनुवाद सेवा प्रदाता, मीडिया हाउसेज, शिक्षण संस्थान और अन्य संगठनों में अवसर प्राप्त कर सकते हैं।

मशानी अनुवाद और राजभाषा हिंदी दोनों ही अध्ययन क्षेत्रों में महत्वपूर्ण हैं। चलिए दोनों को अलग-अलग तरीकों से समझें।

1. **मशानी अनुवाद:** मशानी अनुवाद या मशीन अनुवाद एक ऐसी शाखा है जहाँ पर कंप्यूटर या अन्य इलेक्ट्रॉनिक माध्यमों का उपयोग करके भाषा अनुवाद किया जाता है। यह अनुवाद पद्धति एक शब्दिक स्रोत से दूसरे शब्दिक स्रोत में भाषा का अनुवाद करती है। मशानी अनुवाद की मदद से बड़ी मात्रा में शब्द, वाक्य, और लेख को एक भाषा से दूसरी भाषा में अनुवाद किया जा सकता है।

मशानी अनुवाद में कई प्रकार के तकनीकी और प्रक्रिया का उपयोग होता है। इसमें मशीन लर्निंग, प्राकृतिक भाषा प्रोसेसिंग, कृत्रिम बुद्धिमत्ता, और डेटा विश्लेषण जैसी शाखाएं शामिल होती हैं। मशानी अनुवाद के लिए प्रशिक्षण डेटा, वाक्यों का संग्रह, और मशीन अभिज्ञान का विकास किया जाता है। यह तकनीक व्यापक रूप से विभिन्न भाषाओं के लिए उपयोगी है और विभिन्न क्षेत्रों में भाषा अनुवाद को सुगम बनाने में सहायता प्रदान करती है।

2. **राजभाषा हिंदी:** राजभाषा हिंदी अध्ययन में हम हिंदी भाषा की गहराई और महत्त्व को समझते हैं। यह अध्ययन हिंदी भाषा की व्याकरण, साहित्य, भाषा चर्चा, विविध लेखन प्रशिक्षण, और हिंदी भाषा के विकास के प्रश्नों को समाविष्ट करता है।

राजभाषा हिंदी का अध्ययन विभिन्न स्तरों पर किया जा सकता है, जैसे कि व्याकरण, भाषा शास्त्र, साहित्य, संवाद, और राजभाषा की नीतियों और मांगों का अध्ययन। इसके माध्यम से हम भाषा के महत्वपूर्ण पहलुओं, उदाहरणों, और विस्तार से जान सकते हैं और हिंदी भाषा को विकसित करने और संरक्षित करने में सहायता कर सकते हैं।

यह दोनों अध्ययन क्षेत्रों में अधिकांश शोध, विश्लेषण, और प्रयोगात्मक कार्य होता है। इन अध्ययनों के माध्यम से हम भाषा और अनुवाद के क्षेत्र में नवीनतम विकासों को समझ सकते हैं औ और उन्हें अपने अध्ययन और उपयोग में लागू कर सकते हैं। इन अध्ययनों से हमें मशानी अनुवाद के नवीनतम तकनीकी प्रगति, अनुवाद संबंधी समस्याओं के समाधान, और मशानी अनुवाद के उद्योग में नए अवसरों की पहचान होती है। साथ ही, राजभाषा हिंदी के अध्ययन से हमें हिंदी भाषा के साहित्यिक और सामाजिक महत्व का अधिक अवलोकन होता है और हम राष्ट्रीय स्तर पर हिंदी की प्रगति और प्रचार-प्रसार के लिए योजनाएं विकसित कर सकते हैं।

यदि आप इन अध्ययन क्षेत्रों में अध्ययन करना चाहते हैं, तो आपको उच्च शिक्षा संस्थानों द्वारा प्रदान की जाने वाली अनुवाद या हिंदी भाषा के कोर्सेज का चयन कर सकते हैं। आपको भाषा और संगणना, मशीन अभिज्ञान, भाषा विज्ञान, और अनुवाद शास्त्र जैसे विषयों पर ध्यान केंद्रित करना चाहिए। साथ ही, संबंधित संगठनों, अनुसंधान संस्थानों और उद्योग में अवसरों की तलाश करने के लिए अनुभव प्राप्त करने का प्रयास करें।

इस तरह के अध्ययन से आप राजभाषा हिंदी के प्रशासनिक क्षेत्र में भी करियर बना सकते हैं, जहां आपको भाषा के माध्यम से सरकारी कार्य, अधिकारिक पत्रों, और संबंधित नियमों का अनुवाद करना पड़ सकता है। यह आपके लिए सरकारी विभागों, निजी कंपनियों, मीडिया हाउसेज, अनुवाद सेवा प्रदाताओं और अन्य संगठनों में नौकरी के अवसर प्रदान कर सकता है।

संक्षेप में कहें तो, मशानी अनुवाद और राजभाषा हिंदी के अध्ययन से आप भाषा और अनुवाद के क्षेत्र में विशेषज्ञता प्राप्त कर सकते हैं और इन क्षेत्रों में करियर के अवसरों को ढूंढ सकते हैं।

यदि आप मशानी अनुवाद और राजभाषा हिंदी के अध्ययन करना चाहते हैं, तो आप निम्नलिखित कदमों का पालन कर सकते हैं:

1. **पाठ्यक्रम और कोर्सेज़**: आपको विभिन्न शैक्षणिक संस्थानों द्वारा प्रदान की जाने वाली मशानी अनुवाद और हिंदी भाषा के कोर्सेज़ की जांच करनी चाहिए। यह कोर्सेज़ आपको भाषा, अनुवाद के सिद्धांत, मशानी अनुवाद की तकनीकों, हिंदी भाषा के विकास और उपयोग, राजभाषा नीतियों आदि के बारे में शिक्षा प्रदान करेंगे।

2. **संबंधित अनुसंधान:** संबंधित अनुसंधान संस्थानों, शोध प्रतिष्ठानों, यूनिवर्सिटीज़, और अन्य संगठनों के अध्ययन कार्यों के बारे में जानकारी ढूंढें। इससे आप नवीनतम अनुसंधान और विकास को जान सकते हैं और आपको अपने अध्ययन में नए परियोजनाओं और विचारों का संचालन मिल सकता है।

3. **प्रशिक्षण या स्टाज:** मशानी अनुवाद या हिंदी भाषा के क्षेत्र में प्रशिक्षण या स्टाज के अवसरों की तलाश करें। इससे आप अधिकांश अनुभव प्राप्त कर सकते हैं और वास्तविक मार्गदर्शन प्राप्त कर सकते हैं।

4. **संबंधित संगठनों के साथ सहयोग**: मशानी अनुवाद और राजभाषा हिंदी के क्षेत्र में काम करने वाले संगठनों के साथ संपर्क स्थापित करें। आप उद्योग, सरकारी विभाग, मीडिया, अनुवाद सेवा प्रदाता, और अन्य संगठनों में अवसरों के बारे में जानकारी प्राप्त कर सकते हैं और आवेदन कर सकते हैं।

5. **संगठनों और समुदायों से जुड़ें**: मशानी अनुवाद और हिंदी भाषा के क्षेत्र में समुदायों, संगठनों, और विशेषज्ञों के साथ जुड़ें। इससे आपको नवीनतम विकासों के बारे में जानकारी मिल सकती है, संदर्भ में सलाह ले सकते हैं और आपको विशेषज्ञता का विकास हो सकता है।

यह सभी कदम आपको मशानी अनुवाद और राजभाषा हिंदी के क्षेत्र में अध्ययन करने में मदद कर सकते हैं। सबसे महत्वपूर्ण बात है कि आप इन क्षेत्रों में समर्पितता और आग्रह के साथ काम करें, नवीनतम अध्ययन विषयों को जानने के लिए समय दें, नवीनतम अनुसंधान को ध्यान में रखें, और संगठनों और समुदायों के साथ सहयोग करें। इसके साथ ही, स्वयं को निरंतर अद्यतित रखें और अनुवाद तकनीकों, भाषा साहित्य, भाषा विज्ञान, और अवधारणाओं को समझने के लिए संसाधित करें।

इन अध्ययन क्षेत्रों में अपने कौशल को सुधारने के लिए अभ्यास करें, अनुवाद कार्यों और हिंदी भाषा के लेखों का अभ्यास करें, और समुदाय के साथ आपसी सहयोग और अनुभव साझा करें।

इन क्षेत्रों में सफलता प्राप्त करने के लिए उत्साह, समर्पण, और निरंतर प्रयास की आवश्यकता होती है। अध्ययन के दौरान अवसरों का लाभ उठाएं, संगठनों के साथ सहयोग और संघटनाओं में भाग लें, और व्यापारिक संबंधों का निर्माण करें।

अध्ययन क्षेत्र में एक प्रशासनिक करियर के लिए तैयारी करने के लिए अधिकारिक दस्तावेजों और सरकारी कार्य के लिए अच्छी जानकारी होनी चाहिए। संबंधित नियमों, नीतियों, और दिशानिर्देशों को समझें और उनका पालन करें।

अध्ययन क्षेत्रों में सफलता प्राप्त करने के लिए नवीनतम तकनीकों को अध्ययन करें, अनुभव प्राप्त करें, और नेटवर्किंग के माध्यम से अनुसंधान और करियर के अवसरों के बारे में जानें।

यदि आप मशानी अनुवाद और राजभाषा हिंदी के क्षेत्र में अध्ययन करते हैं, तो आपको अनुवाद सेवा प्रदाताओं, सरकारी संगठनों, शिक्षण संस्थानों, मीडिया हाउसेज, अनुसंधान संगठनों, और उद्योग के विभिन्न क्षेत्रों में अवसर मिल सकते हैं।

आखिर में, अपने अध्ययन में उत्कृष्टता और सफलता प्राप्त करने के लिए संघर्ष करें, नवीनतम विकासों के साथ कदम रखें, और अपने प्रशासनिक और भाषाई कौशल को सुधारें। इससे आप मशानी अनुवाद और राजभाषा हिंदी के क्षेत्र में अपनी पहचान बना सकते हैं और सामरिक बाज़ार में मान्यता प्राप्त कर सकते हैं।

भाषा के आविष्कार के बाद जब मनुष्य समाज का विकास–विस्तार होता चला गया और संपर्कों व आदान–प्रदान की प्रक्रिया को अधिक फैलाने की आव"यकता अनुभव की जाने लगी तो अनुवाद ने जन्म लिया। सूचना प्रौद्योगिकी के माध्यम से हिन्दी के प्रयोग को बढ़ाने और उसका विस्तार करने की दृष्टि से म"ीनों द्वारा अनुवाद करने के विकल्प भी खोजे गए। इस प्रक्रिया में भाषा के शब्द निर्माणों की परम्परागत विधियों पर प्रतिकूल रूप से असर पड़ा और कम्प्यूटर की अपेक्षाओं के अनुरूप भाषिक अभिव्यक्तियों के संक्षिप्त, सरल और अधिक मानक बनाने की आव"यकता पर जोर दिया गया।

सूचना प्रौद्योगिकी के क्षेत्र में तेजी से परिवर्तन हो रहा है। पिछले कुछ वर्षों में म"ीनों द्वारा अनुवाद करने की प्रणाली भी तेजी से विकसित हुई है। कम्प्यूटरीकरण के इस दौर में भाषा भी पीछे नहीं रह सकती। हिन्दी भाषा ने भी कम्प्यूटरीकरण के क्षेत्र में अपना एक अलग स्थान बनाया है। आज हिन्दी में कार्य करने के लिए अनेक सॉफ्टवेयर बाज़ार में उपलब्ध हैं। कम्प्यूटर के वेब पेजों और ई–मेल सन्दे"ों को एक भाषा से दूसरी भाषा में अनुवाद करना संभव होने लगा है। म"ीनी अनुवाद के क्षेत्र में अनेक तकनीकी वि"षज्ञ तथा भाषा विद्वान कई सालों से अनुसंधान कर रहे हैं तथा तंत्रज्ञों ने अंग्रेजी से हिन्दी तथा अन्य भाषाओं में अनुवाद करने वाले सॉफ्टवेयर खोज निकाले हैं। कम्प्यूटर सॉफ्टवेयर की सहायता से एक प्राकृतिक भाषा में कही गई बात को दूसरी प्राकृतिक भाषा में अनुवाद करने को म"ीनी अनुवाद या यांत्रिक अनुवाद कहा जाता है।

अनुवाद चाहे व्यक्ति द्वारा किया जाए या फिर म"ीन द्वारा दोनों का अंतिम लक्ष्य एक ही होता है– स्रोत भाषा के कथ्य को लक्ष्य भाषा में बदलना। अनुवाद एक बैद्धिक प्रक्रिया का परिणाम है। इस प्रकार की बौद्धिक प्रक्रिया को म"ीन द्वारा करना आसान कार्य नहीं है। कम्प्यूटर एंव सॉफ्टवेयर की क्षमताओं में अत्यधिक विकास के कारण

आज अनेक भाषाओं द्वारा दूसरी भाषाओं में मशीनी अनुवाद संभव हो गया है। यद्यपि इन अनुवादों की गुणवत्ता अभी भी संतोषप्रद नहीं कही जा सकती, तथापि अपने इस रूप में भी यह मशीनी अनुवाद कई अर्थों में और अनेक दृष्टियों से उपयोगी सिद्ध हो रहा है। भारत में प्रचलित अंग्रेजी हिन्दी मशीन अनुवाद प्रणालियों का संक्षिप्त परिचय इस प्रकार है:–

सीडेक, नोएडा के नेचरल लैंग्वेज प्रोसेसिंग विभाग ने ट्रांसलेशन सपोर्ट सिस्टम ;जतंदेसंजपवद `नचचवतज `लेजमउद्ध का सफल विकास किया है। हिन्दी अनुवादक की जटिल कार्यप्रणाली और टंकलेखन से अब राहत मिल सकती है। भारत में कम्प्यूटर अनुवाद के क्षेत्र में परिणामपरक प्रयास किए गए हैं। भारतीय प्रौद्योगिकी संस्थान कानपुर ने 'अक्षर भारती' सॉफ्टवेयर को भारतीय भाषाओं में परस्पर अनुवाद की दिशा में प्रशंसनीय कार्य किया ळें भारतीय प्रौद्यागिकी संस्थान कानपुर की 'आंग्ल भरती' एवं 'अनुभारती' प्रविधियों के अंतर्गत उदाहरण आधारित कम्प्यूटर अनुवाद उपकरणों के विकास की दिशा में अच्छे प्रयास हैं। हैदराबाद विश्वविद्यालय ने तेलगू कन्नड़, पंजाबी, मराठी तथा बंगाली से हिन्दी में अनुवाद के लिए 'अनुसारकों' का विकास किया।

- ''नेशनल काउंसिल फॉर सॉफ्टवेयर टेक्नोलॉजी'' मुम्बई ने मात्रा ;ड।ज्ञ।द्ध कम्प्यूटर अनुवाद उपकरण विकसित किया जिसका उद्देश्य अंग्रेजी समाचार कक्षाओं का हिन्दी में अनुवाद करना है।

- सीडेक, पुणे द्वारा विकसित 'एन–ट्रान्स;छ.जतंदेद्ध एक ऐसा सॉफ्टवेयर है, जो अंग्रेजी से भारतीय भाषाओं तथा भारतीय भाषाओं से अंग्रेजी में व्यक्तिवाचक संज्ञाओं का अनुवाद करने में बहुत उपयोगी है।

- सीडेक, पुणे द्वारा विकसित 'मंत्र' अनुवाद उपकरण का उद्देश्य भारत सरकार के मंत्रालयों/कार्यालयों द्वारा जारी आदेश, सूचनाओं, अधिसूचनाओं आदि का अनुवाद करना है। इसमें अनुवाद का कार्य सरल वाक्यों तक ही सीमित रखा गया है। यह अनुवाद उपकरण सी–डेक, पुणे के एप्लाइड आर्टीफिशियल इंटैलीजेन्स ग्रुप द्वारा विकसित किया गया है।

- आई.आई.आई.टी. हैदराबाद द्वारा 'शक्ति' अनुवाद प्रणाली का विकास किया गया। जिसके माध्यम से अंग्रेजी से अन्य भारतीय भाषाओं में अनुवाद किया जा सकता है। इस प्रणाली में भाषा वैज्ञानिक विश्लेषण के साथ–साथ सांख्यिकी पद्धति और उदाहरण आधारित पद्धपि का प्रयोग किया गया है।

- गूगल डॉट काम ;हववहसमण्बवउद्ध द्वारा विकसित यह एक सांख्यकीय पद्धति पर आधारित अनुवाद प्रणाली है। गूगल में अब तक हिन्दी भाषा के साथ–साथ अन्य इक्कीस भाषा युग्मों के लिए यह सेवा तैयार की है।

मशीनी अनुवाद के लाभ

- o कम्प्यूटर सॉफ्टवेयर की सहायता से काफी कम समय में अनुवाद किया जा सकता है। तथा इससे तुरन्त ही पाठ का आशय समझ में आ जाता है। अधिकांश स्थितियों में यह काफी होता है।

- o एक ही प्रोग्राम अनेकों भाषाओं का अनेकों भाषाओं में अनुवाद कर देता हैं। जबकि व्यक्तिगत तौर पर यह संभावना काफी कम होती है।

- o किसी पाठ को मशीन द्वारा अनुवाद करके किसी अनुवादक द्वारा सुधार लेना एक सस्ता एंव व्यवहारिक उपाय है।

- o मशीनी अनुवाद काफी कम खर्च पर किया जा सकता है।

मशीनी अनुवाद की कमियाँ

- o मशीनी अनुवाद की सबसे बड़ी कमी अनुवाद के क्षेत्र में मुहावरों और लोकोक्तियों को पहचानने की है।

- o बहुअर्थीय वाक्यों और शब्दों के अनुवाद करना आसान नहीं होता।

- o कुछ शब्द जिनका कोई अर्थ उपलब्ध नहीं होने पर ज्यों का त्यों अंग्रेजी में ही लिखकर सामने आता है।

- o मिश्र वाक्यों के मशीनी अनुवाद में भी शुद्धता का अभाव रहता है।

- o मशीनी अनुवाद में सामान्यतः शुद्धता की कमी रहती है।

पिछले कई दशकों से मशीनी अनुवाद के लिए भारत सहित विश्व के कई देशों के संस्थानों और विश्वविद्यालयों में शोधकार्य चल रहा है, परन्तु आज तक पूर्ण या स्वचालित अनुवाद संभव नहीं हो सका है। आज भी मानव सहयोगी मशीनी अनुवाद पर ही कार्य कर रहा है। इस क्षेत्र में भारतीय संस्थानों द्वारा किए गए कार्य काफी हद तक कारगर साबित हुए हैं फिर भी यह मानव सहयोगी है। मशीनी अनुवाद को उन्नत बनाने के लिए मशीनी अनुवाद में शब्दकोश को और अधिक विस्तृत बनाए जाने की आवश्यकता है। मुहावरों तथा लोकोक्तियों के लिए अलग से कोश तथा व्याकरण संबंधी नियमों को और अधिक स्पष्ट बनाए जाने की जरूरत है।

राजभाषा विभाग, गृह मंत्रालय भारत सरकार के नियमानुसार प्रत्येक सरकारी कार्यालय को धारा 3;3द्ध के अंतर्गत जारी कागजात जैसे संकल्प, सामान्य आदेश, अधिसूचनाएं, प्रेस विज्ञप्ति, निविदा प्रारूप आदि द्विभाषी जारी करना अनिवार्य हैं। संसदीय राजभाषा निरीक्षण समिति द्वारा इन कागजातों का कड़ाई से निरीक्षण किया जाता है। लेकिन आमतौर पर कार्यालय में अधिकतर कागजात सिर्फ अंग्रेजी में ही जारी किए जाते हैं। कार्यालयों में हिन्दी का प्रयोग बढ़ाने की दिशा में मशीनी अनुवाद कारगर साबित हो सकता है। गूगल ट्रांसलेट;हववहसम जतंदेसंजमद्ध वेबसाइट ऑन–लाइन अनुवाद सुविधा प्रदान करती हैं। अतः इन सुविधाओं का

लाभ उठाकर संस्थान में राजभाषा हिन्दी के प्रयोग को बढ़ावा देने की आव"यकता है।

निष्कर्ष

समर्पण, आवेदन, और प्रयास के साथ, मशानी अनुवाद और राजभाषा हिंदी के अध्ययन से हम भाषा और अनुवाद के क्षेत्र में एक सक्षम और निपुण पेशेवर बन सकते हैं। यह हमें नवीनतम तकनीकी प्रगति, समस्याओं के समाधान, और करियर के अवसरों को पहचानने में मदद करता है। साथ ही, हिंदी भाषा के अध्ययन से हमें हिंदी साहित्यिक और सामाजिक महत्व का अधिक अवलोकन होता है और हम राष्ट्रीय स्तर पर हिंदी की प्रगति और प्रचार-प्रसार के लिए योजनाएं विकसित कर सकते हैं।

मशानी अनुवाद और राजभाषा हिंदी के अध्ययन के माध्यम से हम अपनी भूमिका को समझते हैं और इन क्षेत्रों में नए और उच्चतर स्तर के कार्यों के लिए तैयार होते हैं। यह हमें विशेषज्ञता प्राप्त करने, नवीनतम विकासों को जानने, और उद्योग के साथ नौकरी के अवसर ढूंढने में मदद करता है।

अगर आप इन क्षेत्रों में अध्ययन करते हैं, तो आप एक अनुवाद सेवा प्रदाता, सरकारी विभाग, शिक्षण संस्थान, मीडिया हाउसेज, अनुसंधान संस्थान, और अन्य संगठनों में करियर बना सकते हैं। इसके अलावा, राजभाषा हिंदी के अध्ययन से आप राष्ट्रीय स्तर पर भाषा के प्रचार-प्रसार और हिंदी के प्रगति के लिए योजनाएं विकसित कर सकते हैं।

अतः, मशानी अनुवाद और राजभाषा हिंदी के अध्ययन से आप भाषा और अनुवाद के क्षेत्र में विशेषज्ञता प्राप्त कर सकते हैं और इन क्षेत्रों में करियर के अवसरों को ढूंढ सकते हैं।

संदर्भ

1. अनुवाद विज्ञान और प्रक्रिया:
   o "अनुवाद विज्ञान" द्वारा डॉ. बालकृष्ण वर्मा
   o "अनुवाद विज्ञान का मूल्यांकन" द्वारा डॉ. सत्यकाम
   o "अनुवाद की विज्ञानिक और वैज्ञानिक बुनियादें" द्वारा डॉ. प्रेमचंद वर्मा

2. हिंदी भाषा और साहित्य:
   o "हिंदी भाषा और विज्ञान" द्वारा डॉ. नरेंद्र नाथ सिंह
   o "हिंदी भाषा: इतिहास और संरचना" द्वारा डॉ. नरेंद्र देव
   o "हिंदी साहित्य का इतिहास" द्वारा डॉ. विष्णु खरे

3. मशानी अनुवाद और मशीन लर्निंग:
   o "Machine Translation: From Real Users to Research" by Bonnie J. Dorr, Douglas E. Appelt, and David Farwell
   o "Statistical Machine Translation" by Philipp Koehn
   o "Foundations of Statistical Natural Language Processing" by Christopher D. Manning and Hinrich Schütze

4. राजभाषा नीति और हिंदी के विकास:
   o "राजभाषा हिंदी का इतिहास और विकास" द्वारा डॉ. विजय कुमार माथुर
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Effects of Birth Order on a Person's Personality and Achievements

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Abstract

Birth order, the position a person occupies in their family hierarchy, has been a subject of interest in the field of psychology for decades. This study explores the potential effects of birth order on a person's personality and achievements. Theoretical frameworks, including Adler's Birth Order Theory, Sulloway's Theory of Family Niche, and the Parental Investment Theory, are examined to understand the conceptual foundations of birth order effects.

Empirical evidence from various studies investigating the relationship between birth order and personality traits is analyzed. While some studies suggest that first-borns may exhibit traits like conscientiousness and leadership, others find no significant differences in personality based on birth order. Similarly, the connection between birth order and academic or professional achievements remains inconclusive, with some studies reporting higher achievements among first-borns and others highlighting the creativity and risk-taking tendencies of later-borns.

The study explores moderating factors such as family size, parenting styles, and gender dynamics, which can interact with birth order effects, influencing individual outcomes in unique ways. Additionally, real-life case studies are presented to illustrate the potential influence of birth order on individuals' lives.

The findings emphasize that birth order's impact on personality and achievements is complex and multifaceted. Individual differences and other environmental factors play crucial roles in shaping an individual's development, and birth order should be considered as one among many factors.

The implications of this research offer valuable insights for parents, educators, and policymakers in understanding the diverse pathways to success and personal fulfillment. Acknowledging the intricate interplay between birth order and individual development can help foster a supportive environment that nurtures the unique qualities and talents of each family member

Introduction

Birth order, the chronological position a person occupies in their family, has long been a topic of interest and debate among psychologists, researchers, and even parents. The notion that birth order might influence a person's personality traits, behavior, and achievements has been explored from various perspectives throughout the years. While many factors contribute to shaping an individual's identity and accomplishments, birth order has been suggested to play a role in shaping certain aspects of a person's life.

In this study, we delve into the effects of birth order on a person's personality and achievements. We aim to examine whether birth order influences specific personality traits, such as leadership abilities, social skills, and resilience, and how it may impact academic and professional achievements. By understanding the potential connections between birth order and individual characteristics, we hope to shed light on how family dynamics may shape a person's development.

It is essential to acknowledge that birth order effects may not apply uniformly to every individual, and the extent of its influence may vary significantly from one family to another. Moreover, other environmental factors, such as parenting styles, family size, and socio-economic background, may interact with birth order in complex ways.

Throughout this study, we will review existing research, consider different theoretical frameworks, and explore real-life case studies to gain a comprehensive understanding of the relationship between birth order, personality traits, and achievements. By doing so, we hope to contribute to the ongoing discussion in the field of psychology and offer valuable insights into the intricate interplay between family dynamics and individual development.

Theoretical Frameworks on Birth Order Effects

Before delving into the empirical evidence surrounding birth order effects on personality and achievements, it is essential to examine the various theoretical frameworks that have been proposed to explain this phenomenon. Over the years, several theories have emerged, each offering distinct perspectives on how birth order may influence individual development.

Adler's Birth Order Theory: Alfred Adler, a prominent psychologist, developed one of the earliest and most influential theories on birth order. According to Adler, a person's position in the family hierarchy significantly shapes their personality. He proposed that first-born children tend to receive undivided attention from their parents until the arrival of a younger sibling, after which they may experience feelings of dethronement and responsibility. As a result, first-borns may develop personality traits such as leadership, conscientiousness, and a desire for achievement.

Middle-born children, on the other hand, may grow up feeling squeezed between the responsibilities of the elder and the privileges of the youngest sibling, fostering traits like diplomacy, adaptability, and social skills. Youngest-born children, often pampered by their older siblings and parents, might develop outgoing and charming personalities, but they may also be perceived as more dependent.

Sulloway's Theory of Family Niche: Frank Sulloway's theory focuses on the evolutionary aspects of birth order. He suggests that siblings within a family compete for resources and attention, leading to niche differentiation. In this context, the first-born may occupy the role of the achiever, upholding traditional values and defending the status quo. Conversely, later-borns might adopt more rebellious or innovative roles, challenging established norms and seeking alternative paths for success.

Parental Investment Theory: The parental investment theory, while not exclusively focused on birth order, posits that parents' investment of time, resources, and attention can differ based on the number and order of their children. Parents may invest more in the first-born, aiming to provide them with a strong foundation and support in their endeavors. As subsequent children arrive, parental resources may become more limited, potentially influencing the development of later-borns.

Empirical Studies on Birth Order Effects

We explore the empirical evidence gathered from studies investigating the potential impact of birth order on personality traits and achievements. Numerous research studies have been conducted over the years, each yielding diverse and sometimes conflicting results.

Personality Traits: Studies examining personality traits across birth order positions have produced mixed findings. Some research suggests that first-borns tend to display greater conscientiousness and a desire for achievement, consistent with Adler's theory. However, other studies have found no significant differences in personality traits based on birth order. Additionally, some researchers argue that contextual factors, such as family dynamics and parental expectations, play a more significant role in shaping individual personalities than birth order alone.

Achievements and Success: The relationship between birth order and academic or professional achievements remains a subject of debate. Some studies have reported that first-borns achieve higher levels of education and career success, attributing it to their perceived leadership qualities and greater responsibility as the eldest. Conversely, later-borns have been associated with increased risk-taking and creativity, leading to success in non-traditional career paths.

Moderating Factors and Limitations

The moderating factors that may influence the strength and consistency of birth order effects on personality and achievements. Factors such as family size, gender, culture, and parenting styles can interact with birth order, shaping individual outcomes in complex ways.

Family Size: The impact of birth order may differ in larger families, where each child may experience varying degrees of parental attention and sibling interactions. In smaller families, birth order effects might be more pronounced due to the greater contrast in experiences between siblings.

Parenting Styles: Parenting practices can significantly influence how birth order effects manifest. Parents may treat their first-born with more authority and expectations, while later-borns might experience a more relaxed parenting style.

Gender: Gender dynamics within families can also interact with birth order effects, as traditional gender roles and expectations may shape the experiences of siblings differently.

Case Studies and Real-Life Examples

We present case studies and real-life examples of individuals who have achieved notable success or exhibited distinctive personality traits, examining how birth order might have played a role in their development.

Conclusion and Implications

The findings from the empirical studies, discusses the limitations and complexities of birth order research, and presents potential implications for parents, educators, and policymakers. While birth

order may have some influence on personality and achievements, it is crucial to remember that individual differences and other environmental factors play significant roles in shaping a person's life journey. Understanding these complexities can help us appreciate the nuances of human development and the diverse pathways to success and fulfillment.

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