

3.3.5 Number of books and chapters in edited volumes / books published, and papers in national/international conference-proceedings per teacher during the last five years (6)

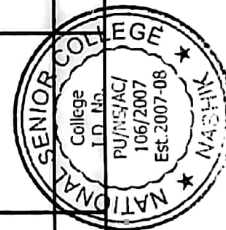
Sr. No	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / international	Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher	Relevant link
1	Prof. Reshma Khan		Samakalin sahitya me Dalit atmakatha	Samakalin vimarsh	Samakalin vimarsh	National	01-Dec-14	ISBN-978-819336507-7	National Senior College		
2	Prof. M. Mule		Bhumigat jalsampada ek kalsapeksha abhyas	Role of angatation in sustainable agriculture development			Jan-2014 to Jan-2015	ISBN-978-93-84916-57-2	National Senior College	Success Publications	
3	Prof. M. P. Mule		Sources of various environmental pollution and environment study				5-Mar-2015 to 6-Mar-2015	ISBN-978-93-83672-13-4	National Senior College		
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7	Dr. Jadhav Rekha S		E-marketing			National	27-Sep-2016 to 28-Sep-2016	ISSN-2320-2327	National Senior College		
8	Prof. Nilophar Shaikh		Forensic accounting in India problems and aspects			National	2016	ISSN-2319-4766	National Senior College	Scholarly research journal	
9	Prof. M. P. Mule		A study of spatio temporal scenario of agriculture in Nashik district of Maharashtra				2016	ISSN-2319-5759	National Senior College		
10	Dr. J. A. Khan		Bringing Military Power And Diplomacy Together.				03/01/2016	ISSN 2231-4709 UGC Recognized no-48458,48442	National Senior College		
11	Dr. J. A. Khan		Technology And Military Security				06/01/2016	ISSN 0975-7090 UGC Recognized no-48442	National Senior College		



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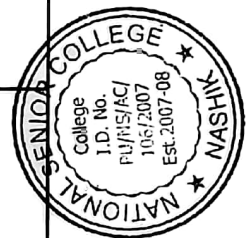
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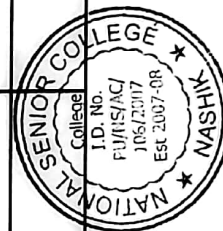
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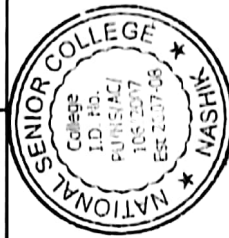
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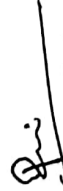
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Mirza Sana Munawwar

Study of Green Marketing in India

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Abstract:

Green revolution going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Due to environment consciousness and awareness businesses can no longer run after profits only. There is a move towards green economy and in every sphere organizations have to be environmentally sensitive. One such area is Green Marketing. Green marketing is the marketing of products that are presumed to be environmentally safe. In this research paper, main emphasis has been made of concept, need and importance of green marketing.

Keywords: Green marketing, Green Brands, Consumer Satisfaction, Environmental Safety

Introduction:

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other. Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment and reflect the level of its concern for the community. It can also be seen as the promotion of environmentally safe or beneficial products.

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Polonsky (1994) defines green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

OBJECTIVES:

1. To study the concept of green philosophy in Marketing

2. Consumer beliefs and attitudes on green products.
3. Consumer awareness on the availability of environmentally friendly products.
4. The influence of marketing efforts put by marketers with reference to Consumers..
5. To study the various initiatives taken by companies in India

METHODOLOGY:

The study is mainly based on secondary data taken from the reputed Published Sources like Economic Surveys, various books and websites, Newspapers, and Magazines.

Green Marketing in India:

Organizations are Perceive Environmental marketing as an Opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health. Firms marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives. Organizations believe they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image. Firms in this situation can take two approaches:

- Use the fact that they are environmentally responsible as a marketing tool.
- Become responsible without prompting this fact.
- Governmental Bodies are forcing Firms to Become More Responsible. In most cases the government forces the firm to adopt policy which protects the interest of the consumers. It does so in following ways:
 - Reduce production of harmful goods or by products
 - Modify consumer and industry's use and consumption of harmful goods; or
 - Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Competitors' environmental activities Pressure Firms to change their Environmental Marketing activities. In order to get even with competitors claim to being environmentally friendly, firms change over to green marketing. Result is green marketing percolates entire industry. Cost Factors Associated With Waste Disposal or Reductions in Material Usage Forces Firms to Modify their Behaviour. With cost cutting becoming part of the strategy of the firms it adopts green marketing in relation to these activities. It may pursue these as follows:
 - A Firm develops a technology for reducing waste and sells it to other firms.
 - A waste recycling or removal industry develops.

Green Products and Its Characteristics:

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Need of Green Marketing:

An Anthropological View Issues like Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health

advisor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now though of late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthropological perspective of long term sustainable business and to please the consumer and obtain the license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

Importance of Green Marketing:

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing none environmentally responsible alternatives. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
2. Organizations believe they have a moral obligation to be more socially responsible.
3. Governmental bodies are forcing firms to become more responsible.
4. Competitors' environmental activities pressure firms to change their environmental marketing activities.
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour.

GOLDEN RULES OF GREEN MARKETING:

KNOW YOU'RE CUSTOMER:

Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers didn't know what CFCs were.).

EDUCATING YOUR CUSTOMERS:

Isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters? Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.

BEING GENUINE & TRANSPARENT:

Means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

REASSURE THE BUYER:

Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.

CONSIDER YOU'RE PRICING:

If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients-make sure those consumers can afford the premium and feel it's worth it.

GIVING YOUR CUSTOMERS AN OPPORTUNITY TO PARTICIPATE:

Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

THUS LEADING BRANDS SHOULD RECOGNIZE THAT CONSUMER EXPECTATIONS HAVE CHANGED:

It is not enough for a company to green its products; consumers expect the products that they purchase to be eco-friendly and also to help reduce the environmental impact in their own lives too.

CHALLENGES IN GREEN MARKETING:

➤ NEED FOR STANDARDIZATION:

It is found that only 5% of the marketing messages from —Green! campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labelling and licensing.

➤ NEW CONCEPT :

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

➤ PATIENCE AND PERSEVERANCE :

The investors and corporate need to view the environment as a major long-term investment opportunity. The marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

➤ AVOIDING GREEN MYOPIA :

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

Reviews Literature:

Prothero, A. (1998) introduces several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing.

Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Prothero, A. & Fitchett, J.A. (2000) argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Kilbourne, W.E. (1998) discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing

strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study environmentalism has fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

Conclusion:

Green marketing is still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to explore its potential to the maximum possible extent. When companies adopt green marketing activities, they should ensure that the economic aspect of marketing is not neglected. The companies must keep in mind that the consumers are very much concerned about the environmental issues cropping up in the country and they are very much willing to pay a premium price for the green products, if these eco-friendly products provide an extra value to the consumers. Companies can command a higher price if they can enhance the products performance and offer extra product value by providing better visual appeal, better functions, improved performance, better design, or better taste. Thus, companies must try to locate these opportunities and must take advantage of them.

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Reforms in India's Education System

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Abstract:

The current higher education curriculum does not impart the necessary skills that would make the students employable adequately. There is a lack of Interdisciplinary approach as well as there is a very little scope for value based courses to be taught. In addition the evaluation methods are largely based on memory recall processes. In addition the students don't learn to think and analyze on their own. Also, the system is not effective enough in meeting/empowering students to think on matters/issues independently.

The 11th five year plan of India as well as the National Knowledge Commission have recommended revamping of higher education through academic and administrative reforms. The UGC particular in its 11th plan, has emphasized on such reforms. This paper attempts to study various reforms initiated in Indian education system.

Introduction:

Education has been a problem in our country and lack of it has been blamed for all sorts of evil for hundreds of years. Even Rabindranath Tagore wrote lengthy articles about how Indian education system needs to change. Funny thing is that from the colonial times, few things have changed. We have established IITs, IIMs, law schools and other institutions of excellence; students now routinely score 90% marks so that even students with 90+ percentage find it difficult to get into the colleges of their choice; but we do more of the same old stuff.

Rote learning still plagues our system, students study only to score marks in exams, and sometimes to crack exams like IIT JEE, AIIMS or CLAT. The colonial masters introduced education systems in India to create clerks and civil servants, and we have not deviated much from that pattern till today. If once the youngsters prepared en masse for civil services and bank officers exams, they now prepare to become engineers. If there are a few centres of educational excellence, for each of those there are thousands of mediocre and terrible schools, colleges and now even universities that do not meet even minimum standards. If things have changed a little bit somewhere, elsewhere things have sunk into further inertia, corruption and lack of ambition.

Creating a few more schools or allowing hundreds of colleges and private universities to mushroom is not going to solve the crisis of education in India. And a crisis it is – we are in a country where people are spending their parent's life savings and borrowed money on education – and even then not getting standard education, and struggling to find employment of their choice. In this country, millions of students are victim of an unrealistic, pointless, mindless rat race. The mind numbing competition and rote learning do not only crush the creativity and originality of millions of Indian

students every year, it also drives brilliant students to commit suicide.

We also live in a country where the people see education as the means of climbing the social and economic ladder. If the education system is failing – then it is certainly not due to lack of demand for good education, or because a market for education does not exist.

Education system in India is failing because of more intrinsic reasons. There are systemic faults that do not let our demand for good education translate into a great marketplace with excellent education services. Hence, there is a need to reform the educational system if India.

Objectives:

1. To review today's education system
2. To study recent reforms implemented in Indian education system
3. To suggest some changes in the current system

Methodology:

The study is based on secondary data. Information is collected from books, journals, articles, newspapers and web sites.

Suggested Changes in Current System:

If India needs to attain the vision in education, what are required aren't simply reforms however a revolution of sorts. There must be a drastic overhaul of the prevailing education system. Compulsory and free primary education should get on top of our education agenda. There's no getting away from enforcing the Constitutional commitment to compulsory education until the age of fourteen years, provided by Article 45 and getting by a historical Supreme Court judgment declaring education as an elementary right.

1. In the current system of education, the shortage of opportunities for creativity for lecturers as well as students is consistent. Excessive use of textbooks and external examinations, to the exclusion of the method of education, is partially liable for this. Entire generations of teachers haven't noted any other system and changes within the present system will meet with resistance.
2. Training of teachers to target areas of learning that can be worked on, computer-aided teaching and technology led learning has to be there in major reforms. The Indian government and State Governments need to facilitate this method by bringing about rules for continuous teacher quality upgradation.
3. The current system of book-based and theory-oriented teaching doesn't instill independent thinking. It ought to be modified to create the scholars learn by practice and experience. This

- could be initiated from the primary level of education.
4. To build a society with sensible character and citizenship, it's vital that value education is introduced in pre-school and strengthened in primary, secondary and higher education.
 5. Just as economic infrastructure is seen crucial for the industrial sector, the development of infrastructure of educational institutions should be seen as important to a knowledge society.
 6. Research in India is basically an elitist idea. Analysis in the least levels ranging from the undergraduate level within the science and technology fields ought to be inspired. Even the infrastructure offered for analysis and development is poor and archaic.
 7. There is no stress on physical development in our school curriculum. There's a desire to encourage sports activities by providing the required infrastructure. The prevailing resources of Sports Authority of India and different sports bodies within the country ought to be utilized for this critical space.
 8. One day per week (preferably Saturday) must be mandatorily put aside for extra-curricular activities like games, study visits, arts and crafts and similar activities at the primary school and secondary school level.

All this efforts can help to bring about a revolutionary change in education system.

Recent Reforms:

1. CBCS System:

The Indian Higher Education Institutions have been moving from the conventional annual system to semester system. Currently many of the institutions have already introduced the choice based credit system. The semester system accelerates the teaching-learning process and enables vertical and horizontal mobility in learning. The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. It is desirable that the HEIs move to CBCS and implement the grading system.

According to the UGC, diversity of evaluation systems followed by different universities has hurt students because of lack of "acceptance of their credentials" across the university system and employment agencies. The CSBS is being visualized as the way to solve this problem by ensuring "seamless mobility of students across the higher education institutions in the country and abroad," and also across "employment agencies."

2. RUSA Reform

According to the UGC, diversity of evaluation systems followed by different universities has hurt students because of lack of "acceptance of their credentials" across the university system and employment agencies. The CSBS is

being visualized as the way to solve this problem by ensuring "seamless mobility of students across the higher education institutions in the country and abroad," and also across "employment agencies." RUSA proposes to introduce semester system:

Semester System

The key facets of the new semester system are as follows:

- Two semesters of five to six months in duration, versus academic terms spread over 10 to 12 months.
- Credits based on the workload of the learner, with one credit point generally corresponding to 30 to 40 learning hours.
- Comprehensive continuous assessment (versus end-of-year examinations).
- New assessment protocols based on grades rather than marks, and the use of cumulative grade point scores to define overall achievement.
- Curricular flexibility and increased options for student mobility.
- Regular updates to curriculum.

Indian institutions have traditionally worked on the 'academic session,' with grading based on end-of year examinations, as opposed to end-of-semester examinations as is more common in Europe and North America. Among other things, the MHRD hopes the new semester system will lead to increased student engagement throughout the academic year, while also reducing the burden of end-of-year cramming.

Reforms Expected from Government:

1. Focus on skill based education

Our education system is geared towards teaching and testing knowledge at every level as opposed to teaching skills. "Give a man a fish and you feed him one day, teach him how to catch fishes and you feed him for a lifetime." I believe that if you teach a man a skill, you enable him for a lifetime. Knowledge is largely forgotten after the semester exam is over. Still, year after year Indian students focus on cramming information. The best crammers are rewarded by the system. This is one of the fundamental flaws of our education system.

2. Reward creativity, original thinking, research and innovation

Our education system rarely rewards what deserves highest academic accolades. Deviance is discouraged. Risk taking is mocked. Our testing and marking systems need to be built to recognize original contributions, in form of creativity, problem solving, valuable original research and innovation. If we could do this successfully Indian education system would have changed overnight. Memorising is no learning; the biggest flaw in our education system is perhaps that it incentivizes memorizing above originality.

3. Get smarter people to teach

For way too long teaching became the sanctuary of the incompetent. Teaching jobs are until today widely regarded as safe, well-paying, risk-free and low-pressure jobs. Once a teacher told me in high school "Well, if you guys don't study it is entirely your loss - I will get my salary at the end of the month anyway." He could not put across the lack of

incentive for being good at teaching any better. Thousands of terrible teachers all over India are wasting valuable time of young children every day all over India. We need leaders, entrepreneurs in teaching positions, not salaried people trying to hold on to their mantle.

Implement massive technology infrastructure for education

India needs to embrace internet and technology if it has to teach all of its huge population, the majority of which is located in remote villages. Now that we have computers and internet, it makes sense to invest in technological infrastructure that will make access to knowledge easier than ever. Instead of focussing on outdated models of brick and mortar colleges and universities, we need to create educational delivery mechanisms that can actually take the wealth of human knowledge to the masses. The tools for this dissemination will be cheap smartphones, tablets and computers with high speed internet connection. While all these are becoming more possible than ever before, there is lot of innovation yet to take place in this space.

5. Re-define the purpose of the education system

Our education system is still a colonial education system geared towards generating babus and pen-pushers under the newly acquired skin of modernity. We may have the most number of engineering graduates in the world, but that certainly has not translated into much technological innovation here. Rather, we are busy running the call centres of the rest of the world – that is where our engineering skills end.

The goal of our new education system should be to create entrepreneurs, innovators, artists, scientists, thinkers and writers who can establish the foundation of a knowledge based economy rather than the low-quality service provider nation that we are turning into.

6. Take mediocrity out of the system

Our education system today encourages mediocrity – in students, in teachers, throughout the system. It is easy to survive as a mediocre student, or a mediocre teacher in an educational institution. No one shuts down a mediocre college or mediocre school. Hard work is always tough, the path to excellence is fraught with difficulties. Mediocrity is comfortable. Our education system will remain sub-par or mediocre until we make it clear that it is not ok to be mediocre. If we want excellence, mediocrity cannot be tolerated. Mediocrity has to be discarded as an option. Life of those who are mediocre must be made difficult so that excellence

7. Make reservation irrelevant

We have reservation in education today because education is not available universally. Education has to be rationed. This is not a long-term solution. If we want to emerge as a country build on a knowledge economy, driven by highly educated people – we need to make good education so universally available that reservation will lose its meaning.

There is no reservation in online education – because it scales. Today top universities worldwide are taking various courses online, and today you can easily attend a live class taught by a top professor of Harvard University online if you want, no matter which country is belong to. This is the future, this is the easy way to beat reservation and make it inconsequential.

Conclusion:

Academic reforms in India are being introduced with a goal of increasing quality standards in tandem with initiatives designed to broaden access. Current reform initiatives are focused at the state level, where over 90 percent of the nation's approximately 30 million higher-education students are enrolled.

With increased funding of traditionally underfunded state universities and colleges, the government aims to implement a raft of reforms that include, among other things: greater institutional autonomy, a new credit accumulation and transfer system, new assessment protocols, student-focused syllabi, and regular revisions to curriculum. These changes are aimed at leveraging India's huge demographic advantage by producing graduates that are significantly better prepared to meet the needs of India's rapidly growing economy than is the case today. Implementation of the reforms is currently underway.

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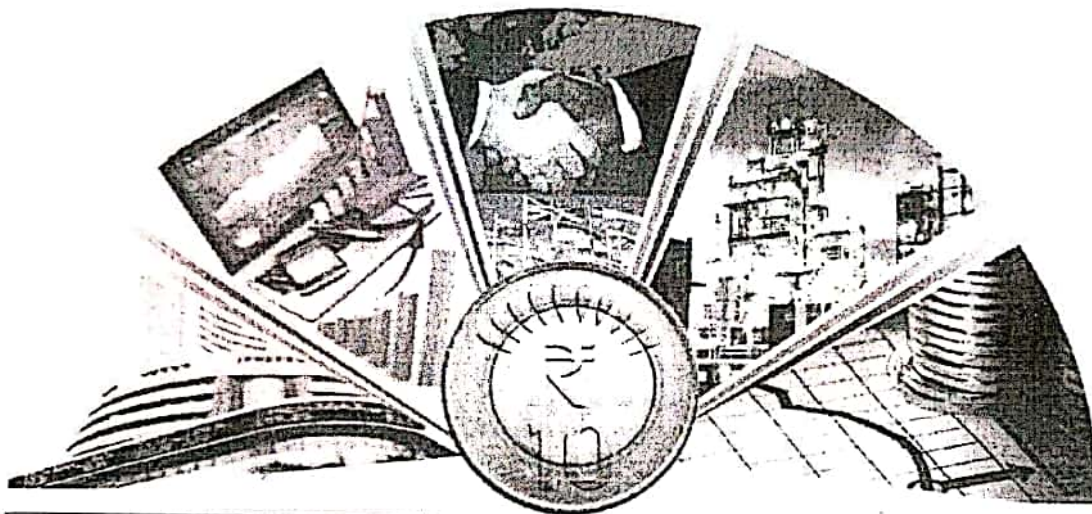


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GREEN CONSUMERISM IN INDIA

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Introduction

Many of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Ozone Friendly, and Environmentally Friendly are some of the things consumers often associate with green marketing. While these terms are green marketing claims, in green marketing is a much broader concept, one that can be applied to consumer goods, food goods and even services. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as advertising. Yet defining green marketing is not a simple task.

Increasing awareness about sustainability and sustainable practices, and with a fast growing middle class in India showing increasing interest in and concern about the three Ps of sustainability - People, Planet and Profits - Indian businesses need to start realigning themselves in a changing marketplace.

Examples of Green Consumerism:

Worldwide, buyers of energy-saving compact fluorescent lamps (CFLs) have eliminated the need for nearly 40 medium-sized, coal-fired power plants.

At the seafood counter, consumers can now find rock lobster, cockles, hoki, mackerel, hering, and salmon that carry the Marine Stewardship Council's logo as having been harvested under environmentally responsible management.

Thai consumers have used information from an appliance-labeling program to drive the market share of energy efficient, single-door refrigerators from 12 percent in 1996 to 96 percent in 1998.

In European countries, beachgoers follow the ratings of the European Blue Flag campaign to find some 2,750 beaches and marinas with high environmental standards and sanitary and safe facilities.

Coffee drinkers in the US and Canada can ask for their coffee to be brewed from beans carrying the Bird Friendly seal of approval from the Smithsonian Migratory Bird Center. This program certifies that the beans meet standards for shade farming and organic production.

Objectives

- To understand the concept of green consumerism
- To study the level of awareness among various stakeholders about green consumerism
- To have an overview of green consumerism trend in India

Methodology

research is based on secondary data collected from various books, articles, journals, papers and websites.

Green Consumerism Awareness

The awareness about green consumerism has been increasing these days; the following highlights the raised awareness among various interest groups about green consumerism:

- Consumers have been asking for green products, i.e. there has been a clear demand for such products.
- Businesses have looked into the green process - generating corporate environmental profiles, monitoring and evaluating green performance, and improving corporate as a result.
- Green products have also increased competition among businesses to generate environmentally friendly products.
- Ecotlabelling networks that monitor and evaluate green products have been developed in many countries. These networks have done life cycle analyses to understand the of products.
- Governments have also taken several measures that have supported and facilitated moves by businesses.

Indian Scenario

There has been a lot of hype over the environmental issues in our country during the last years. There have been many agitations to conserve the natural habitats when dams were constructed like the Narmada Bachao Andolan. Not only this, the American Enron project at Dabhol had to face agitations against the environmental hazards of storing Reliance's Jamnagar refinery had to face similar situations. Supreme Court judgments on environmental issues, ban on Plastic Bags, implementation of Euro II Norms, also reflecting environmentalism in India. The Government of India, recognizing the severity of these problems, has adopted a comprehensive policy to address the environment. India was the first country to insert an amendment into its constitution allowing the state to intervene and to protect public health, forests and wildlife. Besides, the Central Pollution Control Board was constituted in 1974, a full-fledged Ministry of Environment and Forests were established in 1985 to implement the environmental laws and regulations. Governmental and non-governmental organizations have been making efforts to educate consumers about the environmental issues. For instance, The Bhagidari programme was launched by the government of Delhi to create awareness about environmental issues among citizens of Delhi under which it initiated campaigns like anti-littering and anti-plastic campaign, Eco-care programme (Environment and Sanitation Drive), Keep City Clean, Anti Fire Crackers Campaign, Khelo Holi Naturally Campaign, Clean Yamuna Campaign. Besides, ECOMARK scheme was launched by the government of India in 1991 for the promotion of eco-friendly products, i.e., those products which during their cradle to grave cycle of manufacturing, use, packaging, distribution, consumption, disposal and recycling - do not degrade the environment.

Expectations from manufacturers**1. Educate Consumers**

Consumers are largely unaware of green buying, so educating them about green production can greatly help people know about green consumerism and the significance of their role in green movement. It's a good idea to expand your efforts beyond

own products to educate them about larger issues of pollution, climate changes, and other environmental problems. Cite examples like the success of Energy Star, a joint initiative launched by the EPA and the U.S. Department of Energy, that has helped individuals and businesses reduce their carbon footprint drastically. Only by letting people know about their social and environmental impact can you encourage them to alter their shopping choices.

2. Build Better Products

Most consumers believe that ethical products are cheaper in quality than their conventional counterparts. A survey has found that nearly 61 percent consumers are skeptical about the quality and performance of green products. In order to gain widespread acceptance, green manufacturers need to produce goods that are on par and even better than their conventional alternatives. As performance, quality, and durability still outweigh the product's ecological soundness, ethical businesses need to overcome quality perception issues by outperforming their traditional counterparts.

3. Be Honest

Verifying the veracity of the company's claims of being socially and environmentally friendly is no more difficult for consumers. However, it is strongly suggested that you remain honest about your environmental impact as well as inform your consumers about the initiatives you are taking to reduce your footprint. Asking consumers to be environmentally and socially responsible when you are making little or no efforts to improve your practices can only lead to a backlash. So, be mindful of what you are delivering and what you promise about your green initiative.

4. Offer More

It's easier for people to switch to ethical products when they know how their choices are making an impact both financially and environmentally. Allow consumers to track their contribution by providing them with information on how your products are being developed and how the profits are being returned to the society. Knowing about how they are contributing to the environment can make consumers feel more confident about their spending.

Conclusion

Consumers as well as manufacturers must take a charge to make India a Green India. Green consumerism has gained popularity in recent years. Majority consumers have started preferring green stuff. Final consumers and industrial buyers have the ability to pressurize organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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GREEN BANKING IN INDIA

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Abstract:

In the environment friendly society "Go Green" mantra has become relevant in each and every aspect of business. There is a wave of change with all business activities to not only focus on profit but also on people and planet. Due to environment consciousness and awareness businesses can no longer run after profits only. There is a move towards green economy and in every sphere organizations have to be environmentally sensitive. One such area is Green Banking. Green Banking means ensuring environment friendly practices in banking sector and thereby reducing internal and external carbon footprints.

Key Words: Green Banking, Green Technologies, Ethical Bank

Introduction:

The banking sector is major economic agent which influences the economic growth and development in terms of both quality and quantity, there by changing the nature of economic growth. Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Although, banks are considered environmental friendly and do not impact on environment greatly through their own internal operations, in terms of emission and pollution, but their "external" impact on the environment through their customers activities is substantial. Therefore, the banking sector can play an intermediary role between economic development and environmental protection, for promoting environmentally sustainable and socially responsible investment, banking of this kind can be termed as "Green Banking". As providers of finance, banks can make sure that businesses adopt environment-friendly practices. Banks can provide Incentives to industries by offering cheaper funds for adopting green technologies will have a long-term beneficial impact on the environment. As major implementers of technology, banks themselves can adopt green practices and thereby lead the way in this global initiative.

Objectives:

1. To study the concept of green philosophy in banking.
2. To study the importance of green banking for banks and economy.
3. To study the various initiatives taken by banks in India
4. To create awareness about green banking among the general public and consumers and bank employees

Methodology:

The study is mainly based on secondary data taken from the reputed Published Sources like Economic Surveys, various books and websites, Newspapers, and Magazines.

banks have understood the relevance of taking positive steps towards the environment. Moreover results of the study conducted reveals that public sector banks have taken more initiatives as compared private sector with exception of ICICI bank. In private sector on, ICICI bank's approach is a sustainable approach.

Sharma, Gopal et al. (2014) attempt to study the level of consumer awareness of Green Banking initiative in India with special reference to Mumbai. From the primary survey they concluded that people who are using online facilities provided by their banks nearly three fourth of them are unaware of the term Green Banking. They find that among those who are aware of Green Banking term consider it mainly related to online bill payment and cash deposit system.

Conclusion:

Banks are responsible corporate citizens. Banks believe that every small "GREEN" step taken today would go a long way in building a greener future and that each one of them can work towards better global environment. „Go Green" is an organization wide initiative that is moving towards banks, their processes and their customers. The purpose is to provide cost efficient automated channels and to build awareness and consciousness of environment, nation and society.

Possible policy measures and initiative to promote green banking in India has become the need of the hour. What is needed is increasing consumer awareness in context of implementation of Green Banking .So proper training and educational programs by banks for the green initiatives will actually make Green Banking a success.

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Conclusion:

Banks are responsible corporate citizens. Banks believe that every small "GREEN" step taken today would go a long way in building a greener future and that each one of them can work towards better global environment. „Go Green" is an organization wide initiative that is moving towards banks, their processes and their customers. The purpose is to provide cost efficient automated channels and to build awareness and consciousness of environment, nation and society.

Possible policy measures and initiative to promote green banking in India has become the need of the hour. What is needed is increasing consumer awareness in context of implementation of Green Banking. So proper training and educational programs by banks for the green initiatives will actually make Green Banking a success.

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**ONE DAY INTERNATIONAL CONFERENCE ON
LIBERALIZATION, PRIVATIZATION AND
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INDIAN SYSTEM-AN ASSESSMENT**

(An Interdisciplinary Approach)

21 January, 2017

Editor

Dr. Manohar T. Patil

English

Part - VII





North Maharashtra University
in Association with



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Study of Concept of C.S.R. (Corporate Social Responsibility) and its Evolution in India

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Abstract

Recently the concept of CSR got much focus from researchers and it is also growing in both the senses of academic as well as in the business. The CSR captured a gamut of values and criteria for measuring a company's contribution to social development. The term "CSR" is now used repeatedly in modern world of business and academics, many complementary and overlapping concepts, such as corporate citizenship, business ethics, stakeholder management and sustainability, have emerged.

This paper is drafted using the descriptive research design. The paper makes an assessment of CSR and concludes that by providing more clarity on standardizing the meaning of CSR in the Indian context and providing a favorable policy environment, the initiatives can be strengthened.

Some definitive steps taken by the Government of India implied that if companies employ CSR strategically, this can lead in achieving more sustainable businesses. By creating a pool of financial or technical resources, the organizational situation will be in the hands of stakeholders.

Keywords: CSR (Corporate Social Responsibility), CSR policy initiatives across countries, Evolution of CSR in India.

Introduction

Over the past few years the concept of CSR (Corporate Social Responsibility) has been the focus of many discussions and research. It has importantly grown in both academically as well as in the business sense. It captures a spectrum of values and criteria for measuring a company's contribution to social development. As the term "CSR" is used continually, many complementary and overlapping concepts, such as corporate citizenship, business ethics, stakeholder management and sustainability, have emerged. These extensive ranges of synonymously used terms indicate that multiple definitions have been devised for CSR, mostly from different perspectives and by those in facilitating roles such as the corporate sector, government agencies, academics and the public sector.

A widely cited definition of CSR in the business and social context has been given by the European Union (EU) which describes CSR as *"the concept that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly."*

and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large "

The term CSR refers to ensuring the success of the business by inclusion of environmental and social considerations into a company's operations. It means satisfying your customers' and shareholders' demands even as also managing the anticipation of other stakeholders such as suppliers, employees, and the community at large. CSR also contributes positively to society and managing your organization's environmental impact. Hence, CSR is a contribution to sustainable development, implying the way a company balances its economic, environmental and social objectives while addressing stakeholder expectations and enhancing shareholder value.

CSR not only includes the activities that a company undertakes in order to utilize their profit to enable social and environmental development, but also includes the methods that a company employs in order to earn these profits including socially responsible investments, and transparency to various stakeholders among others. Realizing the importance and the long term benefit of being socially responsible many companies have incorporated socially responsible business practices. The basic objective of CSR is to maximize the company's overall impact on the society and stakeholders while considering environment and overall sustainability.

Some existing CSR policy initiatives across countries

Governments are aware of the national competitive advantages won from a responsible business sector. Large corporations have progressively realized the benefit of implementing CSR initiatives where their business operations are located because the importance of being socially responsible is being recognized throughout the world.

The *Organization for Economic Co-operation and Development (OECD)* established a set of rules for multinational enterprises in 1976, and was thus a pioneer in developing the concept of CSR. The reason of these guidelines was to improve the speculation climate and encourage the positive contribution multinational enterprises can make to social and economic progress. Additionally to the OECD's 30 member countries, 11 observer countries have endorsed the guidelines.

It is observed that, transparency in reporting enhances the focus on economic, social and environmental factors. It motivates companies to intensify their efforts in becoming socially responsible. Several efforts have been taken by various governments, to encourage CSR reporting, such as incentivizing companies who voluntarily report their CSR activities or by taking measures such as mandating CSR reporting. In 2007, the Malaysian government passed a regulation to mandate all publicly listed companies to publish their CSR initiatives in their annual reports on a "comply or explain" basis. Accordingly, all public listed companies (PLCs) in Malaysia have to either publish CSR information or they need to explain why they should be exempted.⁴ In another example, in 2009 Denmark mandated CSR reporting, asking all state-owned compa-

nies and companies with total assets of more than €19 million, revenues more than €38 million and more than 250 employees, to report their social initiatives in their annual financial reports.

To enable transparency from businesses on the environment, social and governance front, France passed a law called Grenelle II, which mandates integrated sustainability and financial reporting for all companies listed on the French stock exchanges, including subsidiaries of foreign companies located in France and unlisted companies with sales revenue of more than €400 million and more than 2,000 employees.

Although some CSR standards are mandatory, there are others, which comprise of both, mandatory and voluntary standards. For instance, in 2006 the British Companies Act mandated all companies listed in the UK to include information about their CSR activities in their annual reports; however, a full length CSR reporting was made voluntary.

A corporate responsibility index challenges and supports large organizations to integrate responsible business practices. Emerging markets such as Brazil, China and South Africa have become forerunners in CSR reporting in the developing world in terms of their involvement in CSR-related activities in order to promote the listed companies' credibility, transparency and endurance. The Johannesburg Stock Exchange was the first emerging market stock exchange to create a socially responsible investing (SRI) index in 2004. China has also encouraged CSR reporting in guidelines released through the Shanghai and Shenzhen Stock Exchange.

Evolution of CSR in India

India has a long tradition of paternalistic philanthropy. The process, though acclaimed recently, has been followed since ancient times albeit informally. Philosophers such as Kautilya from India and pre-Christian era philosophers in the West preached and promoted ethical principles while doing business. The concept of helping the poor and disadvantaged was cited in several ancient literatures. In the pre-industrialized period philanthropy, religion and charity were the key drivers of CSR. The industrial families of the 19th century had a strong inclination toward charity and other social considerations. However, the donations, either monetary or otherwise, were sporadic activities of charity or philanthropy that were taken out of personal savings, which neither belonged to the shareholders nor did it constitute an integral part of business. During this period, the industrial families also established temples, schools, higher education institutions and other infrastructure of public use.

The term CSR itself came into common use in the early 1970s. The last decade of the twentieth century witnessed a shift in focus from charity and traditional philanthropy toward more direct engagement of business in mainstream development and concern for disadvantaged groups in the society. In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there

exists a wide gap between sections of people in terms of income and standards as well socio-economic status (Bajpai, 2001).

Currently, there is an increased focus and a changing policy environment to enable sustainable practices and increased participation in the socially inclusive practices. Some of these enabling measures have been illustrated in the next section of this report.

Objectives

The objectives of the study are to provide the current status of CSR and its impacts in India and to identify the initiatives taken by other countries as well as its evolution in India

Research Methodology

This study is based on secondary data. The source of data are various Economic Surveys of India and Ministry of Commerce and Industry data, CSR bulletin, online data base of Indian CSR policies, Journals, Articles, Newspapers, Books, Reports of Department of Industrial Policy & Promotion and other valid online sources.

Conclusion

It is recognized that companies have, in their own ways, been contributing to the foundation of CSR in India having their preferred methods of involvement, been addressing nationwide concerns such as community development, livelihood promotion, and environment, and making the health services more accessible, creating inclusive markets and so on. However, the efforts are not coordinated and a strategic national level policy framework with the involvement of all stakeholders may ensure that the efforts made by companies, individuals, organizations, and the government are synergistic and create a snowball effect. Therefore it benefits more people, utilizes resources more effectively, minimizes duplication and creates more value and really achieves development goals.

This paper concludes that by providing more clarity on standardizing the meaning of CSR in the Indian context and providing a favorable policy environment, the initiatives can be strengthened.

These definitive steps are being undertaken by the Government of India implying that if companies employ CSR strategically this can lead to achieving more sustainable businesses. By creating a pool of resources, whether financial or technical, a win-win situation is within reach of all the stakeholders involved. The mandatory reporting standards being introduced in the Companies Bill will aid in creating uniformity and accountability of actions and also become a measure of the impact these activities will have and the ability measure the impact will be a step in a positive direction. Even the tools that have been developed for measuring social return on investment can be employed more effectively.

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26. FORENSIC ACCOUNTING IN INDIA: PROBLEMS AND PROSPECT

Prof. Nilofar S. Shaikh, YEWS National Senior College, Nashik.

Abstract

Financial reporting system, accounting and auditing professions are frequently accused due to the emergence of frauds and loss of trust in the reliability of financial information. This unreliability and loss of faith produced the forensic accounting. Forensic accounting in India has come to limelight only recently due to rapid increase in white collar crimes and the belief that our law enforcement agencies do not have sufficient expertise or the time needed to uncover frauds. It is hardly a new field, but in recent years, bank insurance companies and even police agencies have increased the use of these experts. It helps companies in accomplishing their organization's objectives, with a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes. It is the contribution of accounting, auditing and investigative skills but in India unfortunately it is being used as an investigative tool, rather than a preventive tool. If forensic auditing is made mandatory in various sectors, many of the scams can be restricted. It has been suggested that appointment of forensic accountants should be made mandatory in public sectors and large scale companies for the sustainable development of the economy.

Keywords: Forensic accounting, white-collar crimes, fraud detections

Introduction: Forensic accounting is a rapidly growing area of accounting concerned with the detection and prevention of financial fraud and white-collar criminal activities. George A. Manning defines Forensic Accounting in his book "Financial Investigation and Forensic Accounting" as the science of gathering and presenting financial information in a form that will be accepted by a court of jurisprudence against perpetrators of economic crimes. The integration of accounting, auditing, and investigative skills yields the specialty known as Forensic Accounting which focuses very closely on detecting or preventing accounting fraud. "Forensic", according to the Webster's Dictionary means, "Belonging to, used in or suitable to courts of judicature or to public discussion and debate." The word accounting is defined as "a system of recording and summarizing business and financial transactions and analyzing, verifying, and recording the results." The term forensic accounting refers to financial fraud investigation which includes the analysis of accounting records to prove or disprove financial fraud and serving as an expert witness in Court to prove or disprove the same. Thus, basically, the forensic accounting is the use of accounting for legal purposes. Whether it is stock market fraud or bank fraud or cyber fraud; forensic accounting has become an indispensable tool for investigation.

What is Forensic Accounting? Forensic accounting, sometimes called investigative accounting is the application of a specialized knowledge and specific skills to identify transactions which are not authentic and gather the evidence regarding the same. The job demands reporting, where the accountability of the fraud is established and the report is considered as evidence in the court of law or in the administrative proceeding. In other words forensic accounting includes the use of



accounting, auditing, and investigative skills to assist in legal matters. It consists of two major components:

- a) In case of litigation, investigative skills of forensic accountant are used in two ways, he can be called upon to give his expert opinion based on his investigation and may require possible courtroom testimony.
- b) Forensic accountant's investigative skills are required for collecting, analyzing, and evaluating financial evidence, as well as the ability to interpret and communicate findings.

Forensic accounting is used for fraud examination and fraud examination covers fraud allegations from inception to disposition, including obtaining evidence, interviewing, writing reports, and testifying. Forensic accountants are retained by law firms, corporations, banks, government agencies, insurance companies, and other organizations to analyze, interpret, summarize and present complex financial and business related issues in a simple and concise manner.

Types of Frauds:

Following are the types of frauds:

- Bank frauds
- Corporate frauds
- Cyber frauds
- Securities frauds
- Insurance Frauds

Bank Frauds: It is the use of potentially illegal means to obtain money, assets, or other property owned or held by a bank or financial institution, or to obtain money from depositors by fraudulently posturing as a bank or other financial institution.

Corporate Frauds: It is an unlawful activity undertaken by an individual or a company to give an advantage to the perpetrating company. In India, it has raised from 37% in 2010 to 45% till date.

Cyber Frauds: Cybercrimes is an offence that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication networks such as Internet (Chat rooms, emails, notice boards and groups) and mobile phones (SMS/MMS)". Such crimes may threaten a nation's security and financial health.

Securities Frauds: Securities fraud, also known as stock fraud and investment fraud, is a deceptive practice in the stock market that induces investors to make purchase or sale decisions on the basis of false information, frequently resulting in losses, in violation of securities laws. Offer



of risky investment opportunities to unsophisticated investors who are unable to evaluate risk adequately and cannot afford loss of capital is a central problem.

Insurance Frauds: There is different type of frauds in insurance sectors. E.g. health insurance, claims fraud, false claims, insurance speculations, application frauds etc.

Forensic Accounting Implementation in India: While forensic accounting developed as early as 1995 in USA, it put its first step in India just few years back. In India, forensic accounting has risen to prominence because of increased financial frauds popularly known as white collar crimes. The shortage of respect and perception in India's law enforcement agencies plus the price at which white collar crimes have enhanced, has prompted the improvement of forensic accounting in India. Forensic accounting though a new field in Indian accounting world has tremendous potential as a new practice area for Indian CAs. Indian CAs with their extensive theoretical education and practical experience can create forensic accounting and auditing as their niche area. India forensic center of studies was established by CA Mayur Joshi in the year 2005. Post Satyam fiasco, it started providing certifications and specializations such as CFAP (Certified Forensic Accounting Professional) in Information Technology, Insurance, Anti-Money Laundry expert, certified bank forensic accounting. CFAP is a person who has undergone training in the field of forensic accounting, forensic auditing, litigation support and investigative accounting to effectively handle the investigation of financial frauds and give expert testimony in the court of law. Chartered accountancy firms such as Sharad Joshi chartered accountants do provide these services. A Delhi based firm S.K Jain also investigated the world famous Xerox fraud case. But by and large this area is dominated by the big four consultancy firms such as Deloitte, KMPG, price water house coopers and Ernst and young. In order to curb the increasing financial fraud cases, scams Government of India has established three four agencies that combat frauds as follows:

SFIO (Serious Fraud Investigation Office): It was the first agency established by Government of India under ministry of corporate affairs which looks into the frauds that involves the violations of multiple laws such as Income Tax, FEMA and RBI Act etc. Formation of SFIO is really a landmark development for forensic Accountants. SFIO recognize CFE (certified forensic expert) as the designation for the purpose of employment and empanelment.

CBI (Central Bureau of Investigation): It has its specialized wing to deal with the financial frauds called as "economic offenses wing".

CVC (Central Vigilance Commission): It is the place which handles the crucial part of the occupational frauds viz. Corruption. It also helps in the bank fraud cases. SEBI has decided to create a "forensic cell" to improve the quality of the financial information disclosed and to assist in



detection of financial irregularities so as to serve as an effective early warning mechanism. The future of forensic accounting in India is poised to grow at a rapid pace.

Techniques of Forensic Accounting: In India the conventional accounting and auditing with the help of different accounting tools like ratio technique, cash flow technique, a standard statistical tool examination of evidences are all part of forensic accounting. Some of the techniques involved in Forensic Accounting to examine the frauds are:

Benford's Law: It is a mathematical tool, and is one of the various ways to determine whether variable under study is a case of unintentional errors (mistakes) or fraud. Once the variable or field of financial importance is decided, the left most digit of variable under study extracted and summarized for entire population. The summarization is done by classifying the first digit field and calculating its observed count percentage. Then Benford's set is applied. A parametric test called the Z-test is carried out to measure the significance of variance between the two populations, i.e. Benford's percentage numbers for first digit and observed percentage of first digit for a particular level of confidence. If the data confirms to the percentage of Benford's law, it means that the data is Benford's set, i.e. there is 68% (almost 2/3rd) chance of no error or fraud. The first digit may not always be the only relevant field. Benford's Law gives the expected patterns of the digits in the numbers in tabulated data. Benford has given separate sets for 2nd, 3rd ..., and for last digit as well.

Theory of Relative Size Factor (RSF): It highlights all unusual fluctuations, which may be routed from fraud or genuine errors. RSF is measured as the ratio of the largest number to the second largest number of the given set. The RSF test finds subsets where the largest number is out of line with the remaining numbers and is possibly an error. It has detected errors in accounts payable when staff miscoded the decimal point in the invoice amount. The relative size factor (RSF) for a subset is: $RSF = \text{Largest number in subset} / \text{Second largest number in subset}$. For example, a high RSF in payroll data could signal an overtime error and a high RSF for inventories could signal a calculation or count error. If there is any stray instance of that is way beyond the normal range, then there is a need to investigate further into it. It helps in better detection of anomalies or outliers.

Computer Assisted Auditing Tools (CAATs): CAATs are computer programs that the auditor use as part of the audit procedures to process data of audit significance contained in a client's information system, without depending on him. CAATs are the practice of using computers to automate the audit processes. CAATs normally include using basic office productivity software such as spreadsheet, word processors and text editing programs. Using CAATs the auditor can



select every claim that had a date of service after the policy termination date. The auditor then can determine if any claims were inappropriately paid. CAATs provide auditors with tools that can identify unexpected or unexplained patterns in data that may indicate fraud. Whether the CAATs is simple or complex, data analysis provides many benefits in the prevention and detection of fraud.

Data Mining Techniques: Data mining techniques are providing great aid in financial accounting fraud detection, since dealing with the large data volumes and complexities of financial data are big challenges for forensic accounting. The implementation of data mining techniques for fraud detection follows the traditional information flow of data mining, which begins with feature selection followed by representation, data collection and management, pre - processing, data mining, post-processing, and performance evaluation. Collapses of high companies have left a dirty smear on the effectiveness of corporate governance, quality of financial reports, and credibility of audit functions

Ratio Analysis: Another useful fraud detection technique is the calculation of data analysis ratios for key numeric fields. Like financial ratios that give indications of the financial health of a company, data analysis ratios report on the fraud health by identifying possible symptoms of fraud.

Objectives and methodology of the study: The present study has been taken with an overall objective of highlighting the problems and prospects of Forensic accounting in India in the framework of growing of multiple frauds; accordingly, the reminder of the paper is organized as under. The study discuss on the conceptual issues of Forensic Accounting, problems and prospects for concluding observations.

The study is basically exploratory in nature and depends exclusively on secondary data. Secondary data are collected from various reports published by GOI, RBI, KPMG, Price Water house and other research papers on Forensic Accounting.

Conclusion: The failure of corporate communication structure has made the financial community realize that there is a great demand for skilled professionals that can identify, expose and prevent structural weaknesses in three key areas: poor corporate governance, flawed internal controls and fraudulent financial statements. Forensic accounting in India is comparatively a new area of study, a series of working definitions and sharing of corporate experiences should be undertaken and encouraged to ensure a common understanding. Indeed, there is great future in forensic accounting as a separate "niche" consulting. It is being used as an investigative tool, rather than a preventive tool. If forensic auditing is made mandatory in various sectors many of the scans can be restricted. There is also a need to make a new Law for the prosecution of fraudsters, irrespective of their

domicile and such Law should always be framed keeping in mind the uses of information technology in fraudulent practices. To prevent scams in financial sector, RBI has also asked banks to include forensic auditing practices. While majority of CAs have excellent analytical skills, they need to acknowledge that 'forensic' services require 'specialized' training as well as real-life 'practical' corporate experience.

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Study of Customer Retention in Cellular Industry and its Importance

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Abstract:

The study lights up the effect of price perception, customer satisfaction, brand image, cell number portability (switching of a mobile service provider) and trust towards the Customer retention in the cellular industry. The study also focuses the literature review; a model is used by this study to find the effect of the factors on customer retention. The data is collected from the internet from different cellular companies like Airtel, Idea, Vodafone, Tata, Reliance etc. It is found that customer satisfaction has little to do to increase the customer retention, however trust and customer satisfaction have the effect on customer retention.

This study also concludes that the higher switching barrier of attractiveness of the alternative lower will be the customer retention. The finding of the study is unable to be generalized for the whole population of mobile users as the sample size is measured small. The findings can help the service providers to find the effect of customer satisfaction, price perception, trust, brand image and switching barriers towards the customer retention.

Keywords: Customer Satisfaction, Brand Image, Price Perception, Trust, Switching Barriers, Customer Retention

Introduction:

Customer retention is the activity that a selling organization undertakes in order to reduce customer defections. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. A company's ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services its existing customers and the reputation it creates within and across the marketplace.

Customer retention is more than giving the customer what they expect, It's about exceeding their expectations so that they become loyal advocates for your brand. Creating customer loyalty puts 'customer value rather than maximizing profits and shareholder value at the center of business strategy'. The key differentiation in a competitive environment is often the delivery of a consistently high standard of customer service.

Customer retention has a direct impact on profitability. Research by John Fleming and Jim Asplund indicates that engaged customers generate 1.7 times more revenue than normal customers, while having engaged employees and engaged customers returns a revenue gain of 3.4 times the norm.

In India there are so many telecommunication providers, the main problem they are facing now is customer retention. The firms in mobile telecommunication industry should satisfy their customers specially by being loyal and by improving their services to satisfy and retain its customers.

Telecom companies should improve their service by satisfying their customers and sustain the advantage in competitive business environment. The main tool of retaining customers is customer loyalty, which can only be managed by excellent service in lower cost.

From early nineties onward, cellular industry has become an economically key area for industrialized states of developing as well as developed countries. This is the effect of huge technological progress over and above of increased number of service providers and the powerful competition that has developed in the cellular market over the years.

Now companies are giving more attention on customer retention, because it has taken a lot more importance to retain the customer for long-term relationships to overcome the price competition. It is well observed that once customers have been attained by the particular service provider, their long-term associations with their new customers are of great significance to the success of the organization. Customer retention is a more dependable source of better performance, competitive advantage and a success factor for the cellular company in the rising competitive marketing. For developing customer retention, firms should commence the diversity of activities and surveys. In recent years, due to privatization the telecom sector has done exceptionally well and foreign investment added a fair advantage. Cellular companies are fighting for supremacy and profits are now depending more upon consumer retention than on acquisition. Customer's retention is one of the most significant elements in marketing and it explains how much service provider can pay for to carry out the retention program amongst existing customers. Moreover customer retention will engender through mounting the switching barriers and it will be a huge benefit to organizations as it works as free endorsement to them.

Top Ten Countries with Cell Phone Subscribers base

Rankings	Country	Number of mobile phones	Population	Connections/ 100 citizens	Date of evaluation
01	China	1,276,660,000	1,369,811,000	93.2	October 2014
02	India	970,955,980	1,267,402,000	77.58	31 December 2014
03	U.S.	327,577,529	317,874,628	103.1	April 2014
04	Brazil	278,480,000	201,032,714	137.14	September 2014
05	Russia	256,116,000	142,905,200	155.5	July 2013
06	Indonesia	236,800,000	237,556,363	99.68	September 2013
07	Nigeria	167,371,945	177,155,754	94.5	Feb 2014
08	Pakistan	140,000,000	180,854,781	77	July 2014
09	Japan	121,246,700	127,628,095	95.1	June 2013
10	Bangladesh	120,393,000	157,497,000	75.2	December 2014

Telephone Statistics:

Telephone subscribers (wireless and landline)	Land lines	Cell phones	Monthly cell phone addition	Teledensity
957.61 million (Sept 2014)	27.41 million (Sept 2014)	930.20 million (Sept 2014)	5.88 million (Sept 2014)	76.75% (Sept 2014)

Average monthly addition of new cell phone subscribers in the month of December 2013 in India was 8.74 million and Teledensity reached to 76.75%. Though the new subscriber generates more income for any cellular company but the he or she can go either way as there are so many companies and to grab new subscriber is costly, because the company needs to advertise more and more with cheaper and better services. But retaining old subscribers is very important from the point of view of generating income. By keeping in mind the importance of customer retention several telecom companies have started different customer retention or customer loyalty programs as follows;

Airtel:

Airtel, country's leading telecom service provider has tied up with the premium designer label brand Satya Paul to surprise post-paid subscribers with a gift voucher of Rs 5,000. Marketing experts see this as a strategic move to retain post-paid subscribers against the backdrop of high churn due to mobile number portability (MNP).

It's a smart and timely move as customer retention gets tougher in the highly competitive Indian Market.
Tata Teleservices Limited:

Tata Teleservices Limited, India's fastest-growing pan-India dual-technology telecom service provider has announced a series of unique initiatives that it has undertaken to delight the customers using Tata Photon services. Firstly it has announced a special price reduction on both its Tata Photon Plus and Tata Photon Whiz data services making it available at a very competitive price of just Rs 1,799 with Rs. 100 inclusion of start-up kit and Rs 999/- respectively.

Aircel:

Aircel Advantage offers membership to its customers who meet the some criteria like customers monthly bill amount/prepaid usage for the past 12 months should be a minimum Rs 400. Along with the above, all the members should have been an Aircel subscriber for at least one year and have a clear credit history with no barring in the last one year for due date default in payment of bills.

The operator also has a dedicated toll free helpline (1800 1030 414) to address "Aircel Advantage" program related queries in a timely manner. Subscriber also can check and redeem your accumulated points against exciting offers from the online gift catalogue, download discount coupons, keep track of upcoming events and much more on Aircel Advantage portal.

As a part of Aircel Advantage, subscriber can look forward to special privileges like attractive discounts and offers on a range of products from Apparels to Gadgets, Mobile Phones (Handsets) to Consumer durables. Eating out (Hotel and Restaurants) and various other categories like invitations to Movie premieres and premium events like IPL matches, Professional Golf Tour of India, Chennai Open, Fashion Week and many more.

Vodafone:

The scheme builds on Vodafone's Text and Web, Freedom, Weekend, Talk and International Freebee deals by offering vouchers and points. Every time a Vodafone pay as subscriber tops up, they'll receive a text giving them a voucher code. They can then go online to 'grab' an instant reward or bank them as 'grow' points, in order to save up for something bigger. The Freebee Rewardz starts from a wide selection of rewards that include discounts from brands such as Thorntons and Blockbuster, free top-ups, free music downloads, free minutes and even a choice of a mystery reward.

Objective:

The aim of the study is to investigate the effect of the customer satisfaction, brand image, trust, price perception, and switching barriers on customer retention in the Cellular industry. And to find out the main influencing factors affecting the existing customer, As well as to find out the main switching barriers those hinder the customers to stay with the current service provider.

Review Literature:

Financial significance of cellular industry encouraged many researchers, marketers and organizational intellectual to dedicate more teaching and research concentration in this industry. It has been understood by earlier researches that when the contest and the costs of obtaining brand new customers boost; Lee (2001) articulated that customer satisfaction is significant for cellular companies to develop elegant programs to boost customer retention.

As a consequence, a lot of studies were accomplished related to this important issue. They created and developed different dynamic models to investigate the relationship between customer satisfaction, brand image, price perception, trust, switching barriers and customer retention. In these days cellular service providers are continually dropping their switching cost in the price war as a strategy to increasing number of subscribers in their company. Many researchers and academicians have been highlighted the importance of the customer retention. Colgate & Kinsella (1996), Woodruff (1997), and Jones et al. (2000) investigated that most valuable asset for the companies is their existing customer. Other researchers such as Reichheld and Sasser (1990), and Fornell (1992) exposed that longer customer associations are pleasing for the reason that they are very lucrative or profitable for organizations. Albinsson and Hansemark (2004) said satisfaction is a customer perception about the organization services.

Reichheld & Sasser (1990) and Storbacka et al. (1994) explored that the "more the customer stays with the existing organization, the more utilizes the organization product as a result; it is very beneficial for the organization to build a longer relation with the existing customers. Storbacka and Grönroos (1994) explored that consumers also rely on a number of other aspects. These consist of a wide-ranging of product options, better expediency, good prices, and increased returns. Garbarino and Johnson (1999) disclosed trust as a positive effect for retaining the existing customer. Eppie (2007) explored that customer satisfaction and trust are significant factors to increase the customer retention. Andreassen (1999) investigated that the corporate image has a significant positive impact on the customer retention. In order to retain the existing customer cellular organization requires identifying the factors affecting the existing customer. Customer retention will make through raising the switching barriers and it will be a great benefit to organizations as it operates as free endorsement to them.

Cellular services obviously show signs of an unexpected industry prototype change and warning sign of a market in evolution. Supported by the fast expansion of information and communication technologies and increasing demand from consumers, the prototype of Cellular services is now changing from voice centered communication to a merger of high speed data communication.

This change of prototype and indicators of a market in conversion are motivating the industry's reform efforts and growing competition between companies. Mobile movers are coming to a full understanding of the significance of a customer oriented business strategy as a situation for supporting their competitive edge and sustaining a steady profit level and certainly for their continued existence. When the number of subscribers has arrived at its saturation point, generating and protecting new customers is not only hard but also expensive in conditions of market. Therefore, an industry-wide belief that the best core marketing plan for the prospect is to aim to retain existing customers by intensifying customer retention. Lee & Cunningham (2001) and Reichheld (1996) explored that customer retention provides the base of a company's getting competitive edge, and increasing customer retention is a vital factor in companies' growth and performance.

Fornell (1992) declared that the high is the customer satisfaction, the high will be the retention of existing customers, which helps to protect existing consumers from the opposition, decreases price elasticity, future transaction costs with the customers reduces, costs of failure decreases, need of attracting new customers reduces, and reputation of the organization increases.

Rust and Subramanian (1992) confirmed from their research that customer satisfaction has a direct positive effect on customer retention and companies.

Reichheld (1996) investigated that even the unsatisfied consumers do not switch the existing service providers because they are not sure to receive better service from the competitors of the existing service providers.

Kordick (1988) investigated from their research that only forty percent of the satisfied customer said they buy again company products or services.

Gierl (1993) investigated forty and sixty two percent buyers confirmed that the switch the existing service providers even though they are satisfied.

Reichheld (1993) explored in his research paper that between 65 percent and 85 percent buyers confirmed that they leave the existing service providers even though they were very satisfied with the existing service providers.

Customer Satisfaction:

Companies attempt to satisfy its customers because it is believed that customer satisfaction produces superior economic returns.

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Customer Retention:

Customer retention is the activity that a selling organization undertakes in order to reduce customer defections. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. A company's ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services its existing customers and the reputation it creates within and across the marketplace.

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Price perception:

Customer perception about the price of the company products or services is important requirement for the customers to keep on with the existing service providers. Customers switch the existing service providers if the prices are too high of the company's products. If the customers are given more options, they are more eager to trying other service providers, particularly if they do not experience the satisfaction for continuing and they observe that many service providers to be the same of feature and services.

According to Martin-Consuegra (2007) customers those who are price conscious are usually not ready to pay prices for service or product if they seemed that the price is not reasonable.

Customer trust:

Trust has a significant positive effect on customer retention and leads to increase the customer retention. There is a direct relationship between customer trust and customer retention. Gounaris (2003) explored that trust is a significant factor in any kind of association between the customers and existing service providers. The more the consumer trusts a service provider, the greater the chances that the customer remains in the relationship. Based on the above discussion the following hypothesis is proposed:

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LEADERSHIP STYLE AND MOTIVATIONAL PATTERN

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Abstract:

In this global competitive environment, effective leadership style is necessary to reduce the attrition rate. From the effective leadership styles only it is possible to achieve organizational goal productively. Leadership styles affect on the employee performance and productivity.

The purpose of this article is to examine the wider context of leadership and its effectiveness towards improving skills. This is followed by an examination of the theories of leadership, principles and styles of leadership. This article concludes that success is certain if the application of the leadership styles, principles and methods is properly and fully applied in school management because quality educational leadership tradition offers great opportunity to further refine educational leadership and management policies and practices by accepting and utilizing the basic principles and styles of effective leadership. This paper summarizes and analyzes the available literature of leadership styles and effect on different components of Quality of work life.

Keywords: Leadership styles, productivity, performance, work life, Theories, Styles, Principles, Methods, Management

Introduction:

Definition:

Leadership style is the manner and approach of providing direction, implementing plans, and motivating people. As seen by the employees, it includes the total pattern of explicit and implicit actions performed by their leader.

Keywords: Exercising power, Gaining and exercising the privileges of high status, Being the boss, Task orientation, Taking care of people, Empowerment, Providing moral leadership, Providing and working toward a vision.



Origins of leadership:

- Are leaders born or made?
 - BOTH. Evidence that both inherent personality and environment are factors
- The first major study of leadership styles was performed in 1939 by Kurt Lewin who led a group of researchers to identify different styles of leadership (Lewin, Lippit, White, 1939). This early study has remained quite influential as it established the three major leadership styles: (U.S. Army, 1973):
- **Authoritarian or Autocratic** - the leader tells his or her employees what to do and how to do it, without getting their advice
 - **participative or democratic** - the leader includes one or more employees in the decision making process, but the leader normally maintains the final decision making authority
 - **Delegative or laissez-fair (free-rein)** - the leader allows the employees to make the decisions, however, the leader is still responsible for the decisions that are made
 - Leaders' styles encompass how they relate to others within and outside the organization, how they view themselves and their position, and—to a large extent—whether or not they are successful as leaders. How do you determine what is an appropriate style? Good leaders usually have a style that they consciously use most of the time, but they're not rigid. They change as necessary to deal with whatever comes up.
 - Your style needs to be consistent with the goals, mission, and philosophy of your organization.
 - Be consistent with what people in the organization.

Need of Good Leadership Style:

Whether or not leadership itself can be taught, there is no question that there are a number of core skills that most good leaders have. These skills can be learnt like any others.

- There are a number of broad skill areas that are particularly important for leaders.
- These include strategic thinking, planning and delivery, people management, change management, communication and persuasion and influencing.
- Strategic Thinking
- Perhaps the most important skill a leader needs—and what really distinguishes leaders from managers—is to be able to think strategically.

Planning and Delivery:

While it is important to be personally organized and motivated as a leader—and see our pages on Time Management and Self-Motivation for more about these areas—it is perhaps even more important to be able to plan and deliver for the organization.

People Management:

Without followers, there are no leaders. Leaders therefore need skills in working with others on a one-to-one and group basis, and a range of tools in their armory to deal with a wide range of situations. Many of these skills are also vital for managers.

Analysis of leadership effectiveness:

Define and measure some criteria of organizational effectiveness

Assess leadership style of organization's leaders

Attempt to correlate organizational performance with leadership style.

How important is a leader:

In most cases, people will perform at about 60% of their potential with no leadership at all.

Thus, an additional 40% can be realized if effective leadership is available

Following are some theories of leadership style:

Works best Theory "L": Laissez-faire leader Uninvolved - "leave them alone"

- Sees main role as passer of information
- Lets others make decisions
- Basically abdicates responsibility for team or unit

Theory "X": Autocratic leader

- Lacks flexibility
- Controlling and demanding "carrot and stick" approach
- Focused solely on productivity.

Theory "Y": Benevolent leader

- Very people oriented; encouraging
- Organizes around people
- Can be paternalistic
- "country club" atmosphere: non-competitive

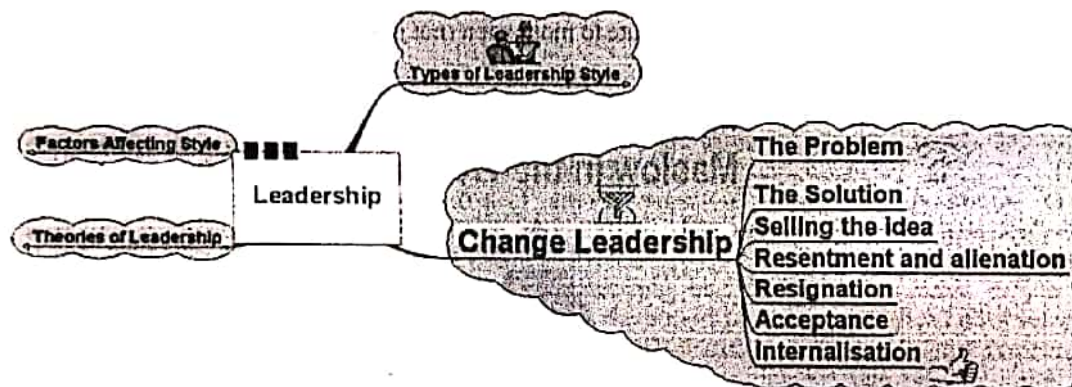
Theory "Z": Team leadership

- Balances production and people issues
- Builds a working team of employees
- Team approach: *involves* subordinates
- Organization is a *vehicle* for carrying out plans

Results of leadership styles

1. Theory L: "missing management"
 - Very low productivity
2. Theory X: "my way or the highway"
 - Job stress; low satisfaction; unions form
3. Theory Y: "country club"
 - Low achievement good people leave
- Theory Z: "good manager"
 - High productivity, cooperation, low turnover, employee commitment

Change Leadership:



- The most challenging aspect is leading and managing change
- The library as cultural and business environment is subject to fast-paced economic and social characteristics.
- Modern libraries must adapt and be flexible to survive
- Problems in leading change stem mainly from human resource management

The Theories of Leadership May depend on:

- Type of staff
- History of the business
- Culture of the business
- Quality of the relationships
- Nature of the changes needed
- Accepted norms within the institution

Theories of Leadership Contains:

Transformational:

- Widespread changes to a library or the organisation where library belongs

- Requires:
- Long term strategic planning
- Clear objectives
- Vision
- Leading by example – walk the walk
- Efficiency of systems and processes

Invitational Leadership:

Improving the atmosphere and message sent out by the organisation

Focus on reducing negative messages sent out through the everyday actions of the business both externally and, crucially, internally Review internal processes to reduce these Build relationships and sense of belonging and identity with the organisation – that gets communicated to customers, etc.

Factors Affecting Leadership style:

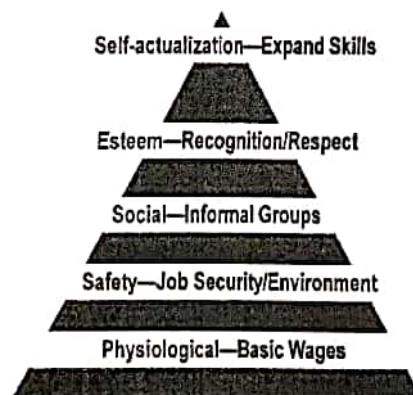
May be dependent on various factors:

- Risk: decision making and change initiatives based on degree of risk involved
- Type of business – creative business or supply driven?
- How important change is – change for change's sake?
- Organisational culture – may be long embedded and difficult to change
- Nature of the task – needing cooperation? Direction? Structure?

MOTIVATIONAL PATTERN:

An internal drive that causes people to behave in a certain way to meet a need Motivation comes from within There are several factors that contribute to motivation (not just monetary)

MOTIVATION Maslow in the Workplace



- Skills Effective Leaders
- Building and sustaining relationships
- Developing and communicating a vision
- Influencing people
- Making decisions
- Overcoming setbacks and adversity
- Understanding people's needs
- Good Leaders Always
- Challenge people to think
- Communicate clear expectations

- Lead by example
- Make decisions
- Provide continuous feedback-positive and negative
- Make others feel safe to speak up
- Measure and reward performance
- Make others feel safe to speak up

Positive and Negative Approaches Of Leadership Style:

Leaders approach their employees in different ways. Positive leaders use rewards, such as education, new experiences, and independence, to motivate employees, while negative employers emphasize penalties (Newstrom, Davis, 1993). The negative approach has a place in a leader's repertoire of tools in certain situations; however, it must be used carefully due to its high cost on the human spirit.

Negative leaders act domineering and superior with people. They believe the only way to get things done is through penalties, such as loss of job, days off without pay, reprimanding employees in front of others, etc. They believe their authority is increased by frightening everyone into higher levels of productivity. Yet, what normally happens when this approach is used is that morale falls, which leads to lower productivity.

Most leaders do not strictly use one or another, but are somewhere on a continuum ranging from extremely positive to extremely negative. People who continuously work out of the negative are bosses, while those who primarily work out of the positive are considered great leaders.

OBJECTIVES OF THE STUDY:

To emphasis the modern Leadership style in relation to: Trust, Productivity, and Leadership Development. Trust Establish, develop, and sustain trust with the people you are to lead. Demonstrate genuine care for your people. When your people feel that they are cared for, they will return that care to you. They will give that extra effort to make you and the organization successful.

Productivity is the most common objective of any organization. Productivity is critical to an organization's existence; moreover productivity is optimized when supported by trust and leadership development.

Leadership development is the most overlooked leadership objective, because many people see leadership as a position and with any leadership position there must be followers. Instead of developing people to follow you, develop them to become leaders themselves. An organization that is made of leaders, instead of followers is a "Leadership Culture." When you achieve this objective, you are multiplying your productivity, and therefore experiencing sustainable growth. And when you experience sustainable growth, you find yourself building a legacy.

Research Methodology:

The research methodology used for this study has been designed to address complex nature of modern leadership style and motivational pattern.

Conclusion:

- As a leader you continually increase your ability to realize the best in yourself and to bring out the best in others
- The Leadership skills approach takes into account the knowledge and abilities.
- A leader can learn certain skills and turn himself into a remarkable one.
- Researchers have studied leadership skills and abilities for a number of years. However, there are two influential models. The first one is a model proposed by Robert Katz in 1955. The second approach is proposed by Michael Mumford and colleagues in the year 2000. These models can be seen as complimentary to each other, since they offer different views on leadership from the skills point of view.
- This is a first approach to conceptualize and create a structure of the process of leadership around skills. The model describes leadership in terms of skills and therefore makes leadership

available to everyone. This model provides an expansive view of leadership that incorporates wide variety of components (i.e., problem-solving skills, social judgment skills) and a structure consistent with leadership education programs.

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29. INTERNAL AUDIT SYSTEM OF DIFFERENT SECTOR

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Abstract

This study examines the effectiveness of internal audit in different organisations. Every organisation do external audit by rule. But internal audit is not compulsory. Even though it is done in every organisation. Internal auditing is an independent, objective and assurance consulting activity designed to add value and improve an organization's operations. It helps an organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management and governance processes and controls processes with commitment to integrity and accountability. Internal auditing provides value to governing bodies and senior management as an objective source of independent advice. Professionals called internal auditors are employed by organizations to perform the internal auditing activity.

Keywords: Audit, Internal audit, public sector, finance sector, bank sector.

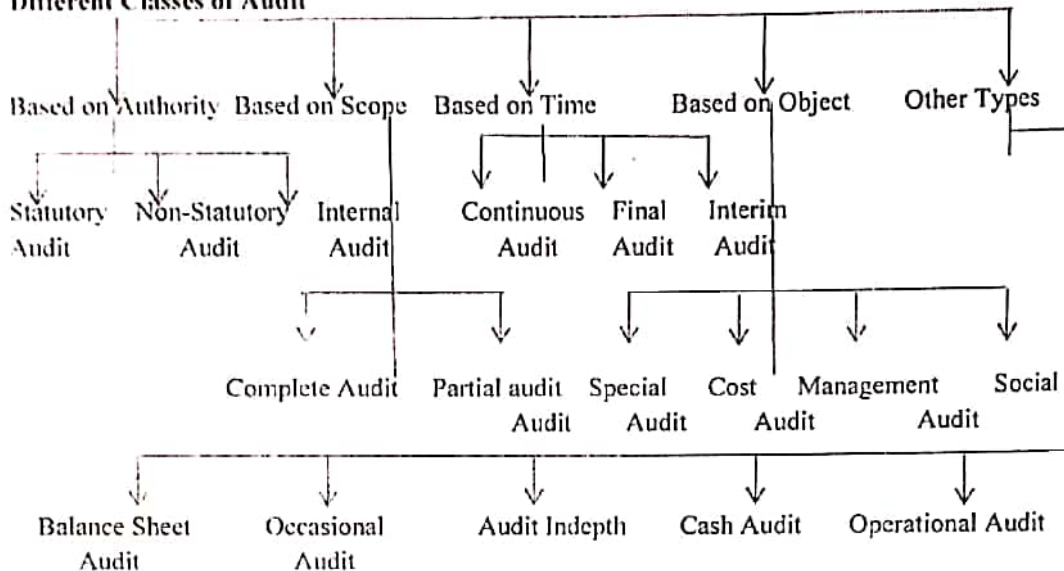
Introduction: Audit is an independent examination of books of accounts, vouchers and related documents. It is compulsorily done by an independent statutory auditor. However, when organisation on its own conducts audit exercise through an independent agency it is called as internal audit. The internal audit department is very important inside a firm that the internal audit is regarded as the key element in the application of accounting systems which in turn, helps in evaluating the work of the department. The internal audit is considered as the backbone of the business accounting as it is the section that records all businesses related to the sector.

Objectives: To study the concept of audit

1. To study the concept of internal audit.
2. To study the distinction between external audit and internal audit
3. To study the internal audit system of different sector

Meaning of Auditing: Auditing is an evaluation of a person, organisation system, process, enterprise, and project. The term most commonly refers to audits in accounting. Auditing is a thorough, systematic and analytical examination of accounting record of the client. Audit means critical and intellectual examination of facts – financial or otherwise to give in the form of report.

Definition Of Auditing: MONTGOMERY, "Auditing is a systematic examination of the books and records of a business or other organisation in order to verify and to report upon the facts regarding its financial operations and the result thereof."

Different Classes of Audit

Meaning Of Internal Audit: Internal audit is a critical appraisal of functioning of various operations of an enterprise including the functioning of the system of internal check. Exceptions from normal functioning of internal check system are exposed in internal audit. Accuracy, completeness, reliability and timeliness of accounting information are tested and reported for remedial action. That part of internal audit aiming at improving the effectiveness of accounting and administrative and other operational systems are called system audit.

Definition Of Internal Audit: Prof. Meig, "Internal auditing consists of a continuous, critical review of financial and operation activities by a staff of auditors functioning as full time salaried employees." ICAI, "Internal audit is an independent management function which involves a continuous and critical appraisal of the function of the entity. The objective of internal audit is to suggest improvement to the function of the entity and add value to and strengthen the overall governance mechanism of the entity including its strategic risk management and internal control system."

Features of Internal Audit:

- 1) It is a part of internal control system.
- 2) It is an appraisal activity within an organisation for the review of accounting, finance and other business practices.



- ensuring that all significant risks are identified and appropriately reported by management and the Risk function to the Board and Executive Management.
- assessing whether they are adequately controlled.
- challenging Executive Management to improve the effectiveness of governance, risk management and internal controls.

Qualification of Internal Auditor: In today's dynamic business environment, it is imperative that internal auditors are qualified as they should be thorough in their knowledge of business, systems, developments and other business topics. The head of internal audit qualified with auditing certification such as the Certified Internal Auditor (CIA), Certified Government Auditing Professional (CGAP), Certified Financial Services auditor (CFSA), Certification in Control Self-Assessment (CCSA), and Certification in Risk Management Assurance (CRMA) where useful feedback for any mistake is provided. A certified auditor is able to make a good decision in the fastest time without having to wait or to consult with another team. The current study expects the qualification of a chief audit executive to absolutely enhance performance.

The study of different sectors is as below.

Public Sector: The public sector is primarily composed of non-profit making organisations. Management control in its broadest context is the means by which an organization carries out its objectives effectively and efficiently. Public sector management can be generally distinguished as having hierarchical structures composed of responsibility centres, units, sections, departments and divisions. Central government department, if changes are made for certain services they are usually nominal and have a little impact on the level of services offered. Autonomous bodies are subjected to high degree of Central government control. Local government authorities receive by far the largest proportion of their funds through the rate support grant or allocation. They can equally raise revenue locally, primarily by levying rates; the extent of their power is strictly monitored by central government. Therefore, the management and control of the public purse is the heart of government administration. The internal audit reports directly to the chief executive, the financial regulations, internal audit functions are placed under the direct control of suitable competent accountants. Internal audit quality, which is demonstrated by the office's capability to provide useful audit findings and recommendations, is one of the most prominent factors on which audit effectiveness is anchored. The performance standards of the IIA (1999) require the auditor to plan and perform the work such that he or she would be able to arrive at useful audit findings and forward recommendations for improvement. The office's ability to properly plan, perform and communicate the results of audits is a proxy for audit quality. Therefore, audit quality is arguably a

function of extensive staff expertise; reasonableness of the scope of service and reliability. For eg. Railway, power grid.

Finance Sector: The role of Internal Audit in the Financial Services Industry is likely to come under the spotlight as the supervisory approach changes from intrusive on-site inspections to off-site risk-based assessments. As the transition takes place, the extent of reliance on Internal

Audit, to assure internal and external stakeholder compliance and operational controls will increase. The Internal Audit function is not only expected to monitor compliance and transactions but also develop an integrated view of existing and emerging risks and their impact on business. Developments in the macro-economic environment, systemic risks and inter-connectedness in the Financial Services Industry have made it imperative for the internal Audit function to put a dynamic audit plan in place. It has also become important that high-risk areas are assessed and reviewed by specialists. The inter-connectedness within the financial system has made it necessary for institutions to analyse their vulnerability to systemic risks through assessment and analysis of macro-economic factors, industry trends, changes in regulations, risks materializing at other entities and innovation by peers. As the third and final line of defence, the Internal Audit function now has the added responsibility of continuously assessing the impact of external factors and systemic risks on the organization in addition to oversight over transactions and processes. In its expanded role, the Internal Audit function is likely to provide an independent and objective view on both the first (business and operations) and second (risk and compliance) lines of defence. From being a transaction and compliance oriented function, Internal Audit is expected to become a pre-emptive risk identification and evaluation function. At the same time, Internal Audit is still expected to retain its role as the central point of assurance for transactions and compliance. This dichotomy in role requires the Internal Audit function to organize itself at two distinct levels. At one level, the Internal Audit function is expected to evaluate emerging risk areas and perform thematic and targeted reviews with a view to assess not just the efficacy of controls but probability of the risks materializing in the given organizational construct. At the second level, the Internal Audit function is expected to continuously improve the efficacy of transactional and compliance audits to provide the requisite level of assurance to regulators and external stakeholders. For eg. Deloitte co. Ltd.

Banking Sector: Commercial banks operating in India can be divided into two categories based on ownership public sector banks and private sector banks. However irrespective of the pattern of ownership, all commercial banks in India function under the overall supervision and control of the RBI. Public sector banks comprise the SBI, BOI and other nationalised banks.

Private sector banks comprise the ICICI, HDFC and other banks. The management of the internal audit department prepares a plan for all the assignments to be performed. The audit plan includes the timing and frequency of planned internal audit work. This audit plan is based on a methodical control risk assessment. A control risk assessment documents are the documents from which internal auditor understands the institution's significant activities and their associated risks. The management of the internal audit department should establish the principles of the risk assessment



methodology in writing and regularly update them to reflect changes to the system of internal control or work process, and to incorporate new lines of business. The risk analysis examines all of the bank's activities and entities, and the complete internal control system. On the basis of the results of the risk analysis, an audit plan for several years is established, taking into account the degree of risk inherent in the activities. The plan also takes into account expected developments and innovations, the generally higher degree of risk of new activities, and the intention to audit all significant activities and entities within a reasonable time period (audit cycle principle - for example, three years). All those concerns will determine the extent, nature and frequency of the assignments to be performed.

Conclusion: This study investigated the role of internal audit in effective management control in various sector organization, the findings of the study reveal that effective management can be achieve in local government and IA effectiveness does play a role in ensuring effective management in various sector. While IA effectiveness does not affect management control in different sector. Since effective management control can be achieve, and IA play key role in ensuring effective management in organisation. There is the need for today's auditors to acquire the requisite technique and skills in computer operations and electronic data processing in order to carry out their work effectively to continually support AI effectiveness. A management should put in place a conducive environment for internal auditor to perform their duty because of the impact, which it has on AI effectiveness. Therefore training personnel as well as other training infrastructure becomes an important ingredient in the successful operation of internal audit effectiveness in various organizations. Heads of internal audit unit should be in attendance at top management meetings to being aware of policies affecting organizational objectives.

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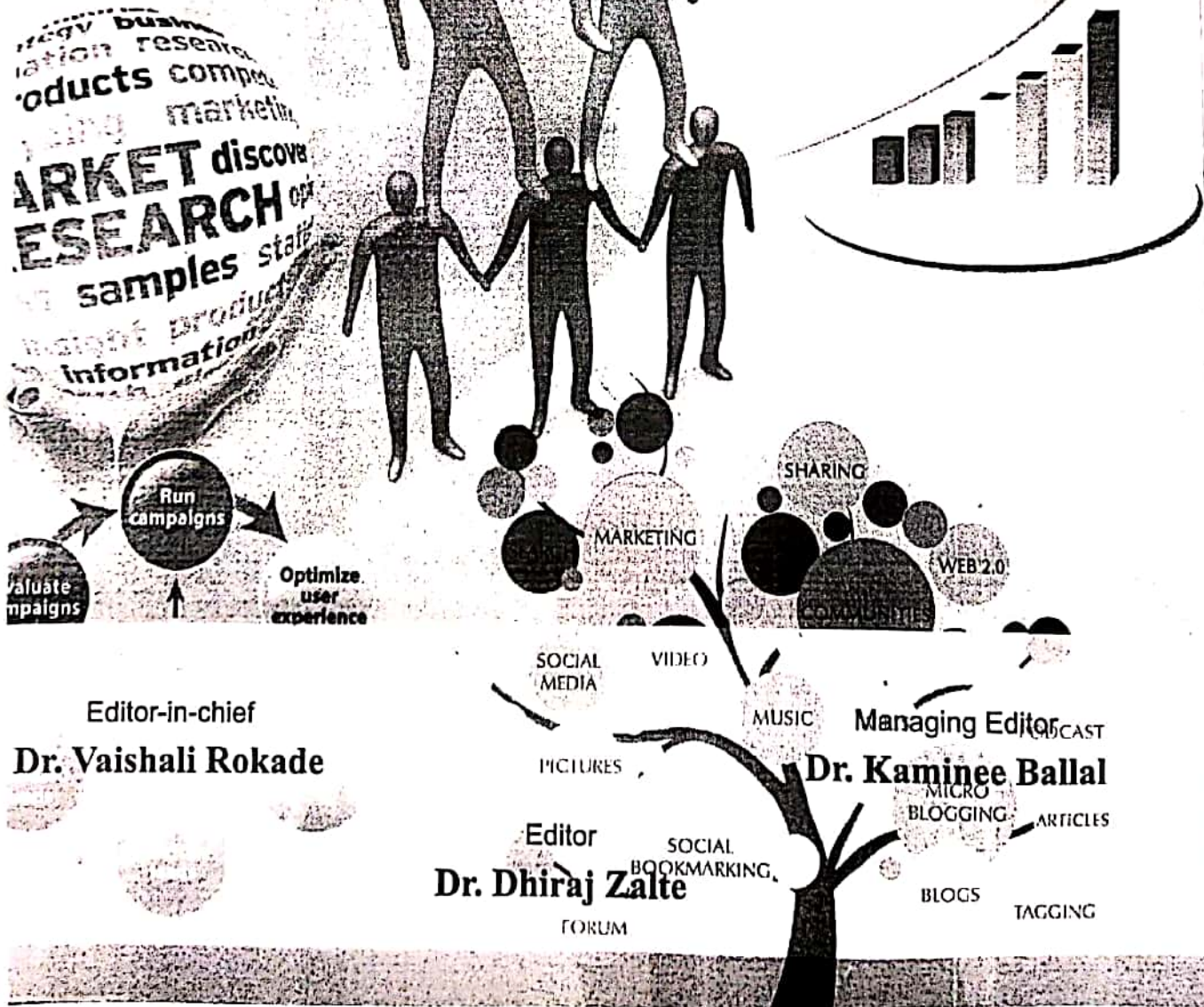
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Trends in E-Marketing

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Research Scholar

Abstract:

Today, more people are getting connected to the internet and are ready to trade through it. This growing tendency to use the services of internet connectivity increases the scope of e-marketing it also affects the operation of companies' and organizations. Companies have changed their traditional business strategies into e-marketing and have become full-fledged service providers with the facility to offer a full range of e-commerce products to suit customer's needs and tastes at any time. E-marketing encompasses all the activities a business conducts via the world wide web with the aim of attracting new business, retaining current business and developing its brand identity. Hence, the paper focused on the advantages and disadvantages of e-marketing and also throw light on the recent trends in e-marketing.

Key words: E-marketing, E-CRM systems, E-mail, Global, Recent trends.

Objectives of the Study:

- 1 To study the concept of e-marketing
- 2 To study the advantages and disadvantages of e-marketing
- 3 To study the recent trends in e-marketing

Research Methodology:

This paper is mainly based on secondary data collected from reference books, articles, Web sites.

Introduction:

Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was that they first traded, marketing was there. Humans have come a long way since then, and marketing has too. The methods of marketing have changed and improved and we have become a lot more efficient. E-marketing is the product

of the meeting between modern communication technologies and the age old marketing principles that humans have always applied.

Today marketing automation systems enabling advanced segmentation allow companies to send highly targeted email communication. Practices such as dynamic content have been introduced to create a near 1-2-1 experience between the user and the brand; and with more emphasis on relevance and engagement in order to achieve a good reputation, quality is replacing quantity as a strategic approach to e- marketing.

E -marketing can be considered to be equivalent to Internet marketing and Digital Marketing.. E-marketing covers all activities businesses performs using the internet, so that they can generate more business and develop its brand identity, overall reaching their target audience. With this form of marketing companies can increase sales, improve visibility and brand recognition.

E marketing goes beyond creating a website. It focuses on online communications through the use of direct dialogues with user, overall reaching potential customers. Because of this type of marketing business can be done in a simpler way.

E-marketing is one of the simplest things. This type of marketing is for people looking for online products, for example, the items in which you are selling they can find them, and learn about your store via the internet.

However, E -marketing is sometimes considered to have a broader scope than Internet marketing since it refers to digital media such as web, e-mail and wireless media. but also includes management of digital customer data and electronic customer relationship management systems (E-CRM systems). E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

. Definition of E-Marketing

Kotler, defines E- marketing *"is what a company does to publicize, promote and sell products and services online"*.

According to Kotler and Keller E-Marketing portrays company efforts to inform and communicate with buyers, and promote and sell its products and services over the E-marketing is the marketing of products or services over the Internet as well as other digital channels, such as e-mail and wireless media.

Advantages of E-marketing:

The popularity of e-marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients. Keeping in contact with your customers no longer require an extended period of time but rather mere seconds. The other benefits of E-marketing are as follows:

❖ **Low-cost**

One of the most obvious benefits of e-marketing is its lower cost compared to mainstream marketing channels. There are no print or postage costs and no fees paid in exchange for exposure on a certain billboard, magazine or television channel. E-mail marketers might consider investing in specialist software to automate, track and evaluate their emails..

❖ **. Segmentation**

Most marketing professionals would happily pay to ensure they were only spending money targeting those who were interested in their brand. E- marketers can go one step further .

❖ **Calls to action**

E- Marketing is great for taking advantage of impulse buying. There aren't many other marketing platforms which allow customers to go from witnessing an offer to purchasing an item within two clicks of a button. With a tempting call to action and a link straight to the checkout, email newsletters can drive sales like no other channel.

❖ **. Easy to create**

E- Marketing doesn't necessarily require a huge team or reams of technical nous in order to be successful. It's certainly possible to jazz up an email campaign with fancy templates, videos, images and logos. Yet, some of the most successful campaigns utilize simple plain text emails, suggesting that it's the content of an email that is the most important thing.

❖ **. Global**

E-marketing can help you spread the word amongst a global audience. E-marketing opens up new avenues for smaller businesses, on a much smaller budget, to access potential customers from all over the world.

❖ **. Immediacy**

Due to the immediacy of e-marketing, a business can start seeing results within minutes of its emails being sent. A 24-hour sale is a brilliant marketing ploy that can be utilized by email, as it creates a sense of urgency and convinces subscribers to take immediate action.

❖ **. Return on investment**

In the business world, results are arguably all that matters. With this in mind, the main reason that most businesses invest in e- marketing is the fantastic return on investment.. A number of sources have suggested that this is better than any other platform.

Disadvantages of E-marketing:

- ❖ Electronic marketing is limited by the ability of the consumer to access and use Internet services. Although there is an increased popularity of Internet services in the modern world, a large number of consumers are unable to use or have no access to Internet services.
- ❖ It is important to note that spam filters that have become very essential to majority of the users are a major limitation to the effectiveness of e-marketing. There are concerns over the high number of commercial messages being filtered because the spam filters consider them illegitimate.
- ❖ It has intensified competition which is a major barrier to new entrants in the global market.

.Recent trends in e-marketing:

With the evolving technologies and design approach e- marketing now is one of the fast transforming areas of digital marketing that can be effective for those who can address these emerging trends.

❖ Mobile will be principal device for email opening

Until last year, 49% of email opened on mobile devices but in the last quarter of the year this figure surged ahead tremendously. In 2016, mobile access and opening of emails on mobile devices will outnumber desktops by huge margin.

As businesses continue to turn their back towards expensive desktop suites accessing emails on desktop will further shrink and a large portion of this will switch over to mobile. Moreover, with the rapid proliferation of cloud-based software, on-premise software suites will continue to shrink resulting in email access beyond boundaries of devices and location.

❖ . More emphasis on personalization

Real time email marketing is getting popular with the new technology allowing proactive and agile feedback on user access. Blast email sending has stopped garnering any effective result long ago and in the days to come will only contribute to negative user feedback. Email recipients are now interested in messages that are addressed to personal taste, preference and focus areas rather than just their first name. Engaging emails that are likely to have bigger chances of business conversion or response should at least offer some personal attributes connecting the recipient almost instantly.

❖ **More emphasis on video and animation content**

Video and animation in email content will continue to garner more importance and find wider application in the months to come. Besides attracting subscribers' attention at a glance the moving and dynamic elements can also intuitively deliver suggestions and guide recipients towards certain actions. Use of moving materials like timer also can enhance the click through rate tremendously. Making users respond to graphic and moving elements is crucial rather than just adding such elements because they look cool.

❖ **. Aesthetic appeal in details will rule**

With focus on design and visual effects ruling the web nobody is actually interested anymore in simple, plain text emails. Creating beautiful impressively designed emails has now become extremely easy thanks to an array of tools. From using good typographic variation to the use of full blown images to using the right mix of white space with distinct contrast of color, aesthetic appeal rules supreme here and there are too many ways to ensure that.

❖ **. Modular email templates will rule**

In 2016, modular designed template for emails will add to the variety of look-wise choices with the same email content. The goal of modular templates is to be offer quick and easy design options by editing the design elements. This allows designing emails easily while ensuring aesthetic appeal, quality and consistency. This also helps email automation to take effect as designing emails through such templates is likely to take much less time than usual.

❖ **. Social media and Email marketing will become more and more intertwined**

Social media no longer can just say that email is dead. As by many users social media is increasingly being considered as a waste of potential time or just a folly of branding, emails are being taken more seriously. Obviously, the revived role of emails incorporating new design approach took a big role in this. In 2016, we can see these two facets of marketing coming more closer and being more intertwined. While social media is considered to be an ideal medium to build email list, the email content get richer by incorporating some social media content. In the months to come this trend is likely to foster even more.

❖ **Interactive emails adding more substance**

Emails that drive user interaction already garner higher engagement from the user. By ensuring user interactivity within the email marketers can ensure much higher click through rate, traffic for the corresponding website and business conversion.

Simple experiments like image rollovers and animations like rain or falling snow that can be stopped by the email recipient with a click can add fun to the experience and make a lasting

impression. Advanced level kinetic email content and options to control them can make a simple email campaign popular. Creative insight and skill is the key for such experiments.

❖ Time to bid adieu to batch and blast emails

Email that is created for all subscribers and that are sent at one go without any consideration to individual preference is referred as batch and blast email. Sending such generalized mass produced email is no longer effective due to increased focus on personalization. In 2016, such emails are likely to be abandoned as a campaign strategy of bygone era.

❖ In-depth and consistent tracking will lead campaigns

Finally tracking the effectiveness of email campaign and accordingly adjusting to consumer demands will be important more than ever. Focusing on data driven excellence in regard to the user appreciation will be the key aspect in the tracking of email campaigns. A detailed understanding of the data concerning email opening, accessibility, click through rate, comparing elements from various campaigns and their output and business conversion rate from email recipients, all these and many more data driven metrics can just let you track results in details.

Conclusion:

Electronic marketing compared to the traditional marketing strategies is cheaper and more effective. E-marketing is a high response and opportunistic medium for communicating with customers, and if executed right, has the power to bring huge benefits to business. Finally, it is the creative focus and systematic approach that will make a e-marketing campaign stand out from others. With the evolving technologies and design approach, e-marketing now is one of the fast transforming areas of digital marketing that can be effective for those who can address these emerging trends.

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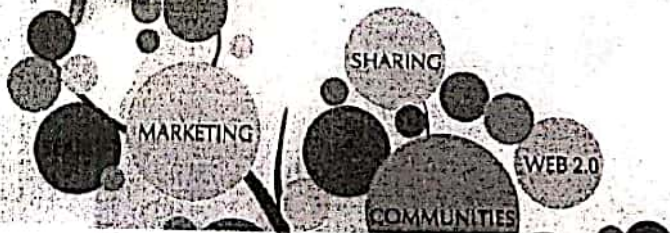
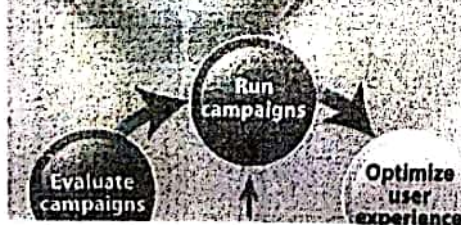
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TRENDS IN E-MARKETING

Prof. Ranjana D Mahajan

Prof. Neeta M Kedar



ABSTRACT:

Today, more people are getting connected to the internet and are ready to trade through it. This growing tendency to use the services of internet connectivity increases the scope of e-marketing it also affects the operation of companies' and organizations. Companies have changed their traditional business strategies into e-marketing and have become full-fledged service providers with the facility to offer a full range of e-commerce products to suit customer's needs and tastes at any time. E-marketing encompasses all the activities a business conducts via the world wide web with the aim of attracting new business, retaining current business and developing its brand identity. Hence, the paper focused on the advantages and disadvantages of e-marketing and also throw light on the recent trends in e-marketing.

Key words: E-marketing, E-CRM systems, E-mail, Global, Recent trends.

OBJECTIVES OF THE STUDY:

- 1 To study the concept of e-marketing
- 2 To study the advantages and disadvantages of e-marketing
- 3 To study the recent trends in e-marketing

RESEARCH METHODOLOGY:

This paper is mainly based on secondary data collected from reference books, articles, Web sites.

INTRODUCTION

Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was that they first traded

marketing was there, humans have come a long way since then, and marketing has too. The methods of marketing have changed and improved and we have become a lot more efficient. E-marketing is the product of the meeting between modern communication technologies and the age old marketing principles that humans have always applied.

Today marketing automation systems enabling advanced segmentation allow companies to send highly targeted email communication. Practices such as dynamic content have been introduced to create a near 1-2-1 experience between the user and the brand; and with more emphasis on relevance and engagement in order to achieve a good reputation, quality is replacing quantity as a strategic approach to e-marketing.

E-marketing can be considered to be equivalent to Internet marketing and Digital Marketing. E-marketing covers all activities businesses perform using the internet, so that they can generate more business and develop its brand identity, overall reaching their target audience. With this form of marketing companies can increase sales, improve visibility and brand recognition.

E-marketing goes beyond creating a website. It focuses on **online communications** through the use of direct dialogues with user, overall reaching potential customers. Because of this type of marketing business can be done in a simpler way.

E-marketing is one of the simplest things. This type of marketing is for people looking for online products, for example, the items in which you are selling they can find them, and learn about your store via the internet.

However, E-marketing is sometimes considered to have a broader scope than Internet marketing since it refers to digital media such as web, e-mail and wireless media, but also includes management of digital customer data and electronic customer relationship management systems (E-CRM systems). E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

DEFINITION OF E-MARKETING

Kotler, defines E-marketing *"is what a company does to publicize, promote and sell products and services online"*.

According to Kotler and Keller E-Marketing portrays company efforts to inform and communicate with buyers, and promote and sell its products and services over the E-marketing is the marketing of products or services over the Internet as well as other digital channels, such as e-mail and wireless media.

ADVANTAGES OF E-MARKETING:

The popularity of e-marketing has helped both small and large businesses to get

their products and services message to an unbounded number of potential clients. Keeping in contact with your customers no longer require an extended period of time but rather mere seconds. The other benefits of E-marketing are as follows:

LOW-COST

One of the most obvious benefits of e-marketing is its lower cost compared to mainstream marketing channels. There are no print or postage costs and no fees paid in exchange for exposure on a certain billboard, magazine or television channel. E-mail marketers might consider investing in specialist software to automate, track and evaluate their emails..

SEGMENTATION

Most marketing professionals would happily pay to ensure they were only spending money targeting those who were interested in their brand. E- marketers can go one step further .

CALLS TO ACTION

E- Marketing is great for taking advantage of impulse buying. There aren't many other marketing platforms which allow customers to go from witnessing an offer to purchasing an item within two clicks of a button. With a tempting call to action and a link straight to the checkout, email newsletters can drive sales like no other channel.

EASY TO CREATE

E- Marketing doesn't necessarily require a huge team or reams of technical nous in order to be successful. It's certainly possible to jazz up an email campaign with fancy templates, videos, images and logos. Yet, some of the most successful campaigns utilize simple plain text emails, suggesting that it's the content of an email that is the most important thing.

GLOBAL

E-marketing can help you spread the word amongst a global audience. E-marketing opens up new avenues for smaller businesses, on a much smaller budget, to access potential customers from all over the world.

IMMEDIACY

Due to the immediacy of e-marketing, a business can start seeing results within minutes of its emails being sent. A 24-hour sale is a brilliant marketing ploy that can be utilized by email, as it creates a sense of urgency and convinces subscribers to take immediate action.

RETURN ON INVESTMENT

In the business world, results are arguably all that matters. With this in mind, the main reason that most businesses invest in e- marketing is the fantastic return on investment..

A number of sources have suggested that this is better than any other platform.

DISADVANTAGES OF E-MARKETING:

Electronic marketing is limited by the ability of the consumer to access and use Internet services. Although there is an increased popularity of Internet services in the modern world, a large number of consumers are unable to use or have no access to Internet services.

It is important to note that spam filters that have become very essential to majority of the users are a major limitation to the effectiveness of e-marketing. There are concerns over the high number of commercial messages being filtered because the spam filters consider them illegitimate.

It has intensified competition which is a major barrier to new entrants in the global market.

RECENT TRENDS IN E-MARKETING:

With the evolving technologies and design approach e-marketing now is one of the fast transforming areas of digital marketing that can be effective for those who can address these emerging trends.

MOBILE WILL BE PRINCIPAL DEVICE FOR EMAIL OPENING

Until last year, 49% of email opened on mobile devices but in the last quarter of the year this figure surged ahead tremendously. In 2016, mobile access and opening of emails on mobile devices will outnumber desktops by huge margin.

As businesses continue to turn their back towards expensive desktop suites accessing emails on desktop will further shrink and a large portion of this will switch over to mobile. Moreover, with the rapid proliferation of cloud-based software, on-premise software suites will continue to shrink resulting in email access beyond boundaries of devices and location.

MORE EMPHASIS ON PERSONALIZATION

Real time email marketing is getting popular with the new technology allowing proactive and agile feedback on user access. Blast email sending has stopped garnering any effective result long ago and in the days to come will only contribute to negative user feedback. Email recipients are now interested in messages that are addressed to personal taste, preference and focus areas rather than just their first name. Engaging emails that are likely to have bigger chances of business conversion or response should at least offer some personal attributes connecting the recipient almost instantly.

MORE EMPHASIS ON VIDEO AND ANIMATION CONTENT

Video and animation in email content will continue to garner more importance and find wider application in the months to come. Besides attracting subscribers

attention at a glance the moving and dynamic elements can also intuitively deliver suggestions and guide recipients towards certain actions. Use of moving materials like timer also can enhance the click through rate tremendously. Making users respond to graphic and moving elements is crucial rather than just adding such elements because they look cool.

AESTHETIC APPEAL IN DETAILS WILL RULE

With focus on design and visual effects ruling the web nobody is actually interested anymore in simple, plain text emails. Creating beautiful impressively designed emails has now become extremely easy thanks to an array of tools. From using good typographic variation to the use of full blown images to using the right mix of white space with distinct contrast of color, aesthetic appeal rules supreme here and there are too many ways to ensure that.

MODULAR EMAIL TEMPLATES WILL RULE

In 2016, modular designed template for emails will add to the variety of look-wise choices with the same email content. The goal of modular templates is to be offer quick and easy design options by editing the design elements. This allows designing emails easily while ensuring aesthetic appeal, quality and consistency. This also helps email automation to take effect as designing emails through such templates is likely to take much less time than usual.

SOCIAL MEDIA AND EMAIL MARKETING WILL BECOME MORE AND MORE INTERTWINED

Social media no longer can just say that email is dead. As by many users social media is increasingly being considered as a waste of potential time or just a folly of branding, emails are being taken more seriously. Obviously, the revived role of emails incorporating new design approach took a big role in this. In 2016, we can see these two facets of marketing coming more closer and being more intertwined. While social media is considered to be an ideal medium to build email list, the email content get richer by incorporating some social media content. In the months to come this trend is likely to foster even more.

INTERACTIVE EMAILS ADDING MORE SUBSTANCE

Emails that drive user interaction already garner higher engagement from the user. By ensuring user interactivity within the email marketers can ensure much higher click through rate, traffic for the corresponding website and business conversion.

Simple experiments like image rollovers and animations like rain or falling snow that can be stopped by the email recipient with a click can add fun to the experience and make a lasting impression. Advanced level kinetic email content and options to control them can make a simple email campaign popular. Creative insight and skill

is the key for such experiments.

TIME TO BID ADIEU TO BATCH AND BLAST EMAILS

Email that is created for all subscribers and that are sent at one go without any consideration to individual preference is referred as batch and blast email. Sending such generalized mass produced email is no longer effective due to increased focus on personalization. In 2016, such emails are likely to be abandoned as a campaign strategy of bygone era.

IN-DEPTH AND CONSISTENT TRACKING WILL LEAD CAMPAIGNS

Finally tracking the effectiveness of email campaign and accordingly adjusting to consumer demands will be important more than ever. Focusing on data driven excellence in regard to the user appreciation will be the key aspect in the tracking of email campaigns. A detailed understanding of the data concerning email opening, accessibility, click through rate, comparing elements from various campaigns and their output and business conversion rate from email recipients, all these and many more data driven metrics can just let you track results in details.

CONCLUSION:

Electronic marketing compared to the traditional marketing strategies is cheaper and more effective. E-marketing is a high response and opportunistic medium for communicating with customers, and if executed right, has the power to bring huge benefits to business. Finally, it is the creative focus and systematic approach that will make a e-marketing campaign stand out from others. With the evolving technologies and design approach e-marketing now is one of the fast transforming areas of digital marketing that can be effective for those who can address these emerging trends.

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CHALLENGES IN GREEN BANKING IN INDIA

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Abstract:

In the global world, as we pass through 21st century, as everybody in this society is becoming more and more concerned and worried about natural environment. Business organisations and corporations have started modifying their working in an attempt to increase greenery to the maximum possible. There is a move towards green economy in every sector. One such important sector is banking. The bank can play an important role between economic growth and environmental protection. Green banking can promote environmental friendly practices and also reduce carbon footprint from banking activities. Banking and financial sector should be made to work for sustainable development. Even though many of the banks have started adopting green practices, still lot of channels are unutilized by Indian banks for greening their activities. Green banking concept would help banks and firms in emerging economies utilize their limited resources in an optimum way without harming the natural environment and face the global challenges of sustainability in successful manner.

Keywords: Green banking, sustainable development, environment

OBJECTIVES:

- 1) To study the concept of green banking.
- 2) To study challenges before India to adopt green banking.
- 3) To study advantages of green banking.

RESEARCH METHODOLOGY:

The research paper is mainly based on secondary data which is collected through reference books, related research articles available online, websites.

INTRODUCTION:

The concept of sustainable development that is taking care of the need of present generation without compromising the needs of the future generation, has given rise to green marketing and green banking. Green banking is a new concept that considers environmental and socially responsible investing. Green banking is a banking that benefits the environment. The bank can minimise the use of paper work by promoting paperless banking through online banking. To initiate sustainable development, there is a need to promote green banking practices so that we can tackle the problems of global warming, natural calamities and disaster. Bank is a financial institution that deals with masses and banks by adopting green activities can influence the attitude of the customers towards the environment. Various banks in India also started green banking practices such as online banking, mobile banking, e-statements, solar ATMs etc. The first green bank was SBI, India's largest commercial bank who took initiative in setting high sustainability.

DEFINITION:

According to Clark Schultz (2012), "Green banking means promoting environmental friendly practices and reducing your carbon footprint from your banking activities."

Green banking means combining operational improvements technology and changing clients habits in banking business. This comes in many forms- using online banking instead of branch banking , paying bills online, finding the local bank in the area that is taking the biggest steps to support local green initiatives.

NEED:

- 1) Banks have been using lighting, air conditioning, electronic equipments, IT, high paper wastage in massive proportion. The resultant internal carbon footprint can be reduced through the use of renewable energy, automation and other measures.
- 2) Avoid paperwork and contribute to lower the cutting of trees.
- 3) Providing loans to firms and companies that abide by environment protection principles and regulation ensures that such clients do not become victims of natural calamities.
- 4) It provides a distinct identity and reputation to the banks in society.

ADVANTAGES:

- 1) Many environmentalists are propagating environment consciousness among the public in general by arranging awareness programs and organising seminars. Besides many corporate bodies are organising similar programs in their own line of business such as "free pollution check system".
- 2) Almost all banks in India are computerised or operate on a core banking solution. Thus there is ample scope for the banks to adopt paperless or lesser paper for office correspondence, audit, reporting etc.
- 3) Banks provides loans to environment friendly business on lesser rates – such as "free pollution check system".
- 4) Banks follow environmental standards for lending , is really a good idea and it will make business owners to change their business to environmental friendly.

CHALLENGES:

- Many banks in green business are very new and are in start-up face , generally it takes 3 to 4 years for a bank to start making money ,thus it does not help banks during recession.
- Green banks restrict their business transactions to those business entities who qualify screening process done by green banks. With limited number of customer they will have a smaller base to support them.
- Green banks requires specialized talent ,skills and expertise as well ,due to the kind of customers they are servicing employees such as loan officers need to have additional background and experience in dealing with green businesses and consumers.
- Government must design proper legislation of environmental rules for banks and ensure enforcement. The problems in India are not yet framed and in few cases things are not strictly enforced but things can be changed overnight resulting in major compliance problems for companies concerned and increased risk for the bank.
- Environmental audits are required to determine the environmental status of a facility , property and operation and to identify regulatory compliance status of project. These should be done by an environment investigation team.
- Clear policies are required to altering the present management systems to incorporate sustainability issues.
- Due to growing awareness about environment safety, banking institutions are more prone to lose their reputations if they are involved in big projects, which are viewed as socially and environmentally damaging.

Conclusion:

Until a few years ago most traditional banks did not practice green banking investment opportunities in environment friendly sectors or businesses. Indian banks are far behind their counterparts from developed countries. If Indian banks desire to enter global markets, it is important that they recognize their environmental and social responsibilities. As initially, these commitments will cause a huge

financial burden for Indian banks. For effective adoption of green banking the RBI and the Indian Government should play major role and formulate green policy guidelines and financial incentives. Following are some of the suggestion that can be adopted by the banks for proper implementation of green bank in India.

- 1) Creating customer awareness through the media.
- 2) Providing environment friendly rewards to customers.
- 3) By financing more and more environment friendly projects.
- 4) Develop skills of employees to adopt green banking.
- 5) Minimising paper usage and promoting use of electronic transactions.
- 6) Bank could set up basket 'Disaster Emergency Fund' for customers to give the amount of their own interest.
- 7) Social responsibility services, like tree plantation, save energy, should be done by banks.

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**INTEGRATED LAND UTILIZATION ANALYSIS IN NASHIK DISTRICT OF
MAHARASHTRA****M.P. Mule***Dept. of Geography,**National Senior College,**Nashik, Dist. Nashik (MS) India***ABSTRACT**

Indian rural economy is based on agriculture where most of the population directly depends on agriculture and associated activities. After independence, population pressure on agriculture has increased rapidly and gradually. The physical factors, -physiographic, drainage, climate, hydrology and soil, play vital role in shaping the patterns of agriculture. In this paper, an attempt has been made to analyses the spatio-temporal changes in the land use and cropping pattern in the region. The knowledge of land use land cover is important for many planning and management activities and is consider an essential element for modeling and understanding the earth as a system. Land utilization is a function of four elements such as land, water, air and man. Each element plays its own role in composing its life history. Land is one of the bodies, water its work as blood air or good climate its oxygen and last factor that mean man it is one of the dynamic task to reflect its types, pattern and distribution. The key to most important aspect of land use lies in the relation of population to land. Total forest area in the district is 20.75 percent of total area in 2010-11. Land not available for cultivation area in the district is 8.68 of the total area in 2010-11. Other uncultivated land area in the district is 8.74 of the total area in 2010-11. Fallow

land in the district is 8.68 of the total area. Net sown area in the district is 53.15 of the total area in 2010-11. Total cultivation area in the district is 61.75 of the total area in 2010-11. There is significant variation in net sown area and total cultivation area.

Key Words: Land Utilization, Forest, Net sown area, Fallow Land, Total area under cultivation.

Introduction:

Agriculture is backbone of economic development. India is pre-eminently an agricultural country. Land use inventories importance is increasing in various resources sectors viz. agricultural, forestry, industries and mining perspective study. Land use refers to man's activities and the varied uses which are carried over the land and land cover refers to natural vegetation, water bodies, rock's, soils, artificial cover and others noticed on the land. Simply land cover means as the collection of living and non-living aspects on the earth's surface. It is one of the most important properties of the earth system. Land use also provide a better understanding of the wasteland and surface water bodies, which is vital for the development and making good planning. The study areas latitudinal extent is from $18^{\circ}33'$ to $20^{\circ}53'$ North and longitudinal extent is from $73^{\circ}16'$ to $75^{\circ}16'$ East. The maximum North-South distance of mainland Nashik is about 120 kms. Whereas it's East-West maximum distance is about 200 kms. The total area of Nashik is 15,530 sq. kms. It covers about 5.04 % land area of the Maharashtra State. Nashik ranks third in the Maharashtra according to extent. North side there is Dhule district, East side there is

Aurangabad, South side Pune and West side there is Mumbai and Thane districts. Nashik is one of the major agricultural and Industrial developed districts in the North Maharashtra. Godavari is an important river in Nashik district. The district is divided into 15 tahsils, which consisting of 1930 villages. Nashik and Malegaon are major Municipal Corporation and eight Nagar Parishad are located in the study region. (Location map is drawn below.

Study Area :

The study areas latitudinal extent is from $18^{\circ}33'$ to $20^{\circ}53'$ North and longitudinal extent is from $73^{\circ}16'$ to $75^{\circ}16'$ East. The maximum North-South distance of mainland Nashik is about 120 kms. Whereas it's East-West maximum distance is about 200 kms. The total area of Nashik is 15,530 sq. kms. It covers about 5.04 % land area of the Maharashtra State. Nashik ranks third in the Maharashtra according to extent. North side there is Dhule district, East side there is Aurangabad, South side Pune and West side there is Mumbai and Thane districts. Nashik is one of the major agricultural and Industrial developed districts in the North Maharashtra. Godavari is an important river in Nashik district. The district is divided into 15 tahsils, which consisting of 1930

villages. Nashik and Malegaon are major Municipal Corporation and eight Nagar Parishad are located in the study region. (Location map is drawn below

Methodology:

The methodology adopted in this paper is mainly based on secondary data from socio-economic abstract of the Nashik district abstracts book from 1991 to 2011. Simple percent trend of change in Land utilization has been used. For investigation the changes in Land utilization by Dr. Jasbir Singh (1974) has been used. Help of quantitative technique data has shown by graphical methods. On the basis of physiographic divisions of the district; there are mainly three zones: Downghat Kokan, Gir na basin, Godavari basin

Objectives:

The present research paper confines itself to

1. The main objectives of the study are to investigation the land utilization pattern.
2. To detect the change of different land cover and its causes.
3. To detect the availability of land in Nashik district of Maharashtra.

Results and Discussion:

Land is one of the most important resources of each and every region. It is one of the fixed assets which cannot be expanded to meet the needs of an increasing population. Hence it

must be used carefully and in the best possible manner. The total geographical area of Nashik is 15,530 sq. kms. Its cover about 5.04 % land area of the Maharashtra State. Nashik ranks third in the Maharashtra according to extent. Here six major categories of land utilization have been considered for the study. The major land uses in Nashik are: 1) Area under Forest. 2) Area not available for cultivation i) Land put to non agriculture use ii) Barren and uncultivated land. 3) other uncultivated land. 4) Fallow land including current fallows and other fallows. 5) Net sown area. 6) Total Area under cultivation.

Total forest area in Nashik district is 20.75 percent of total area in 2010-11. According to the table no.1 It seems that in Nashik district 1990-91 to 2000-01 Sinnar and Niphad tashil have positive change other vise other tashil have been seen negative and little bit change in that. During the 1990-91 to 2010-11 Surgana and Malegaon tashils have high change Dindori, Igatpuri, Sinnar, Nandgaon have middle change and other tashil have been noticed less and negative change.

Land not available for cultivation area in Nashik district is 8.68 of the total area in 2010-11. The land under the settlements, roads, with barren lands is included in this category. The category includes i) Land put to non agriculture use ii) Barren and uncultivated land. According to the table no.2 it seems that in Nashik district 1990-91 to 2000-01 Baglan Malegaon, Yeola Surgana

have high trend of change and in Niphad tashil ts having high negative trend in change and other tashil have negative change. During the 1990-91 to 2010-11 Malegaon Nashik, have positive trend in change, Yeola, Surgana have middle trend in change and other .ashil have negative trend in change.

Other uncultivated land area in Nashik district is 8.74 of the total area in 2010-11. This major group includes cultivable waste, permanent pastures and grazing land, land under miscellaneous trees, crops etc. which is not included in net sown area. According to the table no.3 it seems that in Nashik district 1990-91 to 2000-01 Kalvan, Nashik, Niphad and Surgana have been noticed High positive trend in change. Chandwad and Yeola tashils have been noticed middle trend in change and other tashils have been noticed negative trend in change. During the 1990-91 to 2010-11 Igatpuri, chandwad, Niphad have been noticed high positive trend in change, Sinnar, Yeola, Nandgaon have been noticed middle positive trend in change and other tashil have been noticed negative trend in change.

Fallow land in Nashik district is 8.68 of the total area. When land is left unused to region their lost fertility in a natural way is called fallow land. According to the table no.4 it seems that in Nashik district 1990-91 to 2000-01 Sinnar, Niphad, Malegaon, Igatpuri have been noticed high positive trend in change, Surgana,

Kalvan, Nandgaon, Chandwad, Yeola have been noticed middle trend in change and other tashil have been noticed negative trend in change. During the 1990-91 to 2010-11 Yeola, Niphad, Peth, Nandgaon have been noticed high positive trend in change and other tashils have been noticed negative trend in change.

Net sown area in the district is 53.15 of the total area in 2010-11. The total land area on which crops are grown in a region is called net sown area. According to the table no.5 it seems that in Nashik district 1990-91 to 2000-01 and during the 1990-91 to 2010-11 have been noticed less negative trend in change in number of tashils. So we understand that area under net sown area is constant trend in change.

Total cultivation area in Nashik district is 61.75 of the total area in 2010-11. According to the table no.6 it seems that in Nashik district 1990-91 to 2000-01 and during the 1990-91 to 2010-11 have been noticed less negative trend in change in number of tashils. So we understand that area under total cultivation is constant trend in change.

RESULT AND CONCLUSION:

The help of present paper following some conclusions have been noticed.

- 1) Total forest area in Nashik district is 20.75 percent of total area in 2010-11. There is positive change during 2 decades in Surgana, Malegaon, Nandgaon, Dindori

, Sinnar and high negative change in Petli, and Nashik.

negative trend of change.

- 2) Land not available for cultivation area in Nashik district is 8.68 of the total area in 2010-11. Malegaon, Nashik, tashils have positive change in two decades in area not available for cultivation. In one decade there is high positive trend of change in Baglan and Malegaon tashils.
- 3) Other uncultivated land area in Nashik district is 8.74 of the total area in 2010-11. During two decades there is understood that means Niphad tashil there is large area under cultivation.
- 4) Fallow land in Nashik district is 8.68 of the total area. During two decades there is high positive trend in Sinnar, Yeola tashil and there is high negative trend of change in Malegaon tashil.
- 5) Net sown area in the district is 53.15 of the total area in 2010-11. During two decades there is high positive trend in Sinnar, Yeola tashil and there is high negative trend of change in Malegaon tashil. There is looking almost same trend of change in fallow land and net sown area.
- 6) Total cultivation area in Nashik district is 61.75 of the total area in 2010-11. During two decades Sinnar tashil has high positive trend of change and Malegaon tashil have

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INTEGRATED LAND UTILIZATION ANALYSIS IN NASHIK DISTRICT OF MAHARASHTRA

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ABSTRACT:

Indian rural economy is based on agriculture where most of the population directly depends on agriculture and associated activities. After independence, population pressure on agriculture has increased rapidly and gradually. The physical factors, -physiographic, drainage, climate, hydrology and soil, play vital role in shaping the patterns of agriculture. In this paper, an attempt has been made to analyses the spatio-temporal changes in the land use and cropping pattern in the region. The knowledge of land use land cover is important for many planning and management activities and is consider an essential element for modeling and understanding the earth as a system. Land utilization is a function of four elements such as land, water, air and man. Each element plays its own role in composing its life history. Land is one of the bodies, water its work as blood air or good climate its oxygen and last factor that mean man it is one of the dynamic task to reflect its types, pattern and distribution. The key to most important aspect of land use lies in the relation of population to land. Total forest area in the district is 20.75 percent of total area in 2010-11. Land not available for cultivation area in the district is 8.68 of the total area in 2010-11. Other uncultivated land area in the district is 8.74 of the total area in 2010-11. Fallow land in the district is 8.68 of the total area. Net sown area in the district is 53.15 of the total area in 2010-11. Total cultivation area in the district is 61.75 of the total area in 2010-11. There is significant variation in net sown area and total cultivation area.

KEY WORDS: Land Utilization, Forest, Net sown area, Fallow Land, Total Area under cultivation.

INTRODUCTION: Agriculture is backbone of economic development. India is pre-eminently an agricultural country. Land use inventories importance is increasing in various resources sectors viz. agricultural, forestry, industries and mining perspective study. Land use refers to man's activities and the varied uses which are carried over the land and land cover refers to natural vegetation, water bodies, rock's, soils, artificial cover and others noticed on the land. Simply land cover means as the collection of living and non-living aspects on the earth's surface. It is one of the most important properties of the earth system. Land use also provide a better understanding of the wasteland and surface water bodies, which is vital for the development and making good planning.

GEOGRAPHICAL SCENARIO IN NASHIK DISTRICT:

1) Climate: The climate of Nashik district is generally dry except during the monsoon season. The summer season is moderately hot with 38°C to 42°C temperature. November to Feb. there is period of winter season.

2) Rainfall: The average annual rainfall of the Nashik district is 1035 millimeter. The western part of the district gets more rainfall due to the Sahyadri range which runs North-South in the western side of district. It decreases towards the east side. There is no same distribution of rainfall in whole district. Western side there are Trimbakeshwar, Igatpuri where get high rainfall at list 2500 millimeter. Eastern side there are Yeola, Nandagaon, Niphad, Sinnar tehsils where get less rainfall.

3) Types of soils: Soils are the important factor for agricultural development. There are different types of the soils identified by different names. Basically black soils, alluvial soils dry black soils, red soils etc.

There are two main rivers in district such as The Godavari and Girna. Beside the basins of these rivers there is availability of black soils so various Kharif crops are grown in this soil.

STUDY METHODES:

The methodology adopted in this paper is mainly based on secondary data from socio-economic abstract of the Nashik district abstracts book from 1991 to 2011. Simple percent trend of change in Land utilization has been used. For investigation the changes in Land utilization by Dr. Jasbir Singh (1974) has been used. Help of quantitative technique data has shown by graphical methods. On the basis of physiographic divisions of the district; there are mainly three zones: Downghat Kokan, Gir na basin, Godavari basin

STUDY REGION:

The study areas latitudinal extent is from $18^{\circ}33'$ to $20^{\circ}53'$ North and longitudinal extent is from $73^{\circ}16'$ to $75^{\circ}16'$ East. The maximum North-South distance of mainland Nashik is about 120 kms. Whereas it's East-West maximum distance is about 200 kms. The total area of Nashik is 15,530 sq. kms. It covers about 5.04 % land area of the Maharashtra State. Nashik ranks third in the Maharashtra according to extent. North side there is Dhule district, East side there is Aurangabad, South side Pune and West side there is Mumbai and Thane districts. Nashik is one of the major agricultural and Industrial developed districts in the North Maharashtra. Godavari is an important river in Nashik district. The district is divided into 15 tahsils, which consisting of 1930 villages. Nashik and Malegaon are major Municipal Corporation and eight Nagar Parishad are located in the study region. (Location map is drawn below)

1. The main objectives of the study are to investigate the land utilization pattern.
2. To detect the change of different land cover and its causes.
3. To detect the availability of land in Nashik district of Maharashtra.

Land is one of the most important resources of each and every region. It is one of the fixed assets which cannot be expanded to meet the needs of an increasing population. Hence it must be used carefully and in the best possible manner. The total geographical area of Nashik is 15,530 sq. kms. Its cover about 5.04 % land area of the Maharashtra State. Nashik ranks third in the

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Table No-1 TASHILWISE AREA UNDER FOREST IN NASHIK DISTRICT IN 1990-91 To 2001-2011

Sr. no	TASHILS	YEARS						%TREND OF CHANGE	
		1990-91 %		2000-01 %		2010-2011 %		1990-91 TO 2000-01 %	1990-91 TO 2010-11 %
1	SURGANA	432	(13.28)	431	(13.57)	43185	(17.96)	0.29	4.68
2	KALWAN	393	(12.08)	392	(12.34)	0	(00)	0.26	00
3	DEOLA	N.Ex.	N.A.	0	(00)	00	00
4	BAGLAN	477	(14.66)	407	(12.81)	0	(00)	-1.85	00
5	MALEGAON	386	(11.86)	386	(12.15)	38606	(16.05)	0.29	4.19
6	NANDGAON	255	(7.84)	246	(7.74)	24639	(10.24)	-0.1	2.4
7	CHANDWAD	96	(2.95)	89	(2.80)	8915	(3.70)	-0.15	0.75
8	DINDORI	217	(6.67)	217	(6.83)	21733	(9.03)	0.16	2.36
9	PETH	450	(13.83)	450	(14.16)	26354	(10.96)	0.33	-2.87
10	TRIMBAK	N.Ex.	N.A.	33668	(14.00)	00	00
11	NASHIK	113	(3.47)	10	(0.31)	958	(0.39)	-3.16	-3.08
12	IGATPURI	217	(6.67)	202	(6.36)	21690	(9.02)	-0.31	2.35
13	SINNAR	105	(3.22)	137	(4.31)	13708	(5.70)	1.09	2.48
14	NIPHAD	11	(0.33)	106	(3.33)	1062	(0.44)	3	0.11
15	YEOLA	100	(3.07)	103	(3.24)	5905	(2.45)	0.17	-0.62
	TOTAL	3252	(100)	3176	(100)	240423	(100)		

Note: Area under forest is converted into percentage computed by Author.
(SOURCE: Economic-social abstracts book Nashik district)

Total forest area in Nashik district is 20.75 percent of total area in 2010-11. According to the table no.1 It seems that in Nashik district 1990-91 to 2000-01 Sinnar and Niphad tashil have positive change other wise other tashil have been seen negative and little bit change in that. During the 1990-91 to 2010-11 Surgana and Malegaon tashils have high change Dindori, Igatpuri, Sinnar, Nandgaon have middle change and other tashil have been noticed less and negative change.

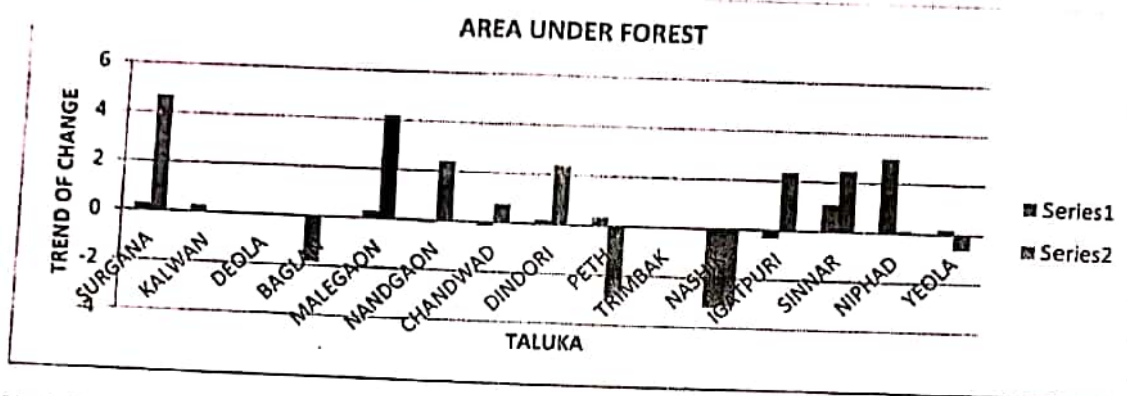


Table No-2 TAHASILWISE AREA NOT AVAILABLE FOR CULTIVATION NASHIK DISTRICT IN 1990-91 To 2001-2011

Sr. no	TASHILS	YEARS						%TREND OF CHANGE	
		1990-91		2000-01		2010-2011		1990-91 TO 2000-01	1990-91 TO 2010-11
			%		%		%		
1	SURGANA	12	1.04	70	4.31	4728	3.30	3.27	2.26
2	KALWAN	127	11.09	54	3.32	0	00	-7.77	00
3	DEOLA	N.Ex.	00	N.A.	00	387	0.27	00	00
4	BAGLAN	06	0.52	233	14.34	1175	0.82	13.82	0.3
5	MALEGAON	57	4.97	301	18.53	26079	18.20	13.56	13.23
6	NANDGAON	118	10.30	155	9.54	13214	9.22	-0.76	-1.08
7	CHANDWAD	87	7.59	112	6.89	8662	6.04	-0.7	-1.55
8	DINDORI	114	9.95	33	2.03	5294	3.69	-7.92	-6.26
9	PETH	52	4.54	52	3.20	3463	2.41	-1.34	-2.13
10	TRIMBAK	N.Ex.	00	N.A.	00	4904	3.42	00	00
11	NASHIK	92	8.03	112	6.89	27899	19.47	-1.14	11.44
12	IGATPURI	135	11.79	189	11.63	13463	9.39	-0.16	-2.4
13	SINNAR	130	11.35	57	3.50	14298	9.98	-7.85	-1.37
14	NIPHAD	1268	110.74	118	7.26	8960	6.25	-103.48	-104.49
15	YEOLA	47	4.10	138	8.49	10717	7.48	4.39	3.38
	TOTAL	1145	100	1624	100	143243	100		

Note: Area not available for cultivation converted into percentage computed by Author.
(SOURCE: Economic-social abstracts book Nashik district)

Land not available for cultivation area in Nashik district is 8.68 of the total area in 2010-11. The land under the settlements, roads, with barren lands is included in this category. The category includes i) Land put to non agriculture use ii) Barren and uncultivated land. According to the table no.2 it seems that in Nashik district 1990-91 to 2000-01 Baglan Malegaon, Yeola Surgana have high trend of change and in Niphad tashil ts having high negative trend in change and other tashil have negative change. During the 1990-91 to 2010-11 Malegaon Nashik, have positive trend in change, Yeola, Surgana have middle trend in change and other tashil have negative trend in change.

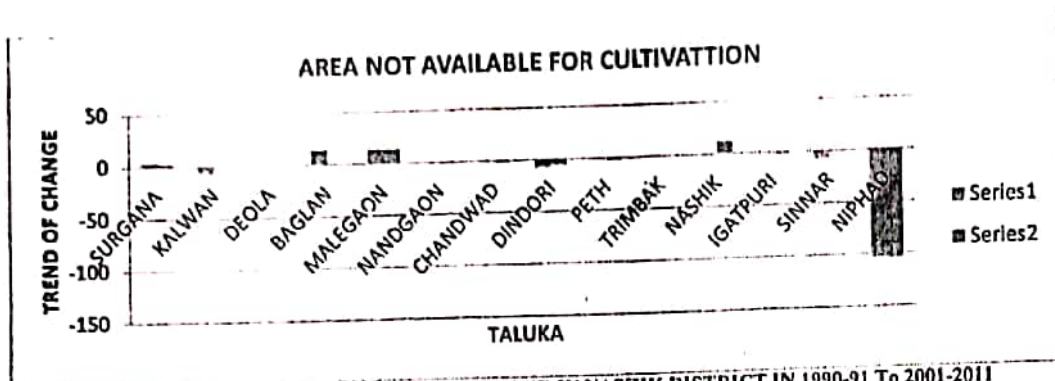


Table No-3 TASHIL-WISE OTHER UNCULTIVATED LAND IN NASHIK DISTRICT IN 1990-91 To 2001-2011

Sr. no	TASHILS	YEARS						%TREND OF CHANGE	
		1990-91		2000-01		2010-2011		1990-91 TO 2000-01	1990-91 TO 2010-11
		%		%		%			
1	SURGANA	37	2.71	55	7.22	920	0.97	4.51	-1.74
2	KALWAN	63	4.62	114	14.98	1019	1.07	10.36	-3.55
3	DEOLA	N.Ex.	N.A.	N.A.	N.A.	976	1.03	N.A.	N.A.
4	BAGLAN	193	14.17	20	2.62	2010	2.12	-11.55	-12.05
5	MALEGAON	303	22.24	41	5.38	7424	7.84	-16.86	-14.4
6	NANDGAON	66	4.84	39	5.12	6226	6.58	0.28	1.74
7	CHANDWAD	79	5.80	66	8.67	11785	12.46	2.87	7.46
8	DINDORI	36	2.64	26	3.41	3796	4.01	0.77	1.37
9	PETH	53	3.89	01	0.13	28	0.02	-3.76	-3.87
10	TRIMBAK	N.Ex.	N.A.	N.A.	N.A.	6309	6.67	N.A.	N.A.
11	NASHIK	281	20.63	239	31.40	7138	7.54	10.77	-13.09
12	IGATPURI	43	3.15	23	3.02	15527	16.41	-0.13	13.26
13	SINNAR	114	8.37	24	3.15	10391	10.98	-5.22	2.61
14	NIPHAD	23	1.68	60	7.88	14137	14.94	6.2	13.26
15	YEOLA	71	5.21	53	6.96	6888	7.28	1.75	2.07
	TOTAL	1362	100	761	100	94574	100		

Note: Area under uncultivated land is converted into percentage computed by Author.
(SOURCE: Economic-social abstracts book Nashik district)

Other uncultivated land area in Nashik district is 8.74 of the total area in 2010-11. This major group includes cultivable waste, permanent pastures and grazing land, land under miscellaneous trees, crops etc. which is not included in net sown area. According to the table no.3 it seems that in Nashik district 1990-91 to 2000-01 Kalvan, Nashik, Niphad and Surgana have been noticed High positive trend in change. Chandwad and Yeola tashils have been noticed middle trend in change and other tashils have been noticed negative trend in change. During the 1990-91 to 2010-11 Igatpuri, chandwad, Niphad have been noticed high positive trend in change, Sinnar, Yeola, Nandgaon have been noticed middle positive trend in change and other tashil have been noticed negative trend in change.

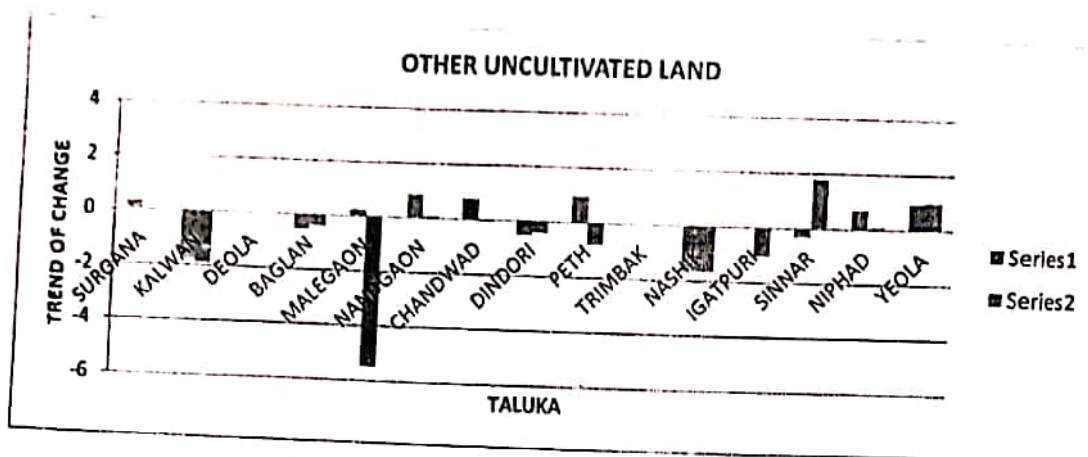


Table No-4 TAHASILWISE FALLOW LAND IN NASHIK DISTRICT IN 1990-91 To 2001-2011

Sr. no	TASHILS	YEARS						% TREND OF CHANGE	
		1990-91		2000-01		2010-2011		1990-91 TO 2000-01	1990-91 TO 2010-11
		%		%		%			
1	SURGANA	06	0.52	30	2.70	2089	1.77	2.18	1.25
2	KALWAN	31	2.70	60	5.41	2225	1.89	2.71	-0.81
3	DEOLA	N.Ex.	N.A.	N.A.	N.A.	2923	2.48	N.A.	N.A.
4	BAGLAN	103	9.0	49	4.41	5551	4.72	-4.59	-4.28
5	MALEGAON	61	5.33	110	9.91	4044	3.44	4.58	-1.89
6	NANDGAON	24	2.09	36	3.24	4044	3.44	1.15	1.35
7	CHANDWAD	41	3.58	55	4.95	4938	4.20	1.37	0.62
8	DINDORI	224	19.58	02	0.18	16003	13.61	-19.4	-5.97
9	PETH	87	7.60	87	7.84	11728	9.97	0.24	2.37
10	TRIMBAK	N.Ex.	N.A.	N.A.	N.A.	6845	5.82	N.A.	N.A.
11	NASHIK	219	19.14	97	8.74	20680	17.59	-10.4	-1.55
12	IGATPURI	86	7.51	137	12.35	6688	5.68	4.84	-1.83
13	SINNAR	100	8.74	218	19.65	1334	1.13	10.91	-7.61
14	NIPHAD	97	8.47	154	13.88	14272	12.14	5.41	3.67
15	YEOLA	65	5.68	74	6.67	14185	12.06	0.99	6.38
	TOTAL	1144	100	1109	100	117549	100		

Note: Area fallow land is converted in

Note: Area fallow land is converted into percentage computed by Author.
(SOURCE: Economic-social abstracts book Nashik district)

Fallow land in Nashik district is 8.68 of the total area. When land is left unused to region their lost fertility in a natural way is called fallow land. According to the table no.4 it seems that in Nashik district 1990-91 to 2000-01 Sinhar, Niphad, Malegaon, Igatpuri have been noticed high positive trend in change, Surgana, Kalwan, Nandgaon, Chandwad, Yeola have been noticed middle trend in change and other tashil have been noticed negative trend in change. During the 1990-91 to 2010-11 Yeola, Niphad, Peth, Nandgaon have been noticed high positive trend in change and other tashils have been noticed negative trend in change.

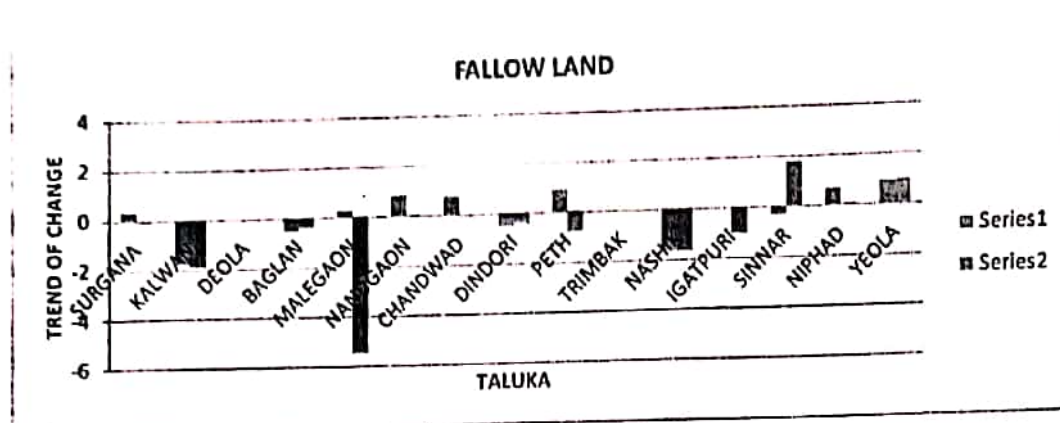


Table No-5 TAHSILWISE NET SOWN AREA IN NASHIK DISTRICT IN 1990-91 To 2001-2011

Sr. no	TASHILS	YEARS						%TREND OF CHANGE	
		1990-91		2000-01		2010-2011		1990-91 TO 2000-01	1990-91 TO 2010-11
			%		%		%		
1	SURGANA	350	4.00	350	4.48	32823	4.09	0.48	-0.39
2	KALWAN	581	6.65	347	4.44	40181	5.01	-2.21	-1.64
3	DEOLA	N.Ex.	N.A.	N.A.	N.A.	32763	4.09	N.A.	N.A.
4	BAGLAN	837	9.58	717	9.19	75829	9.47	-0.39	-0.11
5	MALEGAON	1131	12.95	1040	13.33	61072	7.62	0.38	-5.33
6	NANDGAON	629	7.20	630	8.07	61073	7.62	0.87	0.42
7	CHANDWAD	655	7.50	623	7.98	61502	7.68	0.48	0.18
8	DINDORI	732	8.38	665	8.52	66544	8.31	0.14	-0.07
9	PETH	292	3.34	350	4.48	21568	2.69	1.14	-0.65
10	TRIMBAK	N.Ex.	N.A.	N.A.	N.A.	37883	4.73	N.A.	N.A.
11	NASHIK	562	6.43	340	4.35	37441	4.67	-2.08	-1.76
12	IGATPURI	540	6.18	494	6.33	42847	5.35	0.15	-0.83
13	SINNAR	891	10.20	783	10.03	94134	11.75	-0.17	1.55
14	NIPHAD	753	8.62	727	9.31	66671	8.32	0.69	-0.3
15	YEOLA	777	8.90	735	9.42	68346	8.53	0.52	-0.37
	TOTAL	8730	100	7801	100	800677	100		

Note: Net sown area is converted into percentage computed by Author.
(SOURCE: Economic-social abstracts book Nashik district)

Net sown area in the district is 53.15 of the total area in 2010-11. The total land area on which crops are grown in a region is called net sown area. According to the table no.5 it seems that in Nashik district 1990-91 to 2000-01 and during the 1990-91 to 2010-11 have been noticed less negative trend in change in number of tashils. So we understand that area under net sown area is constant trend in change.

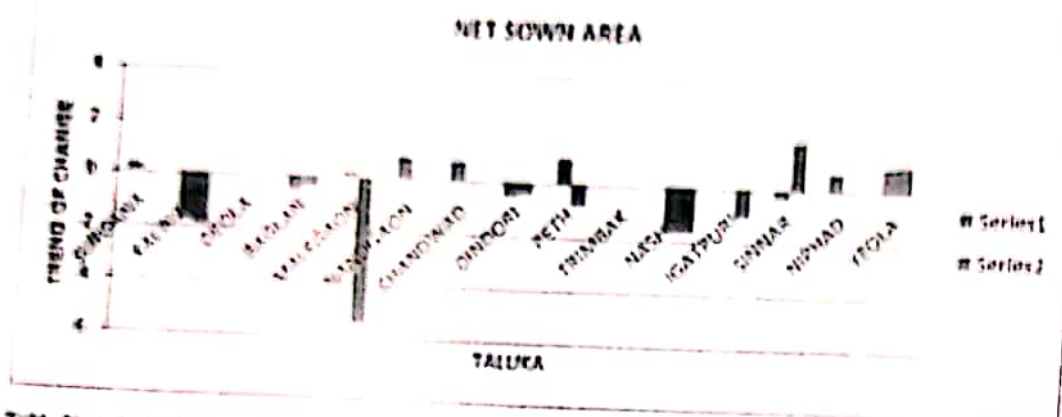


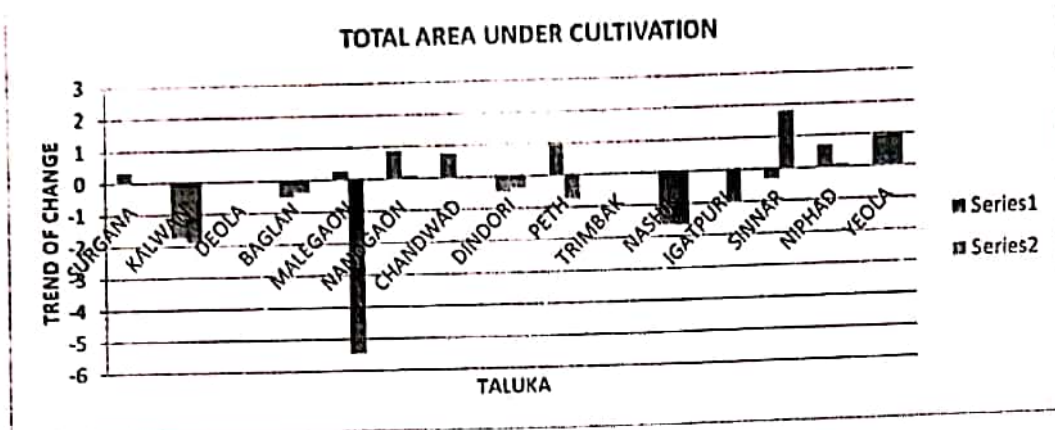
Table No.4 TASHIL WISE TOTAL AREA UNDER CULTIVATION IN NASHIK DISTRICT 1990-91 To 2010-2011

Sr. No.	TASHILA	YEARS						%TREND OF CHANGE	
		1990-91		2000-01		2010-2011		1990-91 TO 2000-01	1990-91 TO 2010-11
		%	%	%	%	%	%		
1	SURGANA	351	3.82	350	4.15	33152	3.76	0.33	-0.06
2	KAIWAN	608	6.63	410	4.87	41856	4.75	-1.76	-1.88
3	DEOLA	N.E.A.	N.A.	N.A.	N.A.	39223	4.45	N.A.	N.A.
4	BAGLAN	892	9.73	776	9.21	82227	9.34	-0.52	-0.39
5	MALIGAON	1164	12.69	1088	12.92	63572	7.22	0.23	-5.47
6	NANDGAON	656	7.15	674	8.00	63573	7.22	0.85	0.07
7	CHANDWAD	667	7.27	675	8.01	63595	7.22	0.74	-0.05
8	DINDORI	811	8.84	703	8.35	74374	8.44	-0.49	-0.4
9	PETH	299	3.26	355	4.21	22005	2.49	0.95	-0.77
10	TRIMBAK	N.E.A.	N.A.	N.A.	N.A.	38134	4.33	N.A.	N.A.
11	NASHIK	592	6.45	405	4.81	42279	4.80	-1.64	-1.65
12	KATPURI	562	6.13	519	6.16	44935	5.10	0.03	-1.03
13	SINNAR	922	10.05	820	9.74	104156	11.83	-0.31	1.78
14	NIPTAD	821	8.95	811	9.63	79421	9.02	0.68	0.07
15	YEOLA	820	8.94	831	9.87	87756	9.96	0.93	0.99
	TOTAL	9166	100	8417	100	880258	100		

Note: Total under cultivation is converted into

Note: Total under cultivation is converted into percentage computed by Author.
(SOURCE: Economic-social abstracts book Nashik district)

Total cultivation area in Nashik district is 61.75 of the total area in 2010-11. According to the table no.6 it seems that in Nashik district 1990-91 to 2000-01 and during the 1990-91 to 2010-11 have been noticed less negative trend in change in number of tashils. So we understand that area under total cultivation is constant trend in change.



NASHIK DISTRICT GENERAL LAND USE PATTERN AREA IN PERCENTAGE: Above all land use pattern in Nashik district has been shown in following table in percentage.

Sr. No.	LAND USE TYPES	1990-91	2000-01	2010-11
01	FOREST	20.69	21.12	20.75
02	LAND NOT AVAILABLE FOR CULTIVATION	8.16	9.75	8.68
03	OTHER UNCULTIVATED LAND	7.45	6.74	8.74
04	FALLOW LAND	8.43	8.44	8.68
05	NET SOWN AREA	55.27	53.95	53.15
06	TOTAL CULTIVATION AREA.	58.63	53.83	61.75

RESULT AND CONCLUSION:

The help of present paper following some conclusions have been noticed.

1) Total forest area in Nashik district is 20.75 percent of total area in 2010-11. There is positive change during 2 decades in Surgana, Malegaon, Nandgaon, Dindori, Sinnar and high negative change in Peth, and Nashik.

2) Land not available for cultivation area in Nashik district is 8.68 of the total area in 2010-11. Malegaon, Nashik, tashils have positive change in two decades in area not available for cultivation. In one decade there is high positive trend of change in Baglan and Malegaon tashils.

3) Other uncultivated land area in Nashik district is 8.74 of the total area in 2010-11. During two decades there is understood that means Niphad tashil there is large area under cultivation.

4) Fallow land in Nashik district is 8.68 of the total area. During two decades there is high positive trend in Sinnar, Yeola tashil and there is high negative trend of change in Malegaon tashil.

5) Net sown area in the district is 53.15 of the total area in 2010-11. During two decades there is high positive trend in Sinnar, Yeola tashil and there is high negative trend of change in Malegaon tashil. There is looking almost same trend of change in fallow land and net sown area.

6) Total cultivation area in Nashik district is 61.75 of the total area in 2010-11. During two decades Sinnar tashil has high positive trend of change and Malegaon tashil have negative trend of change.

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A STUDY OF SPATIO-TEMPORAL SCENARIO OF AGRICULTURE IN NASHIK DISTRICT OF MAHARASHTRA

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ABSTRACT

Agriculture is the most fundamental, widely practiced and important occupation of human being. Human hunger is met by agricultural activity. The climate is an important factor which make vital role on the development of agriculture. Maximum population in the present world is directly or indirectly associated with agriculture. Agriculture plays an important role in the fulfillment of our basic necessities like food and clothing as well as it also provides variety of raw materials for industries. It is believed that agriculture or farming is the activity of man that helped the development and successful of human civilizations in different parts of the world.

Use of the land is an important factor for planning process because the availability of land, type of soils, physical factors make very important role in the development of region. Nashik is one of the major agricultural and Industrial developed districts in the North Maharashtra. Godavari is an important river in Nashik district. The utilization of land has been changing according to change in nature. So there is got changes in agricultural sector and change in crops pattern which can be made some changes in the economic and social development so what are the changes have got help of the analysis there is one try for the well development for agricultural sector. The present paper relates to the spatial analysis of the utilization of agricultural land resources in Nashik district in Maharashtra. The analysis focuses on the study of the some factors such as non-Agricultural land and Agricultural (cultivated) land, Barren land, Different crops and its production. There are two main rivers in Nashik district such as Godavari and Girna. Nashik and Niphad tehsils are located on the bank of Godavari River. Igatpuri, Peth, Surgana, Kalwan, Trimbak and Baglan tehsils comes on the Sahyadri range. The climate of Nashik district is monsoon so that some month there is problem of water. There is high proportion of non-agricultural land in Nashik. Because where is industrial area. There is high proportion of agricultural land in Chandwad, Igatpuri, Sinnar, and Niphad. Onion, Grapes and Sugarcane are the main cash crops in this district. The proportion of fallow land is more in Dindori, Trimbak, Nashik and Yeola tehsils. The help of diagram various things such as non-agricultural land, agricultural land, production and growth of different crops, fallow land and under agricultural land are shown. The study provides valuable materials for the agricultural land use planning of the study area.

Keywords: Non-Agricultural land And Agricultural (cultivated) land, Barren land, Different crops and its production.



INTRODUCTION:

Agriculture is backbone of economic development. India is pre-eminently an agricultural country. A healthy and advanced agriculture creates demand for several industrial products like tractors, harvesters, threshers, chemical fertilizers, pesticides etc. Moreover, income generated in the agricultural sector creates ready market for various manufactured goods. Land utilization is a function of four elements such as land, water, air and man. Each element plays its own role in composing its life history. Land is one of the bodies, water its work as blood air or good climate its oxygen and last factor that mean man it is one of the dynamic task to reflect its types, pattern and distribution. The key to most important aspect of land use lies in the relation of population to land. The use of the land depends upon physical structure, drainage, climate, Status of farmers and their thinking power. Beyond its market value also influence in the change of agricultural pattern. While studying of agricultural development or study there is also important thing that means study of physical or geographical structure of the region.

1) *Climate*: The climate of Nashik district is generally dry except during the monsoon season. The summer season is moderately hot with 38°C to 42°C temperature. November to Feb. there is period of winter season.

2) *Rainfall*: The average annual rainfall of the Nashik district is 1035 millimetre. The western part of the district gets more rainfall due to the Sahyadri range which runs North-South in the western side of district. It decreases towards the east side. There is no same distribution of rainfall in whole district. Western side there are Trimbakeshwar, Igatpuri where get high rainfall at list 2500 millimetre. Eastern side there are Yeola, Nandagaon, Niphad, Sinnar tehsils where get less rainfall.

3) *Types of soils*: Soils are the important factor for agricultural development. There are different types of the soils identified by different names. Basically black soils, alluvial soils dry black soils, red soils etc. There are two main rivers in district such as The Godavari and Girna. Beside the basins of these rivers there is availability of black soils so various Kharif crops are grown in this soil.

STUDY METHODES:

The present study is based on the Secondary source of data. Secondary data is collected from socio-economic abstract of the Nashik district abstracts book.

STUDY AREA:

The study areas latitudinal extent is from $18^{\circ}33'$ to $20^{\circ}53'$ North and longitudinal extent is from $73^{\circ}16'$ to $75^{\circ}16'$ East. The maximum North-South distance of mainland Nashik is about 120 kms. Whereas it's East-West maximum distance is about 200 kms. The total area of Nashik is 15,548 sq. kms. It occupies about 5.04 % land area of the Maharashtra State. Nashik ranks third in the Maharashtra according to extent. North side there is Dhule district, East side there is Aurangabad, South side Pune and West side there is Mumbai and Thane districts. Nashik is one of the major agricultural and Industrial developed districts in the North Maharashtra. Godavari is an important river in Nashik district. (Location map is drawn below)

OBJECTIVES:

The present research paper confines itself to;

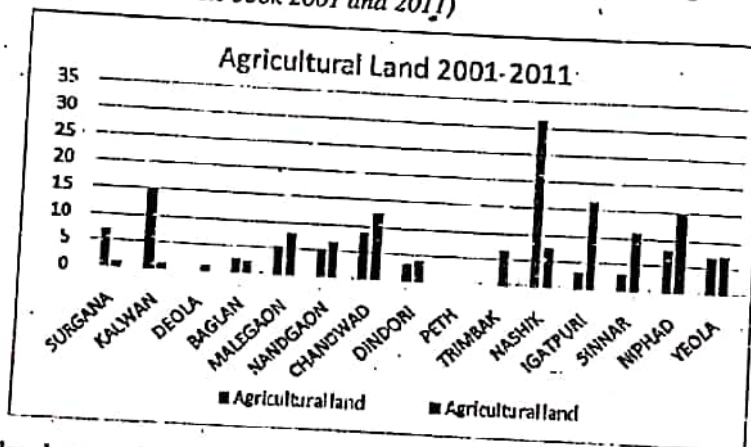
1. Find out the change in barren land and cultivation land.
2. To detect the change in crop pattern and production

RESULT AND DISCUSSION:

TABLE NO-1 TEHSILSVIZE NON AGRICULTURAL
 AND AGRICULTURAL LAND (HECTORS)

Sr. No	TASHILS	Non Agricultural land			Agricultural land		
		2001	2011	Change	2001	2011	Change
1	SURGANA	4.31	3.30	-1.01	7.22	0.97	- 6.25
2	KALWAN	3.32	0	-3.32	14.98	1.07	- 13.91
3	DEOLA	NA	0.27		NA	1.03	
4	BAGLAN	14.34	0.82	-13.52	2.62	2.12	- 0.5
5	MALEGAON	18.53	18.20	- 0.33	5.38	7.84	+ 2.46
6	NANDGAON	9.54	9.22	- 0.32	5.12	6.58	+ 1.46
7	CHANDWAD	6.89	6.04	- 0.85	8.67	12.46	+ 3.79
8	DINDORI	2.03	3.69	+ 1.66	3.41	4.01	+ 0.6
9	PETH	3.20	2.41	- 0.79	0.13	0.02	- 0.11
10	TRIMBAK	NA	3.42		NA	6.67	
11	NASHIK	6.89	19.47	+ 12.58	31.40	7.54	- 23.86
12	IGATPURI	11.63	9.39	- 2.24	3.02	16.41	+ 13.39
13	SINNAR	3.50	9.98	+ 9.48	3.15	10.98	+ 7.83
14	NIPHAD	7.26	6.25	- 1.01	7.88	14.94	+ 7.06
15	YEOLA	8.49	7.48	- 1.01	6.96	7.28	+ 0.32
	TOTAL	100	100		100	100	

Note: Non Agricultural and Agricultural land is converted into percentage computed by Author.
 (Source: Economic-social abstracts book 2001 and 2011)



The agricultural development in a district is not uniform. It is very important to study the non-agricultural land and agricultural land of district for understanding the availability of land for agricultural practice. For the agricultural development plan for district, it would be necessary to make assessment of present scenario on the basis of available data. In 2001 non-agricultural land was 1624 hectares and in 2011 it was 143243 hectares means there is growth in non-agricultural land. Surgana, kalwan, Baglan, Malegaon, Nandgaon, Chand wad, Peth, Igatpuri Niphad and Yeola tehsils have negative change in non-agricultural land. Otherwise Dindori, Nashik and Sinnar have positive change in non-agricultural land.

TABLE NO.-2 NASHIK DISTRICT CHANGES IN CROPS SECTOR

SR NO	CROPS	AREA UNDER DIFFERENT CROPS IN HECTORS		
		2001	2011	CHANGES
	MAJOR CROPS			
1	WHEAT	38945	45872	6927
2	RICE	46536	65897	19361
3	JOWAR	30460	14193	-16267
4	BAJRA	329109	204675	-124434
5	MAIZE	20159	71968	51809
	CASH CROPS			
1	ONION	34538	61923	27385
2	GRAPES	15436	26326	10890
3	SUGARCANE	28967	25255	-3712

(Source: Economic-social abstracts book 2001 and 2011)

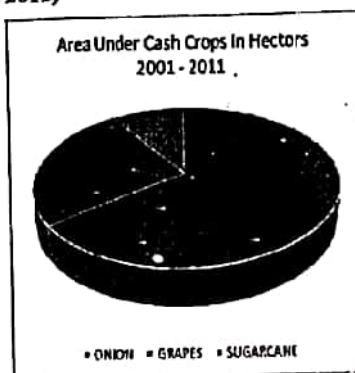
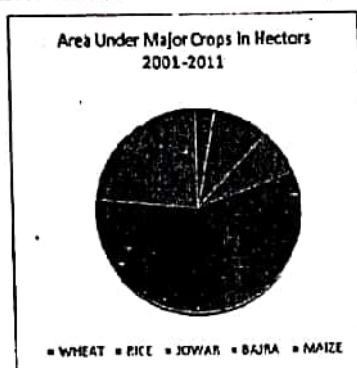


Table no-2 shows area under different crops. In this table major crops, oil crops and cash crops are taken for find out the change in hector wise sectors of crops. Wheat, rice, maize crops have positive change. Otherwise in bajra and jowar shows negative change in their hector wise sectors of these crops. Regarding cash crops in onion and grapes have positive change. A grape is famous of Nashik. Sugarcane crops hector wise production shows negative change because there is scarcity in rainfall.

TABLE NO.-3 NASHIK DISTRICT CHANGES IN CROPS PRODUCTION HECTORVIZE

SR NO	CROPS	CHANGES IN CROPS PRODUCTION HECTORVIZE		
		2001	2011	CHANGES
	MAJOR CROPS			
1	WHEAT	1126	1886	760
2	RICE	875	1352	477
3	JOWAR	664	620	-44
4	BAJRA	539	1110	571
5	MAIZE	655	2884	2229
6	GROUNDNUT	592	966	374
7	SUGARCANE	86	91000	90914

(Source: Economic-social abstracts book 2001 and 2011)

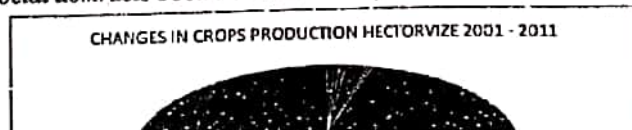
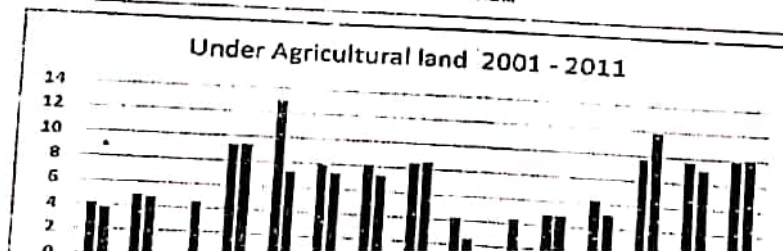
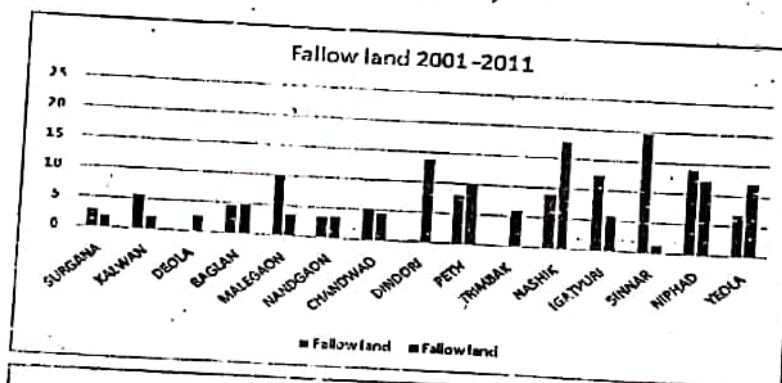


Table no-3 shows area under different crops hector wise production. Wheat, rice bajra, maize, groundnut and sugarcane have positive change in hector wise production, in the sugarcane production there is high positive change in production. Jowar crop shows negative growth in production.

TABLE NO-4 TEHSILSVIZE FALLOW LAND AND UNDER AGRICULTURAL LAND (HECTORS)

Sr.no	TASHILS	Fallow land			Under Agricultural land		
		2001	2011	Change	2001	2011	Change
1	SURGANA	2.70	1.7	- 1	4.15	3.76	- 0.39
2	KALWAN	5.41	1.89	- 3.52	4.87	4.75	- 0.12
3	DEOLA	00	2.48	+ 2.48	00	4.45	+ 4.45
4	BAGLAN	4.41	4.7	+ 0.29	9.22	9.34	+ 0.12
5	MALEGAON	9.91	3.44	- 6.47	12.92	7.22	- 5.7
6	NANDGAON	3.24	3.44	+ 0.2	8.00	7.22	- 0.78
7	CHANDWAD	4.95	4.20	- 0.75	8.02	7.22	- 0.8
8	DINDORI	0.18	13.61	+ 13.61	8.35	8.44	+ 0.09
9	PETH	7.84	9.97	+ 2.13	4.21	2.50	- 1.71
10	TRIMBAK	00	5.82	+ 5.82	00	4.33	+ 4.33
11	NASHIK	8.74	17.59	+ 8.85	4.81	4.80	- 0.01
12	IGATPURI	12.35	5.68	- 6.67	6.16	5.10	- 1.06
13	SINNAR	19.65	1.13	- 18.52	9.74	11.83	+ 2.09
14	NIPHAD	13.88	12.14	- 1.74	9.63	9.02	- 0.61
15	YEOLA	6.67	12.06	+ 5.39	9.87	10	+ 0.13
	TOTAL	100	100		100	100	

Note: Fallow land and under agricultural land is converted into percentage computed by Author.
 (Source: Economic-social abstracts book 2001 and 2011)



The indication of table no-4 in 2001 fallow land was 1109 hectares and in 2011 it was 117549 hectares means there is tremendous growth in fallow land. The change in fallow land is from -0.75 to 13.61 percentage. Surgana, Kalwan, Malegaon, Chandwad, Igatpuri, Sinnar and Niphad have negative change in fallow land. Otherwise Deola, Baglan, Nandgaon, Dindori, Peth, Trimbak, Nashik and Yeola have positive change in fallow land. In 2001 under agricultural land was 8471 hectares and in 2011 it was 880258 hectares means there is tremendous growth in under agricultural land also. The change in under agricultural land is from -0.01 to 4.45 percentage. Surgana, Kalwan, Malegaon, Nandgaon, Chandwad, Peth, Nashik, Igatpuri and Niphad tehsils have negative change in under agricultural land. Otherwise Deola, Baglan, Dindori, Trimbak, Sinnar and Yeola have positive change in under agricultural land.

RESULT AND CONCLUSIONS:

The help of present paper following some conclusions have got.

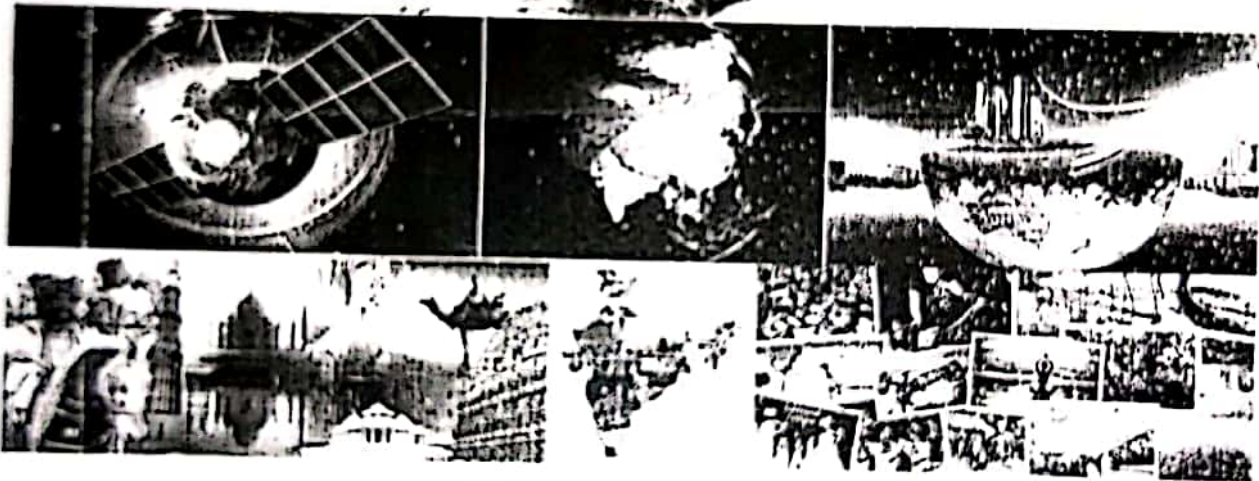
- 1) Surgana, Kalwan, Baglan, Malegaon, Nandgaon, Chandwad, Peth, Igatpuri, Niphad and Yeola tehsils have negative change in non-agricultural land. Otherwise Dindori, Nashik and Sinnar have positive growth in non-agricultural land, because these are industrial sectors. Surgana, Kalwan, Baglan, Peth and Nashik tehsils have negative change in agricultural land. Otherwise Malegaon, Nandgaon, Chandwad, Dindori, Igatpuri, Sinnar, Niphad and Yeola tehsils have positive change in agricultural land. In Nashik tehsils is industrial area so that there is high negative change in agricultural land.
- 2) Major crops Wheat, rice, maize crops have positive change. Otherwise in Bajra and Jowar shows negative change in their hectare wise sectors of these crops. Regarding cash crops in onion and grapes have positive change. Sugarcane crops hectare wise production shows negative change because there is scarcity in rainfall.
- 3) Major crops Wheat, rice, maize crops have positive change. Otherwise in Bajra and Jowar shows negative change in their hectare wise sectors of these crops. Regarding cash crops in onion and grapes have positive change. A grape is famous of Nashik. Sugarcane crops hectare wise production shows negative change because there is scarcity in rainfall.
- 4) The change in fallow land is from -0.75 to 13.61 percentage. Surgana, Kalwan, Malegaon, Chandwad, Igatpuri, Sinnar and Niphad have negative change in fallow land. Otherwise Deola, Baglan, Nandgaon, Dindori, Peth, Trimbak, Nashik and Yeola have positive change in fallow land. The change in under agricultural land is from -0.01 to 4.45 percentage. Surgana, Kalwan, Malegaon, Nandgaon, Chandwad, Peth, Nashik, Igatpuri and Niphad tehsils have negative change in under agricultural land. Otherwise Deola, Baglan, Dindori, Trimbak, Sinnar and Yeola have positive change in under agricultural land.

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Impact of Tourism on Economy and Society

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Abstract:

Tourism is travelling for basically for different purposes. The world Tourism Organization defines tourists as people who Travel from one place or stay from one place to outside their usual environment for not more than one consecutive year for timeout business and other purposes not related to the exercise of an activity remunerated from within the place visited. Tourism is an important industry of many nations. In some cases, it has become the most important factor. Tourism is the biggest foreign exchange earner for countries like Nepal, Thailand, Spain & New Zealand, and ranks third among the export earnings of India. Without question, tourism affects the economy of the host nations and increase in expenditure by foreign tourists in country raises the national income. On the reverse side, an increase in expenditure on tourism abroad by the nationalso of a country lowers the national income. Thus, the Net income generated in a country is tourism will vary directly with the expenditure of visitors in the host country and inversely with expenditure abroadly their own Nations. In the Indian context, tourism has an advantage in bridging the gap of India's balance of payments. According to Dr. N.K. Sengupta, a former Secretary of the Planning commission of India, "Tourism has the capacity to generate valuable foreign exchange with almost 100% value added, thus, making it the most readily available source for resolving the balance of payment crunch

Key Words: Economic impact, Social-cultural impact, Physical & Environmental impact.

Introduction:

Travel is on ancient phenomenon. From the very earliest historical period, travel has had a fascination for man. Man has travelled from the very earliest times. Much of travel in the beginning was largely unconscious and rather a simple affair. The traveller of the past was a merchant, a pilgrim, a scholar in search or ancient texts, and even a curious way farer looking forward to new and exciting experiences. Trade and commerce was however the strongest force in the ancient past. They have also travelled to explore new lands and to gain knowledge of distant lands. The middle ages, traveling for religious reasons and thus going on a pilgrimage became a custom in many parts of the world. At the sometime, due to industrialization the living standard of people started rising gradually railways mode inland distance travel comfortable. Modern steam ships opened the doors of different continents.

Tourism has become a popular global timeout activity. The study of tourism is the study of the people away from their usual habitat, of the establishment, which respond to the requirements of the travellers and of the impacts that they have on the economic, social-cultural, and physical and environment and social well-being of their hosts.

Study Methodes:

The present study is based on Secondary data sources. The information related to various impact of tourism has made well manner.

Objectives:

1. Find out the importance of tourism in human life.
2. To detect the economic and social impact of tourism.
3. To detect the physical and environmental impact of tourism.

Impact of Tourism:**A) Economic Impact:**

1. **Tourism is an economic activity:** Tourism has major economic significance for a country. Most of the countries develop tourism because of its economic impact. The main reasons for encouraging tourism development have been the income & employment generation benefits crated by visitor expenditure in the host areas. Travel & tourism can be considered the world's largest industry and the largest crater of employ meant across to the economy. It is a highly labour intensive industry offering employment to both the skilled& the unskilled. It is a major source of income & employment having a low industrial this is more true in the case of the small countries which are mainly dependent upon primary products such as a few caps crops tourism often offers a more reliable form of income.
2. **Effect on foreign Exchange:** This is a major economic benefit. Income from foreign tourists in the form of foreign exchange adds to the national income & as an invisible export. This is true in case of developing countries. In the case of some European countries notably Spain, Portugal, Austria, & Greece, the earnings of tourism have had a strong and positive effect on balance of payment. Tourism is thus a very useful means of earning the much needed foreign currency.
3. **Employment Generation:** Tourism industry is a highly labour intensive sector. Therefore, is automatically implies that it is a valuable source of employment and this in turns becomes an assets specially for developing countries with a large population. Human labour remains to be a basic need in any process which is dependent on services. Therefore, an economic activity like tourism is a visible solution to remove problems of unemployment. It requires personnel's for a variety of jobs ranging from unskilled to highly specialise.
4. **Impact of trade:** The tourists living in hotels create a market for many perishable commodities like vegetables, fruits, flowers, meat eggs, milk& products. Thus, they are famous to sell the products to the tourist's centres. Thus travel farming has developed in the vicinity of tourist centres and farmers and shopkeepers who are engaged in the trade of perishable products and their direct beneficiaries of tourism.
5. **Increase in land value:** -Because of tourism, the land prices which were hitherto less tend to increase. Under developed and isolated places, where if tourism increases the supporting infrastructure comes up and the values of the land in that area increases as like gold.

6. **Infrastructural development:** Expansion and modernization of infrastructure is perhaps the single most important challenge to travel and tourism in reaching its potential for wealth & employment generation. Many regions lack the necessary infrastructure & thus cannot reap the benefits of tourism. The world's top forty tourist generating and receiving countries all have excellent infrastructure. The benefits from infrastructure, investments, justified primarily for tourism-air ports, hotels, roads, water supply, information system and other public utilities may be shared by the other sectors of economy. Creation of basic infrastructures for tourist usage will also be of service to other sectors of the economy like industry and agriculture.
7. **Increase in govt. revenues:** -large quantity of revenues gets to government through by this sectors and it helps to increasing national income.

B) Social & cultural impact

1. **New colonialism:-** Despite different purposes, the concepts of travel and colonialism are closely connected. As travellers interact with the country they visit and particularly its people, their cultural & national identities have the potential to influence, change & challenge various aspects of that nation, from economy to attitudes. Therefore people are always colonizing to some extent when they travel, whether they are aware of it or not. Colonization is all about attempting to impose power & control over foreign lands.
2. **Crime & Gambling activities:** - The gambling industry holds out the promise of tourism, wherever it expands. There are tourists who travel to foreign countries where gambling facilities are more developed, ex. Night-club. Tourism thus also encourages gambling which is of a negative social aspect. Crime may increase due to tourism. Negative elements target tourists and on the other hand there are criminals who travel disguised as tourists.
3. **Religion:** - A tourist's religiosity has different effects on those with different religious affiliations. Visit to pilgrim centres is a kind of tourism. Peoples in different religions travel their pilgrim centres to worship their god or goddess. In India there were many saint or noble men their houses or the living places are now used as the 'Ashram' & the pilgrim centres from the ancient period. Ayodhya, Dwarka, Amaranth, Rishikesh, Prayag, Macca, Madina, Amritsar etc. are famous pilgrim centres. In Maharashtra Shirdi, Vani, Ashtavinayak, Pandharpur are well-known pilgrimage places.
4. **Language:** - We can differentiate people by different languages. In India and Europe the state and countries were divided by the language differentiation. In the spread of tourism the language plays an important role. The people in different languages exchange their social & cultural values by their own languages and also influenced each other. So we can see the uses of many foreign words in our languages. Today there are so many institutions in our country where we can learn foreign languages like Germany, French, Russian, Japanese etc. & also help to find the job of international levels.
5. **Health:** - Tourism plays a role of medicine for physical and mental stress of an individual. Natural beauty of the environment and the fresh air of the green forest lands

act as an effective treatment on our health. The places where hot springs are situated are famous for the medicine of any skin disease.

6. **Traditional arts:** - The positive impact of tourism can be linked with an increased quantity of the arts & the number of artists and generally increase in income. There are hotels and entertainment places which perform traditional performing arts as a special treat to the guests. Tourists purchase artefacts peculiar to the place visited. This activity encourages the traditional art of the region.
7. **International understanding:** - Tourism can be a vehicle for international understanding by way of bringing diverse people face to face it has played a major role in improving international understanding. It has been a contributor to international goodwill and as a prime means of developing social and cultural understanding among all people of the world

C) Physical & Environmental Impact


1. **Land degradation:** - Important land resource includes minerals, fossil fuels fertile soil, forests wetland & wildlife. Increased construction of tourism & recreational facilities had increased the pressure on these resources & on scenic landscapes. Direct impact on natural resources, renewable & non-renewable in the provision of tourist facilities can be caused by the use of land for accommodation & other infrastructural provisions & the use of building materials.
2. **Coastal pollution:** - Rapid growth of tourism creates congestion which leads to inadequate sewage disposal system and water pollution. The water of the lakes, ponds, rivers is polluted by the uses of the tourists. Tourists litter the sea, or lake with plastic, aluminium cans, glass, bottle etc. The cruise ships are capable of generating huge amount of waste which when dumped into the area. Endanger us the flora and the fauna tourism uses up a lot of water. Ex hotel, motels etc. when the flow into the water of the rivers and the seas, it causes coastal pollution.
3. **Loss of plants & Animal life:** - Constructions of hotels, recreation and other facilities, often leads to increased sewage pollution. Waste water has polluted rivers & lakes surrounding tourist's attractions damaging the flora and fauna. Forest covers are destroyed; which results in loss of plants and animal life. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive.
4. **Solid waste & littering:** - In areas with high concentrations of tourists activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be major despoiler of the natural environment rivers, scenic areas and road sides, for example cruise ships in the Caribbean are estimated to produce more than 7000 tonnes of waste each year in mountain areas trekking tourists generate a great deal of waste.
5. **Deforestation & forest fire:** - Forests often suffer negative impact of tourism in the form of deforestation caused by fuel, wood collection & land clearing. For example, one trekking tourist in Nepal can use four or five kilograms of wood a day. Forests

- cover is destroyed for tourist's related constructions for building roads etc. Due to tourists, accidental fire may break out which may burn down a substantial forest area.
6. **Air & water pollution:** There is a tremendous increase in the tourism related transport and is responsible for an important share of air emissions. One study estimated that a single transatlantic return flight emits half the CO₂ emission produced by all other sources consumed by an average person yearly. The tourism industry generally overuses water resources, for hotels, swimming pools, golf courses & personal use of water by tourists. This can result in water shortage and degradation of water supplies, as well as generating greater volume of waste water.

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"Sources of Various Environmental Pollution an Environmental Study"

Machhindra P. Mule

Abstract

Environment is a vital natural resource which is essential for variety of purposes to human beings as well as plants and animals. There is very close relationship between man and environment, So that meaning environment balance there is necessary to keep environment clean and neat. Various needs of human beings are completed from environment. For the last hundreds years the fast growth of population at the world level and mainly in the third world countries have made a direct and indirect impact on the lithosphere, hydrosphere, atmosphere and also on the bio-sphere. Due to Fast Industrialization & urbanization, the general land use is totally getting changed this has affected the natural ecosystems over the land & also in the water. The air that we breathe in also has lost its purity the water that we drink has not remained safe. Due to fast transport linkages the 'Sound' has been converted into noise. Due to Various elements in the air, water & land have changed the natural cycles. It is known as the environmental pollution.

Key words: Sources of Air, Water, land & noise Pollution & Study of Pollutants.

Introduction

Environmental Pollution is one of the World wide problems. In the world in different areas have created major

problems of water, air, land & noise pollution. The beginning of industrial revolution, urbanization which brought tremendous change in human life. But it also marked, the start of man's increasing interference with nature. Every year in our country, big industrial projects are set up which have again created the serious problems of environmental pollution. Man is continuously exploiting the natural resources instead of conserving them for future generations. Serious degradation & depletion have been caused through over use, misuse & mismanagement of resources to meet the human needs & to satisfy the increasing greed pollution is a major problem of the environment in which human activities have played a prominent role. The varieties of human activities have created adverse effects on all forms of living organisms in the biosphere. Through the Present paper has tried to find out of various sources of environmental pollution, & controlling of various pollution

Objectives

- 1) To detect sources of environmental Pollution.
- 2) Control of various pollution by awareness.

Methodology

The entire work is based on secondary data sources; the study has conducted for find out various sources of environmental pollution by empirical study.

Result and Discussion

Classification of Pollutants

A Pollutant is defined as any form of energy or matter that causes degradation & pollution in the existing natural balance of ecosystems.

Degradable Pollutants

These Pollutants can be broken rapidly by the natural process e.g. Domestic waste, garbage & sewage etc.

Slowly degradable

These Pollutants remain in the environment for a very long period of time in the no change conditions may for more than few decades e.g. Pesticides, aerosols etc.

Non- degradable Pollutants

These are the Pollutants never get degraded by a natural process. They are difficult to eradicate & they go on accumulating & polluting the environments. E.g. the toxic elements like lead mercury, nuclear waste etc.

Types of Pollution

Air pollution: Sources of Air Pollution

a) **Combustion:** 1) Fuel burning 2) House & municipal garbage 3) Open fires, forest fires, tobacco smoking.

b) Materials handling & processing:

i) Industrial ii) Saw mills, wall board, Plastics. iii) Flour, Corn starch, grains. iv) Chemicals fertilizers v) Loading & unloading vi) Crushing & grinding.

c) **Earth Moving Operations:** i) Construction (road, buildings, dams, site clearance) ii) Mining iii) Agriculture;

d) **Miscellaneous:** - i) Winds ii) House cleaning iii) Mud road cleaning iv) Crop Spraying v) Poultry Feeding vi) Engine exhaust.

Control of Air pollution

The air Pollution Control measures may involve the Following steps:

- 1) To create awareness among People in society government bodies & officials to words the causes & effects of air pollution.
- 2) To reduce the total Pollution load of the atmosphere.
- 3) To make efforts to search alternative is harmful products such as solar- powered cars. (As done recently in the U.S.A)
- 4) To make efforts to disperse & dilute the pollutants in the upper air to reduce their concentration at ground level.

5) To compulsory Pollution test certificate for each & every vehicle (P.U.C. certificate)

6) Industrial sectors should be away from use of settlement (Urban) area.

7) There should be fountain in industrial area because, Toxic gases observe by moisture.

8) Use of Air Pollution Act 1981

9) To improve the existing devices of air Pollution Control & to make efforts to invent new effective devices to control air pollution.

2) **Water pollution:** Sources of water Pollution

a) **Industrial Pollutant:** Water including several chemical pollutants such as metal waste. Used water etc.

b) **Agricultural Pollutants:** - Chemical fertilizers Pesticides, insecticides & herbicides & several other synthetic chemical compounds, weeds & Plant remains.

c) **Urban Pollutants:** - Various types of ion such as sulphate ion, nitrate ion, chlorine ion & sodium ion, calcium ions & bicarbonate ions etc.

d) **Natural Pollutants:** - Volcanic dusts; sediments due to weathering & erosion,

debris caused by landslides, decayed & decomposed organic matter etc.

c) **Chemical Pollutants:** e.g. Chlorides, Sulphides, carbonates, ammoniac nitrogen, nitrites, pesticides, and insecticides several other synthetic chemical compounds etc.

Control of water pollutions:

Implementation of Water Protection act 1974.

Control of water pollution requires several remedial measures involving individuals, community governments at national & international levels.

The individuals must be educated enough to understand the nature of water pollution & its adverse effects on human health & wealth.

There must be mass awareness & right protecting at community level about various aspects of water pollution so, people must restrain themselves from throwing human & animal excretion & garbage's into any water body.

The Government must bring in force effective laws for water Pollution control measures.

3) **Soil pollution:** - Soil or land gets polluted due to contamination by chemicals, particulates & solid waste, &

mining activities. The main sources of soil pollution are below

a) Pesticides: Pesticides are essential in agriculture & public health. Due to increased use of pesticides food production has been increased in many folds & many insect borne diseases are successfully controlled in human beings & live stock. So over use of pesticides has created serious

Problems of air, water, & soil Pollution.

b) Industrial Wastages:- The content & Proportion of industrial discharges depend on the nature of the industry & processing of waste water, many times these wastes are directly released on the soil. Which pollute the soil & make unproductive?

c) Salination of soil: - Increase in the Concentration of soluble salts adversely affects the soil Productivity & degrades the quality of land. Salts dissolved in irrigation water accumulate on the soil surface.

d) Mining: Mines are another significant Source of land Pollution. The Problem of solid wastes can be reduced if the three 'R's Reduce Reuse Recycle.

Control of Soil pollution:-

1) To implement various control measures of Soil erosion.

2) Controlled & essential use of chemical fertilizers & pesticides, insecticides & herbicides

3) Immediate restriction on the use of D.D.T.

4) Use of urban & industrial effluents for irrigation purposes after proper treatment.

5) Proper land use & crop management.

6) Education to farmers about the proper uses of fertilizers & biocides.

7) Proper researches regarding the adverse effects of soil pollutants.

4) Noise pollution: - The harmful noise is created at various sources. Followings are some of the major sources of noise pollution.

a) Industrial Activities: Textile industries, steel rolling industries, wood cutting mills. Etc.

b) Transport activities: Automobiles, pail ways.

c) Domestic Activities: T.V. Radio, Tape recorders, Mixers grinders.

d) Cultural Activities: Festivals, Religious Programmes, Marriage functions, Public speeches.

e) Agricultural Activities: Tractors, Threshers.

f) Defense Activities: Tanks, Gunfire, bombs, and Army exercises.

Control the Noise pollution

a) **Noise Educations:** No noise abatement Programme can succeed without people's participation so, their education through all available media is needed to highlight the importance of noise as a community hazard

b) The reduction of noise by various techniques involves money & thus the process is costly & may not be adopted by factory owners.

c) Railroads & highways should be routed away from the cities.

d) Reduce the sound of various programmes.

e) Awareness to people about noise pollution.

f) Used trees besides of roads & front of houses.

Conclusion

Environment is an important factor for man, animals & plants for creating environment balance & good human health there is necessary to study of environment science & awareness to people & control environmental pollution. Pollution control responsibility is not only of government but also responsibility of each & every one. It is our kind duty to that protect of various environmental pollution uses of various techniques & getting knowledge. For that there is necessary to give environmental education to school &

colleges students to keep our environment clean & neat, plantation of besides houses & roads, considering the importance of environment thus, we must have tried to keep our surrounding environment in good balance. There is our kind duty to save our environment

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ABOUT THE BOOK

This book brings in its focus the irrigation and agriculture. The book contains of research papers which have been put forth in national seminar on role of irrigation in sustainable agriculture development. This book mainly deals with rural development, water resource management, changing agricultural scenario, food security, regional disparities, agricultural productivity, land use, problem and prospect of irrigation, irrigation potential and its utilization, water harvesting, farmers awareness on deterioration of irrigation, sustainable agricultural development and other parallel matters. Some useful suggestions and solutions to above issues have been discussed in this book in detail. Therefore, this book will be highly useful for policy planners, researchers, geographers and economist etc.



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मिळण्यातील विहिरीची संख्या अधिक असलेल्या तालुक्यामध्ये पंपाची मंजुरी संवत्ता जास्त दिसते.

झोण्डा प्रदेशातील तालुक्यामधील पाण्याची भुजल पातळी अतिशय उच्च दिसून येते.

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प्रा. डॉ. आर. के. दातीर, भास्कर सोमनाथ आव्हाड

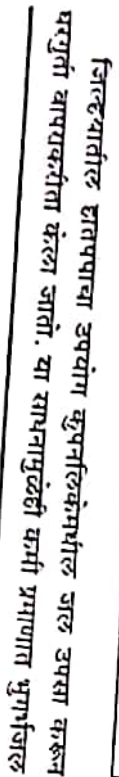
देशातील वाढत्या लोकसंख्येला अन्नधान्याची गरज पूर्ण करण्याचे महत्त्वाचे काम शेती क्षेत्रातून केले जाते. तसेच ग्रामीण भागात रोजगाराचा प्रमुख स्रोत म्हणून शेतीकडे बघितले जाते. वेगवेगळ्या उद्योगांना लागणारा कच्चा माल पण ऊस, कापूस, तांदूळ, तार) शेतीपासूनच उपलब्ध केला जातो. म्हणून शेतीचा विकास होण्यासाठी सुपीक जमीन आणि पर्याप्त पाण्याची गरज आहे. सुमारे भारतातील ७००७० शेतीची उत्पादकता ही पर्जन्यमानावर अवलंबून आहे. मात्र पर्जन्याचे स्वरूप हे मोसमी असून अनिश्चित स्वरूपाचे आहे. म्हणूनच सरकारने सुधारणा काळात जलसिंचन सुविधांच्या विकासावर भर दिलेला दिसून येतो. त्यात लहान, मध्यम, मोठे धरणांची बांधकामे, नदीजोड प्रकल्प, बंधारे इत्यादींवर भर देण्यात आला. तसेच पारंपारिक जलसिंचनांच्या साधनांऐवजी अत्याधुनिक पाणी पुरवठ्याच्या योजना राबविण्यात आल्यात. यामध्ये सूक्ष्म सिंचन योजनेचा समावेश होतो. सदर लेखामध्ये सूक्ष्म सिंचन योजनेची सुरुवात, योजनेचे स्वरूप, योजनेची महाराष्ट्रातील प्रगती यांचा आढावा घेण्यात आलेला आहे.

प्रस्तावना :

भारतीय अर्थव्यवस्थेत शेती क्षेत्र हे प्रमुख क्षेत्र म्हणून ओळखले जाते. भारतात ७० टक्के भाग हा ग्रामीण आणि ३० टक्के भाग शहरी आहे. म्हणजेच भारताचा सर्वांगीण विकास हा ग्रामीण भागाच्या विकासावर अवलंबून आहे. देशातील वाढत्या लोकसंख्येला अन्नधान्याची गरज पूर्ण करण्याचे महत्त्वाचे काम शेती क्षेत्रातून केले जाते. तसेच ग्रामीण भागात रोजगाराचा प्रमुख स्रोत म्हणून शेतीकडे बघितले जाते. वेगवेगळ्या उद्योगांना लागणारा कच्चा माल पण (ऊस,

अस्य

आधार : (१) पुरवर्तमानिक , मुजल सर्वेक्षण व विकास यंत्रणा नाशिक
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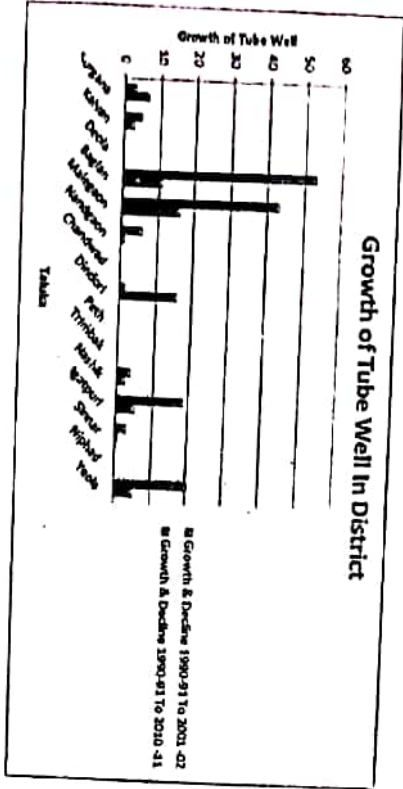
प्रस्तुत शोध निबंधासाठी कोलेर्या विरलेगणावरून व जगा कोलेर्या माहितीच्या सादरीकरणावरून खाजोलेप्रमाणे टक्क वॅरिगट्टरे येतात:

प्रस्तुत शोध निबंधासाठी कोलेर्या विरलेगणावरून व जगा कोलेर्या माहितीच्या सादरीकरणावरून खाजोलेप्रमाणे टक्क वॅरिगट्टरे येतात:

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३) आर्थिक व सामाजिक समालोचन पुस्तिका.



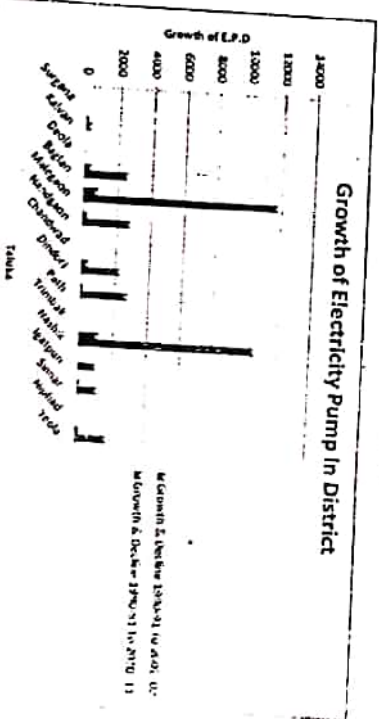
तक्ता क. २ वरून असे दिसून येते की जेव्हा विहिरीची जलसिंचनासाठी गरज वाढते तेव्हा कुपनलिकांची संख्या कमी झालेली दिसून येते. तेव्हा रोजकरी कुपनलिकांकडे कमी प्रमाणात वळता. कुपनलिका हा एक दुय्यम विविधता जलस्रोत आहे.

१९९० - ९१ व २००१ - ०२ या दशकाचा विचार करता कुपनलिकांचे संख्येत खुपच घट झाल्याचे दिसून येते. बागलाण, माळेगाव, येवला या तालुक्यात कुपनलिकांची वृद्धी दिसून येते. दिंडोरी, सुरगाणा, लिन्नर, नाशिक इत्यादी तालुक्यात कुपनलिकांच्या संख्येत घट दिसून येते. यादलट १९९० - ९१ ते २०१० - ११ या दोन दशकांत माळेगाव, दिंडोरी या तालुक्यामध्ये कुपनलिकांच्या संख्येत वृद्धी दिसून येते. तर नाशिक, कळवण, नांदगाव, या तालुक्यामध्ये कुपनलिकांच्या संख्येत घट झाल्याचे दिसून येते.

- क) जिल्ह्यातील वीज पंपची संख्या
जिल्ह्यातील वीज पंपाची संख्या तक्ता क. ३

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५०	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५१	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५२	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५३	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५४	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५५	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५६	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५७	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५८	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
५९	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६०	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६१	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६२	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६३	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६४	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६५	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६६	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६७	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६८	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
६९	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७०	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७१	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७२	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७३	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७४	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७५	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७६	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७७	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७८	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
७९	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८०	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८१	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८२	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८३	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८४	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८५	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८६	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८७	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८८	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
८९	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९०	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९१	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९२	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९३	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९४	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९५	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९६	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९७	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९८	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
९९	बागलाण	३५	३५	३५	१९९९-००	१९९९-००
१००	बागलाण	३५	३५	३५	१९९९-००	१९९९-००

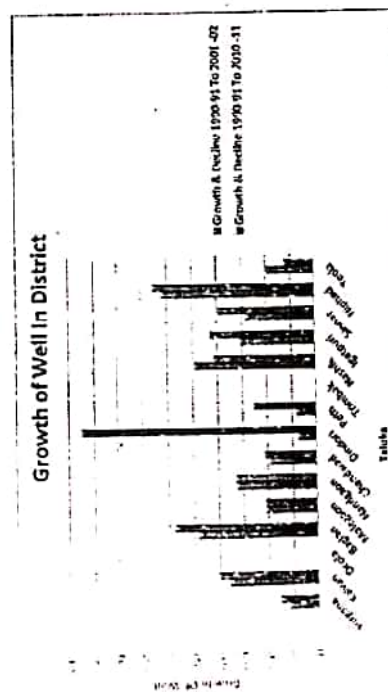
- अनाधार : १) भूवैज्ञानिक , भूजल सर्वेक्षण व विकास यंत्रणा नाशिक
२) जिल्हा निरीक्षक - भूमी अभिलेख नाशिक



१. एकूण विहिरीची संख्या: तक्ता क १. गिल्ह्यातील एकूण विहिरीची संख्या

[illegible]

- १) उप अभियंता भुजल सर्वेक्षण यात्रणा जिल्हा परिषद, नाशिक.
- २) नद्दाराटू राज्य विद्युत मंडळ नाशिक.
- ३) वृषी संचनालय पुणे.



भूगर्भजलाचा उपसा त्या प्रदेशातील एकूण अक्षित्वात असलेल्या विहिरीच्या संख्येवर अवलंबून असतो. जेथे विहिरीची संख्या अधिक अगते अशा प्रदेशात भूगर्भजलाचा उपसा अधिक होतो.

तक्ता क. १ वरून असे निदर्शनास येते की नाशिक जिल्ह्यात १९९०-९१ ते २००१ -०२ या दशकात निफाड, नाशिक, कळवण, बागलाण, नांदगाव, या तालुक्यामध्ये विहिरीच्या संख्येत जास्त वाढ झालेली दिसून येते तर याउलट देवळा, प्यंबक, मुराणा, हिंडोरी, पेंड, येवला येथे विहिरीच्या संख्येत घट दिसून येते.

१९९०-९१ ते २०१० - ११ या दोन दशकातील आकडेवारीवरून असे लक्षात येते की निफाड, बागलाण, दिंडोरी, कळवण, नाशिक इत्यादी ता.कु.यात विहिरीच्या संख्येत वाढ झालेली दिसून येते. यावरून असे लक्षात येते की येथील भूगर्भ जलाचे प्रमाण कमी झालेले असावे. याउलट येवला, सुराणा या ता.कु.यात विहिरीच्या संख्येत घट दिसून येते.

ब) जिल्ह्यातील कुपनलिकांची संख्या

कुपनलिकांची संख्या: तक्ता क. २

क्र.सं.	संस्था	१९७०-७१	१९७१-७२	१९७२-७३	१९७३-७४
१	महाराष्ट्र	१०००	१०००	१०००	१०००
२	गुजरात	१०००	१०००	१०००	१०००
३	महाराष्ट्र	१०००	१०००	१०००	१०००
४	गुजरात	१०००	१०००	१०००	१०००
५	महाराष्ट्र	१०००	१०००	१०००	१०००
६	गुजरात	१०००	१०००	१०००	१०००
७	महाराष्ट्र	१०००	१०००	१०००	१०००
८	गुजरात	१०००	१०००	१०००	१०००
९	महाराष्ट्र	१०००	१०००	१०००	१०००
१०	गुजरात	१०००	१०००	१०००	१०००

- २) जिल्ह्यातील विहिरी, कूपनलिकांची सध्या स्थिती व वृद्धी शोषणे.
- ३) वीज व डिझेल पंपांची सध्या स्थिती अभ्यासणे.

विषय विवेचन आणि स्पष्टीकरण:

भूगर्भजल संशोधनासंबंधीचे प्रारंभी वर्ष १९९०-९१ असून या वर्षापासून ते २०१०-११ या वर्षापर्यंत म्हणजे २० वर्षांच्या काळातील भूगर्भजल स्थितीचा अभ्यास वेगवेगळ्या घटकांच्या आधारे केला आहे. यावरून ओलिता खालील क्षेत्र याविषयी माहिती समजण्यास मदत होते. यासाठी एकूण विहिरींची संख्या, कूपनलिका, विजेचे व डिझेल पंपांची संख्या, हात पंपांची संख्या याच्या अनुषंगाने लक्षात घेईल. आजच्या काळात शुध्द पाण्याचे एकमेव असा जलस्त्रोत केवळ भूमिगत जलच आहे. म्हणून भूमिगत पाण्याचे देखिल नियोजन योग्य रितीने करणे ही आजची काळाची गरज आहे. भूमिगत पाण्याचा जलसाठा वाढविण्यासाठी बऱ्याच योजना आज आनंदात आणल्या जात आहे. तरी सुयोग्य नियोजनाची आवश्यकता आहे.

नाशिक जिल्ह्याची भौगोलिक रचना:

१) स्थान व नैसर्गिक वैशिष्ट्ये

नाशिक जिल्हा १८° ३३' ते २०° ५३' या उत्तर अक्षांश व ७३° १६' व ७५° १६' पूर्व रेखांश या भौगोलिक पट्ट्यामध्ये वसला आहे. महापट्टातील ५ जिल्हे व गुजरात राज्यातील दोन जिल्हे यामध्ये जिल्ह्याच्या उत्तर सीमेवर थुळे जिल्हा व ईशान्य दिशेला जळगाव जिल्हा, आग्नेय दिशेला औरंगाबाद जिल्हा अहमदनगर जिल्हा दक्षिणेस तर पश्चिम व नैऋत्य दिशेस ठाणे जिल्हा असून डांग व सुरत हे गुजरात राज्यातील जिल्हे वायव्य दिशेस आहे.

२) भौगोलिक वैशिष्ट्ये:

१) हवामान:

जिल्ह्यात मार्चच्या माध्यमापासून जुन्या पूर्वाधापर्यंत उन्हाळा असतो. उन्हाळ्यात हवामान सामान्यतः उष्ण असून तापमान ३८° ते ४२°

सेल्ससस पर्यंत असते जून महिन्याच्या माध्यापासून पावसास सुरुवात होऊन ऑक्टोबरच्या मध्यात पावसाळा संपतो. सर्वसाधारण नोंदवून ते फेब्रुवारी या काळात थंडी असते.

२) पाऊस:

जिल्ह्याच्या सर्व भागात पाऊस पडत नाही. जिल्ह्याच्या पूर्व भागातील 'इगतपुरी, धवळ, सुरगाणा आणि पेठ' ताह्यच्यात सरासरी २५०० मिमी पर्यंत पाऊस पडतो त्यातून येवळ, सिन्नर, निफाड, चांदवड, नांदगाव या भागात पावसाचे प्रमाण म्हणजे सरासरी ५०० मिमी पर्यंत खाली येते. पश्चिम भागापासून पूर्वेकडे पावसाचे प्रमाण एकदम कमी होते. नाशिक शहराच्या पश्चिमेकडे काही किमी अंतर्गततील भू प्रदेशात ८०० ते १००० मिमी पाऊस पडतो तर नाशिक शहराच्या पूर्वेकडे काही किमी प्रदेशात ६०० मिमी इतका पाऊस पडतो जिल्ह्यात जुलै महिन्यात सर्वाधिक पाऊस पडतो.

३) मातीचा प्रकार:

जिल्ह्यातील जमीन विभिन्न प्रकारची असून ती विविध स्थानिक नावांनी ओळखली जाते तथापी, जमिनीच्या प्रकारांची खालील प्रमुख गटात विभागणी करता येते.

१) काळी २) तांबडी (गाळ) ३) तांबडी - काळी कोरड ४) नंद करंडा (बरड) जमिनीच्या सुपीकतेनुसार त्यात वेगवेगळ्या प्रकारची पिके विविध प्रकारची आहेत.

गोदावरी व गिरगा या नावाच्या खोऱ्यात काळ्या कांसदार जमिनींचे प्रमाण अधिक आहे त्यामुळे या जमिनीत खरीपाची पीके वेगवेगळी येतात. तसेच आलिताची सोय उपलब्ध असलेल्या जमिनीत फळे व भाजीपाला ही पिके मोठ्या प्रमाणात घेतली जातात. पेठ, सुरगाणा, धवळ, कळवण व इगतपुरी या भागाचे पावसाचे प्रमाण अधिक असल्याने व डोंगराळ भाग असल्याने तेथे पावसाळी भात व नांगले हे प्रमुख पीके घेतली जातात.

राज्य शासनाच्या माध्यमातून जलसंधारणीयतेच्या दृष्टीने महत्वाचे ठरलेले क्षेत्रांमध्ये या क्षेत्राचा समावेश आहे. या क्षेत्राच्या विकासामध्ये महत्वाचे ठरलेले क्षेत्रांमध्ये या क्षेत्राचा समावेश आहे.

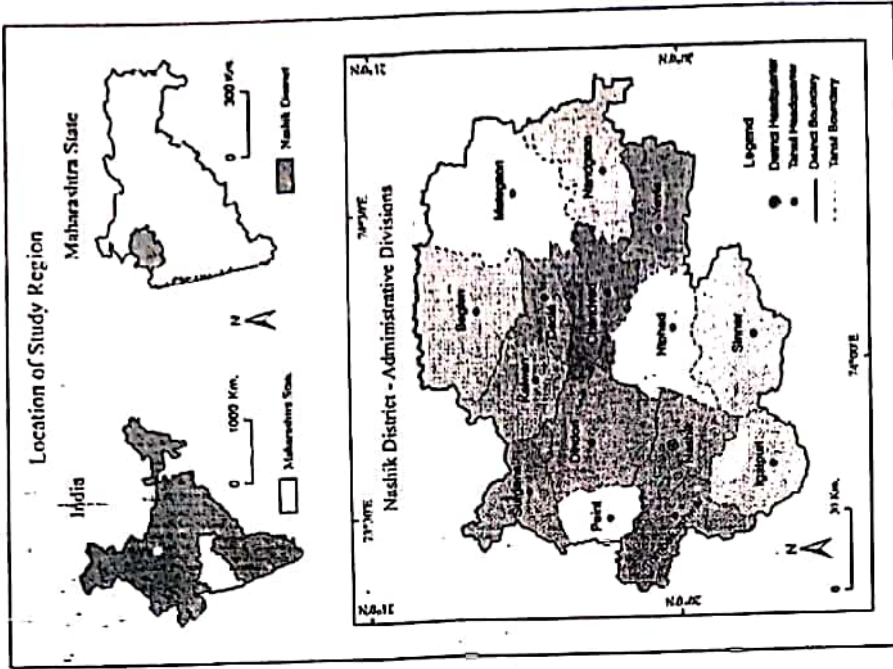
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उद्दिष्टे:

नाशिक जिल्ह्यातील भूगर्भजल स्थिती अभ्यासताना पुढील उद्दिष्टे प्रामुख्याने विचारात घेतलेली आहे.

१) नाशिक जिल्ह्यातील भूगर्भजल स्थिती अभ्यासणे.

तंत्रज्ञानावर मोठ्या प्रमाणात प्रगती साधण्यासाठी अनेक -उपाययोजना व घोरणे राबवून नवनविन तंत्रज्ञानाचा उपयोग करण्यास प्रवृत्त करत आहे वाढत्या लोकसंख्येला असे उपाय राबविणे आवश्यक बनले आहे. त्यामुळे कालबाह्य पद्धतीचा नाश होत आहे.

६) शैक्षणिक प्रगती : भारतातील व महाराष्ट्रातील शैक्षणिक परीस्थिती झपाट्याने बदलत असून मोठ्या प्रमाणावर शिक्षणाचा प्रसार झाल्याने भारतातील ग्रामीण भागातील शेतकऱ्यांची शैक्षणिक पातळी वाढली आहे तसेच नविन तंत्रज्ञानाचा उपयोग मोठ्या प्रमाणावर वाढल्याने भारतातील व महाराष्ट्रातील प्राचीन काळातील जलसिंचनाच्या पद्धतीचा वापर न करता नविन तंत्रज्ञानाबद्दारे नविन पद्धतीचा वापर करतात.

समाप्ती :

भारतासारख्या कृषीप्रधान देशात आजही प्राचीन काळातील जलसिंचनाच्या पद्धतीचा वापर केल्यास दिवसेंदिवस पाण्याची घसरत चाललेली पातळी थांबविता येईल तसेच गरीब शेतकऱ्यांनाही एकत्रित येऊ न श्रमदान करून आपली जास्तीत जास्त जमीन ओतीताखाती आणता येईल व सर्वात महत्वाचे म्हणजे ढासळत चाललेले पर्यावरण व त्यातून निर्माण होणारे प्रश्न निसर्गाच्या माध्यमातूनच सोडवता येतील.

संदर्भसूची :

- १) मुकुंद धाराशिवकर (२०१३) 'पाण्याच्या भारतीय पंथरा ' मनोविकास प्रकाशन, पुणे
- २) ढमढें एस .व्ही. (२००९), महाराष्ट्रातील जलसंपदा, डायमंड प्रकाशन पुणे
- ३) महाराष्ट्र जलसिंचन आयोग अहवाल - खंड १ जून १९९९.
- ४) धतपत्रिका खंड ०१ जलसंपदा विभाग महाराष्ट्र शासन, मुंबई नोव्हेंबर २०१२

नाशिक जिल्ह्यातील भूमिगत जलसंपदा : एक कालसापेक्ष अभ्यास

50

प्रा. मच्छिंद्र प्रकाश मुळे, डॉ. अनिलकुमार अमर. पटारे

सारांश :

प्रस्तुत शोध निबंधात नाशिक जिल्ह्यातील भूजल स्थितीचा भौगोलिक अभ्यास केला आहे. त्यासाठी प्रत्यक्ष कालावधीतील भूगर्भजल कल्ल तपासले आहेत. गेल्या काही दशकात नाशिक जिल्ह्यात भूगर्भजल आभारीत स्थितीत क्षेत्रात वाढ होताना दिसत आहे. त्यावरून सततजगणे निदर्शनास येते की भूगर्भातील जलसाठा दिवसेंदिवस कमी होत आण विहिरीची संख्या आणि त्यावरील पंपांची संख्या देखिल जास्त आणे तसेच इतर सरसम पाणी पुरवठ्याच्या सोयीमध्ये वाढ होताना दिवसेंदिवस कुपनालिका, विजेचे पंप, विहिरीची संख्या हातपंपांची संख्या वाढत असून डिझेल पंपांची संख्या कमी झाली आहे. उत्तरेकडील ताणुक्याचा भूजल पातळी खालावत असून कोरड्या विहिरीची संख्या वाढत आहे.

प्रास्ताविक :

जागातील वेगवेगळ्या समस्यांकडे जल ही एक अतिशय महत्त्वपूर्ण समस्या आज मोठ्या प्रमाणात भेडसावत असताना दिसते. त्यातून भूमिगत जल, हे एकमेव असे स्वच्छ जलाचे महत्त्वपूर्ण स्त्रोत आहे. मानव हा अतिह्रियासापोटी योग्य ते नियोजन न करता पाण्याचा अतिरिक्त वापर करत आहे. त्यामुळे गेल्या दोन दशकापासून दिवसेंदिवस भूमिगत जलाना समस्या अधिक भेडसावताना दिसत आहे. भूमिगत जल म्हणजे नैसर्गिकरित्या जमिनीमध्ये क्षिरपणारे पाणी की जे नदी, नाले, कालवे, पाझर तलाव इत्यादी जलस्रोतांमुळे भूगर्भात क्षिरपते.

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STUDY OF ENTERPRISE SOCIAL NETWORKING (ESN): "THE BASICS AND THE FUTURE"

Prof. Seema Khan

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Abstract:

The introduction of social networking websites inside the large enterprises, enables a new method of communication between colleagues by encouraging both personal and professional sharing inside the protected walls of a company intranet. My study of social networking at work place outlines its basics, the purpose behind it, and the organisations actively using the ESN way of work.

Keywords: Enterprise Social Networking, social media, collaboration, employee engagement, information on the go.

Introduction:

Enterprise social networking is an organization's use of social media, internally and externally, to connect individuals who share similar business interests or activities. Internally, social tools can help employees to access the knowledge and resources they need to work together effectively and solve business problems. Enterprise social networking includes the use of in-house intranet software as well as third-party social media platforms like Yammer and Social cast to improve communication and collaboration between employees. Externally, public social media platforms like Facebook, Twitter and Google+ can help an organization stay close to their customers and conduct research to improve business processes and operations. In the age of Enterprise 2.0 and with the emergence of Generation F in the workforce, companies are increasingly encouraging employees to use their social networking skills for business purposes. To protect the corporate brand, most large corporations have implemented social media policies to ensure that employees communicate appropriately across all social software channels.

Research Methodology:

This study is based on secondary research conducted from information available over different authentic websites and e-books.

Enterprise Social Networking:

As enterprises evolve to adopt new working paradigms, new ways of communicating and collaborating have been necessary to keep in pace with the world of social media.

Enterprise social networking (ESN) enables teams and team environments to stay competitive and collaborative while remaining relevant in today's socially-connected life.

Enterprise social networking brings the power of social networks into the workplace -- while at the same time increasing business value through collaboration and communication.

How "Enterprise Social" Works

Enterprise social networking enables employers, employees, business partners, and even customers to plug into "conversations" either through status updates, commenting, or simply following up on activity streams. These platforms can be used for real-time collaboration where users can post and follow up on progress reports, chats, and group contributions on projects.



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29 Study of CSR Policy Framework For India

Prof. Seema R. Khan

M.B.A. (Finance), NET (Management) YEWS National Senior College, Nasik

Abstract

Recently the concept of CSR got much focus from researchers and it is also growing in both the senses of academic as well as in the business. The CSR captured a gamut of values and criteria for measuring a company's contribution to social development. The term "CSR" is now used repeatedly in modern world of business and academics, many complementary and overlapping concepts, such as corporate citizenship, business ethics, stakeholder management and sustainability, have emerged.

This paper is drafted using the descriptive research design. The paper makes an assessment of CSR and concludes that by providing more clarity on standardizing the meaning of CSR in the Indian context and providing a favorable policy environment, the initiatives can be strengthened.

Some definitive steps taken by the Government of India implied that if companies employ CSR strategically, this can lead in achieving more sustainable businesses. By creating a pool of financial or technical resources, the organizational situation will be in the hands of stakeholders. According to companies' act 2013 CSR provisions are applicable to companies with an annual turnover of 1,000 crore INR and more, or a net worth of 500 crore INR and more, or a net profit of five crore INR and more. This step has taken an extremely fabulous initiative in making the CSR applicable in the corporate world.

Keywords: CSR (Corporate Social Responsibility), CSR in India, Clause 135 of the Companies Act, 2013 Governing CSR, Governance According To Clause 135

Introduction

While there may be no single universally accepted definition of CSR, each definition that currently exists underpins the impact that businesses have on society at large and the societal expectations of them. Although the roots of CSR lie in philanthropic activities (such as donations, charity, relief work, etc.) of corporations, globally, the concept of CSR has evolved and now encompasses all related concepts such as triple bottom line, corporate citizenship, philanthropy, strategic philanthropy, shared value, corporate sustainability and business responsibility. This is evident in some of the definitions presented below:

According to the UNIDO, "Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their

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A RELATIONSHIP BETWEEN SPORTS ACHIEVEMENT MOTIVATION AND SPORTS COMPETITION ANXIETY OF INTER COLLEGIATE LEVEL BASE BALL PLAYERS

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Abstract

Anxiety and motivation are Important Psychological factors which influence sports performance. Keeping in view this concept this study was framed to establish the relationship between anxiety and motivation of Base Ball players.

Keywords: Anxiety, Achievement Motivation, Performance and Correlation.

Introduction

In the Games and Sports, Psychological and Physiological factors play an important role in determining the performance level (Grange & Kerr, 2010; schilling & Hyashi, 2001). numerous studies have demonstrated the impact of psychological factors on sports performance (Crespo, 2002). Achievement motivation and Anxiety have been two of those factors under consideration. Taylor (1994) treated motivation as the base of a pyramid towards success in sports. Other important factors in this area include 'goal orientation', 'goal setting', 'motivational climate' (Boyce et al., 2001; Van, 1994) and 'burnout' (Gould et al., 1997; 1996; 1996). We know that players have multiple motives for continued participation, such as competence, friendship skill improvement and competition (Weiss & Chaumeton, 1992). There are many studies conducted in the aspect of achievement motivation and its effect on performance. Studies suggest that achievement motivation is most significant predictor of performance and essential to participate in a competition (Huschle, et. al. 2008; Carey, et. al. 2000). Several motivation theories in the academic area have been adopted in the quest for greater understanding of achievement motivation in sport (Ames, 1984, 1992; Dweck, 1986; Nicholls, 1989).

Methodology

Sample

The sample of the present study was drawn from the Inter Collegiate Base Ball Tournament, Savitribai Phule, Pune University 2015-2016. For the purpose of the study 50 Inter Collegiate level players were randomly selected from the tournament.

Procedure Sports Competition Anxiety Test (SCAT) developed by Martens (1977) was administered to measure the sport competition Anxiety and Sports Achievement Motivation Test developed by Kamlesh (1990) was administered to measure the achievement

motivation of the players. Statistical Treatment Mean, standard deviation, and Pearson Product Moment Correlation were computed to analyze the data at .05 level of significant.

Results & Discussion:

Data revealed that significant negative relationship between trait anxiety and achievement motivation i.e. achievement motivation and competition anxiety are negatively correlated to each other. Discussion and Conclusion From the result of the study it was concluded that there was significant negative relationship between Achievement Motivation and Trait Anxiety at .05 level of significant i.e. Study showed that increase or decrease of level of Achievement Motivation do effect on the Increase or decrease of level of Anxiety or vice-versa.

Therefore we can say that players who have high level of Anxiety should also have low level of Achievement motivation or vice versa. Result of the study endorses the findings of Bawa and Kalpana (2001) who conducted the study on male national level Gymnasts and found that higher level performance group has moderate level of anxiety than the low level performance group, Unierzyski (2003) investigated the level of achievement motivation of young tennis players and their future progress and examine the influence of achievement motivation on tennis performance. He found in his study that the players who later reached International level in tennis possessed significantly higher level of achievement motivation than the players who never reached International level.

Table 1: Relationship between Achievement Motivation and Trait Anxiety

Variables	Mean	SD	Cal. r
Trait Anxiety	20.75	3.44	-0.48
Achievement Motivation	28.84	5.99	

Significant -.05 level

Tab. r = 0.44

Discussion: It was found that significant negative relationship exist between achievement motivation and sports competition anxiety. Study showed that increase or decrease of level of achievement motivation do effect on the Incensement or decrease of level of sports competition anxiety or vice-versa.

Conclusion: From the results of this study It is found that players who have high level of sports competition anxiety should also have low level of achievement motivation or vice-versa.

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भूमंडलीकरण तथा भाषा का स्वरूप

श्रीमती रेशमा खान

सहायक प्राध्यापक

हिंदी विभाग

वाय.इ.डब्ल्यू.एस.,

नॅशनल सीनियर कॉलेज, नाशिक

भौगोलिक दूरी का समाप्त कर इंटरनेट ने दुनिया को एक कोने से लेकर दूसरे कोने (छोर) तक जोड़ दिया। भूमंडलीकरण (Globalization) उदारीकरण (Liberalization) और निजीकरण (Privatization) के नए आर्थिक परिदृश्य ने सूचना क्रांति की सहायता से पूरे विश्व को एक गाँव में परिवर्तित कर दिया। भूमंडलीकरण ने भारत की आर्थिक, सामाजिक और सांस्कृतिक स्थिति को भी प्रभावित किया। सांस्कृतिक परिवर्तन के साथ-साथ भाषा और साहित्य भी भूमंडलीकरण के प्रभाव से बच नहीं सके। विदेश साहित्य का अनुवाद आज हिंदी भाषा में बढ़ रहा है। लोग अनुवाद को पसंद कर रहे हैं। देश-विदेश की संस्कृति और रचना के विचारों से अवगत होने का अवसर आज पाठकवर्ग को प्राप्त हो रहा है। हिंदी भाषा का स्वरूप अवश्य बदल रहा है। साहित्य भी भाषा, मनोरंजन जगत और विज्ञापन में हिंदी भाषा का प्रयोग बाजारवाद को बढ़ावा देने हेतु ही सीमित है। ऐसा होने से भाषा का मूल रूप लुप्त होने की भी आशंका बनी रहती है। परंतु इसका यह अर्थ भी नहीं निकलता कि भाषा की क्रांति में हिंदी पिछड़ जाए। समृद्ध साहित्य के बल पर भूमंडलीय चुनौतियों का सामना हिंदी सक्षम रूप से कर सकती है। इस विषय में आशावादी दृष्टिकोण का प्रमाण देते हुए महान लेखिका अलका सरावगी कहती हैं, 'यह सच है कि अंग्रेजी का वर्चस्व बढ़ता जा रहा है लेकिन साथ ही भाषा के स्तर पर एक नई शब्दावली का भी गठन हो रहा है जो आज के जीवन वार्थ को पकड़ने में मददगार हो रही है और इस तरह हिंदी एक समृद्ध भाषा बन रही है।' ¹

पूरे विश्व को जोड़ने में हिंदी महत्वपूर्ण कड़ी साबित हो रही है। आज के युवा रचनाकारों ने भी इस कड़ी में महत्वपूर्ण योगदान देने की आवश्यकता है। विश्व के विचार एवं अनुभवों से अवगत होना और अपने पाठकों को अवगत कराने के लिए महत्वपूर्ण सेतु आज का साहित्य है। आज के आभासी युग में (Virtual) भाषा का संबंध विचारों और

अनुभवों द्वारा व्यक्त करना आज के रचनाकारों के लिए अनिवार्य है।

भाषा की परिभाषा

भोलानाथ तिवारी ने भाषा की परिभाषा को इस तरह स्पष्ट किया है "भाषा मानव - उच्चारणावयवों से उच्चरित यादृच्छिक ध्वनि प्रतीकों की वह संरचनात्मक व्यवस्था है, जिसके द्वारा समाज विशेष के लोग आपस में विचार विनिमय करते हैं, लेखक, कवि या वक्ता रूप में अपने अनुभवों एवं भावों आदि को व्यक्त करते हैं तथा अपने वैयक्तिक और सामाजिक, व्यक्तित्व विशिष्टता तथा अस्मिता (Identify) के संबंध में जाने अनजाने जानकारी देते हैं।" ²

भाषा द्वारा मनुष्य अपने विचारों का आदान प्रदान करते हैं। दूसरों के अनुभव और विचारों को अपनी भाषा में समझकर अन्य भाषा में भी अनुदित किया जा सकता है। व्यक्तित्व की विशेषताओं को जानना तथा उसे अभिव्यक्ति प्रदान करने में भाषा सक्षम साधन के रूप में प्रयुक्त की जाती है। भाषा के बिना मनोभावों को व्यक्त करना आसान नहीं होता।

भूमंडलीकरण का परिचय -

भूमंडलीकरण व्यवसाय में एक उभरती हुई प्रवृत्ति है जो विविध देशों में बनी वस्तुओं को एक स्थान पर ग्राहक तक पहुँचाने में सक्षम है। विविध देश अपनी वस्तुओं को ग्राहक तक पहुँचाने हेतु दूसरे देश में उनकी अपनी मातृभाषा में प्रचार, प्रसार कर उसकी उपयोगिता को बढ़ावा देते हैं। वस्तुओं की माँग बढ़ती है। कई विदेशी कंपनियों द्वारा बनाई गई वस्तुएँ हिंदी या अंग्रेजी भाषा की सहायता से खरीदी जाती हैं। इस प्रकार भूमंडलीकरण की व्यवस्था से भाषा प्रभावित हुई है।

भूमंडलीकरण का रूप नया नहीं है। इसके प्रारंभिक रूप को जानना अनिवार्य होगा। "लगभग २०० ई पूर्व से १००० ई. तक पारस्परिक क्रिया एवं लंबी दूरी तक व्यापार

सिल्करूट के माध्यम से हुआ। सिल्करूट मध्य और दक्षिण पश्चिम एशिया में लगभग ६,००० किमी तक फैला हुआ था। तथा चीन को भारत पश्चिमी एशिया और भूमध्य क्षेत्र से जोड़ता था। सिल्करूट के साथ वस्तुओं, लोगों और विचारों ने चीन, भारत और युरोप के बीच हजारों किमी की यात्रा की। १००० ई. से १५०० ई. तक एशिया में लंबी यात्राओं द्वारा लोगों में वैचारिक आदान प्रदान होता रहा।³

भूमंडलीकरण की प्रक्रिया -

भूमंडलीकरण की प्रक्रिया में देश एक दूसरे पर परस्पर निर्भर हो जाते हैं। और लोगों के बीच की दूरियाँ घट जाती हैं। एक देश अपने विकास हेतु दूसरे देश पर निर्भर होता है। जैसे सूती कपड़ा उद्योग के लिए जापान और भारत देश अन्य देशों में पैदा हुई कपास पर निर्भर करते हैं। अमेरिका का सूचना प्रौद्योगिक उद्योग (Information Technology Industry) भारत एवं अन्य विकासशील देशों पर निर्भर करता है। भूमंडलीकरण में वस्तुओं की पूँजी (किमत) का ही नहीं अपितु लोगों का भी संचकन रहता है।

हिंदी भाषा और व्यवसाय जगत -

हिंदी भाषा के स्वरूप को बदलकर प्रस्तुत किया जाना व्यवसाय जगत के लिए वस्तुओं के खरीददारों को लुभाना हो सकता है। वर्तमान युग में हिंदी मनोरंजन के साधन के साथ-साथ विज्ञापन जगत पर भी राज कर रही इसके निम्नलिखित प्रभाव देखे जा सकते हैं।

भूमंडलीकरण का वर्तमान युग हिंदी भाषा के बाजारीकरण को प्रस्तुत करता है। हिंदी के सामने कई चुनौतियाँ हैं। जैसे वर्तमान समय की प्रतिकूल और विकट परिस्थितियों से जुझकर अपने अस्तित्व को बनाए रखने की या फिर प्रशासकीय व्यवस्था से अंग्रेजी भाषा को मातृभाषा का ताज पहनाने का निर्णय लेना हो ऐसे में हिंदी भाषा और साहित्य के सामने समस्या उपस्थित हुई है। मनुष्य ने भाषा को अपनी सुविधा अनुसार प्रयोग किया और आज भी कर रहा है। लेकिन भाषा ही मनुष्य की सबसे बड़ी समस्या बन गई है। भारत की मातृभाषा ही एक नहीं है। अलग अलग राज्यों में बड़ा भारत अपनी प्रादेशिक भाषा को ही श्रेष्ठ बनाने में लगा हुआ है। भारत को एक भाषा के लिए कोई आज आगे नहीं आता। अलग अलग राज्यों की भाषा के लिए मौँचे, आंदोलन अक्सर देखे जा सकते हैं। राष्ट्रभाषा को व्यापक बनाने के प्रयास होने चाहिए। उसके क्षेत्रों और विविध पहलुओं को देखना भी अनिवार्य है।

भारतीय व्यवसाय जगत में विदेशी कंपनियों के बढ़ते जाल ने हिंदी की व्यापकता की दृष्टिसे प्रचार-प्रसार को बढ़ावा

दिया है। भारतीय भाषाओं में अधिकतर गीत, हिंदी पत्र-पत्रिकाएँ, हिंदी टी.वी. चैनल आदि हिंदी भाषा में प्रचार बढ़ रहा है। व्यवसाय जगत ने भी हिंदी को महत्व प्रदान किया है। व्यवसाय जगत में अच्छी मुद्रा-वृद्ध रखनेवाली कंपनियाँ इस देश की भाषा, संस्कृति, खान-पान, मानसिकता और उनके उपयोग के अनुसार अपनी वस्तुओं का व्यापार करती हैं। उत्पाद के प्रचार हेतु वे हिंदी भाषा को चुनती हैं।

भूमंडलीकरण ने आज के नवयुवकों के विचारों में भी परिवर्तन लाया है। आभासी (Virtual) जगत में जीनेवाले और अधिक महत्वाकांक्षी युवा वर्ग को अंग्रेजी में अनूदित रचनाओं का आकर्षण अधिक होता है। वे इसे अधिक पसंद कर रहे हैं। टी.वी., इंटरनेट से आज का युवावर्ग अधिक जुड़ा हुआ है। उससे प्रभावित है। इससे हिंदी का भी नए जगत से परिचय हो रहा है। इस नई क्रांति को अपनाने का साहस भी हिंदी साहित्य जगत को सक्षमता प्रदान कर सकेगा। इस विषय में डॉ. यशस्विनी पाण्डेय का मानना है, कि "किसी भी भाषा या धर्म के प्रचार प्रसार में संचार माध्यमों का विशिष्ट योगदान रहा है। विकास हमेशा पुरातन के मोह त्याग की माँग करता है।

बाजारीकरण (Marketization), वैश्वीकरण (Globalization), उपभोक्तावाद (Consumerism), संस्कृति को हिंदी का शत्रु नहीं मित्र समझना चाहिए।⁴ भूमंडलीकरण पुराने मूल्यों को त्यागकर नए मूल्यों को प्रस्थापित करने की होड़ में पश्चात्य संस्कृति के हानिकारक प्रभावों को भी अपने साथ स्थापित कर रहा है। यह भारतीयों की विवशता है कि इसे न चाहते हुए भी स्वीकार किया जा रहा है।

भूमंडलीकरण और सामाजिक परिवेश -

भूमंडलीकरण के दौर में अंग्रेजी भाषा से व्यक्ति सारे विश्व से जो जुड़ा रहता है लेकिन भारत के शोषित, सर्वहारा वर्ग से व्यक्ति का संपर्क टूट जाता है। वैश्विक बाजार की संकल्पना ही अमीर वर्ग को लेकर की गई है। कृषि प्रधान भारत देश का निर्माण ही जय जवान जय किसान नारे से हुआ है। अन्नदाता ही यहाँ उपेक्षित है। भूमंडलीकरण और व्यवसाय से आजादी के ७० साल बाद भी किसान सक्षम रूप से जुड़ा नहीं है। आर्थिक दृष्टि से संपन्न वर्ग में वह नहीं आता। भारत में बढ़ते विदेशी देशी कंपनियों द्वारा यदि किसान और सर्वहारा वर्ग हेतु नीतियों का अवलम्ब किया जाए तो सही अर्थों में व्यवसाय, भाषा तथा भारतीय नागरिक आधुनिक प्रवाह में शामिल हो सकेंगे। देश का भविष्य उज्ज्वल हो सकेगा। नहीं तो साधनहीन सर्वहारा वर्ग कुंठित

और उग्र रूप धारण करेगा जिससे सामाजिक क्रांति भी ऊपन होगी। अस्थिरता बढ़ेगी। जो समाज और देश के हित के लिए अयोग्य साबित होगा।

भूमंडलीकरण की क्रांति और भाषा साहित्य —

भूमंडलीकरण की गति ने साहित्य की भाषा पर गहरा प्रभाव अंकित किया है। करोड़ों वचनों, दलितों, स्त्रियों के संघर्ष की भाषा होने कारण देश के महान व्यक्तियों ने जन आंदोलन की भाषा के रूप हिंदी भाषा को बढ़ावा दिया। महात्मा गांधी, जवाहरलाल नेहरू, पंडित मदनमोहन मालवीय आदि कई नाम लिए जा सकते हैं। इनके आदर्श आगे स्वराज आंदोलनों में भी देखे जाते हैं। जनता की भाषा अब केवल साहित्य के पन्नों तक सीमित न होकर, केबल, इंटरनेट, मोबाइल, कंप्यूटर, फिल्मों, धारावाहिकों, विज्ञापनों, समाचार पत्रों तथा नए-नए संचार माध्यमों द्वारा फैल रही है। विज्ञापन उपभोक्ता संस्कृति है — इसमें प्रयुक्त हिंदी जनमानस के हृदय में अपना स्थान बना रही है। विमर्श की चेतना उत्पन्न कर पाने में असमर्थ दिखाई भी दे रही है। मुद्रण तकनीक में प्रगति के उपरंत हिंदी भाषा क्रांति बनकर उभरी है।

आज भाषा को मनोरंजक बनाने हेतु अंग्रेजी भाषा प्रयुक्त की जाती है। भाषा सामाजिक-सांस्कृतिक चेतना की अभिव्यक्ति होती है। साहित्य में सर्वहारा वर्ग को विषय बनाकर उनके जीवन की समस्या उजागर की जाती है। सर्वहारा वर्ग की भाषा पूँजीपतियों की हिंदी भाषा से मेल नहीं खानी। सर्वहारा वर्ग की हिंदी भाषा मिट्टी की सुगंध लिए होती है। धनी वर्ग की भाषा में बनावटी मनोरंजकता अधिक होती है। धनी वर्ग इसी भाषा में अपने-आपको व्यक्त करता है। इस वर्ग में किसान, मजदूर, स्त्री या दलित-शोषित नहीं आते। कबीर, प्रेमचंद, नागार्जुन, धूमिल की भाषा आज के नवरचनाकारों की भाषा से भिन्न है। वर्तमान रचनाकार वही लिखेगा जो पाठक पसंद करेंगे। यहाँ हिंदी साहित्य के महान कवि भारतेन्दु जी की काव्य पंक्तियाँ भाषा के स्वरूप को अधिक स्पष्ट करती हैं—“निज भाषा उन्नति अहै, सब भाषा को मूल बिज निज भाषा ज्ञान के मिटत न हिय को मूल।”⁵ समाजविज्ञान, विज्ञान, तकनीक पर मौलिक लेखन की आवश्यकता है। ऐसे विषय काफी दूँढ़ने पर ही अल्पमात्रा में मिल पाते हैं। शोध पत्रिका में भी अंग्रेजी भाषा को स्थान दिया जाता है। जिन आदिवासी, दलित, शोषित स्त्रियों पर शोधकार्य किए जाते हैं। वे उनतक ही नहीं पहुँच पाते। हिंदी शोध पत्रिकाओं की संख्या भी पर्याप्त रूप से बढ़नी चाहिए।

लेखकों-नवरचनाकारों को आजके वर्तमान युग की डम अनोखी, मनोरंजक भाषा का प्रयोग करके पिछड़े वर्ग का भी उसमें समावेश करना चाहिए। वचनों-शोषितों के साहित्य को भी इस आधुनिक प्रवाह में लाने में आवश्यकता है। कंदारनाथ अग्रवाल जी कहते हैं, “अब हिंदी की कविता न रस की प्यासी है, न अलंकारों की इच्छुक है और न संगीत, तुकाना, पदावली की भूखी है अब वह चाहती है, किसान की वाणी। मजदूर की वाणी और जन-जन की वाणी।”⁶

हिंदी भाषा को रोमन लिपी में लिखकर इसे आंतरराष्ट्रीय भाषा बनाने की मीडिया कोशिश कर रहा है। कुछ देशी-विदेशी पत्रिकाएँ हिंदी के लिए वरदान साबित हुई हैं — जैसे न्यूजीलैंड की ई-पत्रिका भारतदर्शन हिंदी का प्रसार-प्रचार कर रही है। हिंदी वेब साइट, ब्लॉग की संख्या में वृद्धि हुई है। भूमंडलीकरण की क्रांति ने नवरचनाकार के सामने लेखनकार्य में विविध विषयों के समावेश की चुनौति रखी है। जिसे हिंदी रचनाकार बखूबी निभा भी रहे हैं। कई अनुवाद हो रहे हैं। नई तकनीक का प्रयोग पत्र-पत्रिकाओं में किया जा रहा है। जिससे भविष्य में हिंदी साहित्य भी नए आधुनिक प्रवाह में अपने अस्तित्व और अस्मिता की गरिमा बनाए रखेगा।

निष्कर्ष —

भूमंडलीकरण की व्यवस्था से समाज, संस्कृति पुरी तरह प्रभावित है। पश्चिमी सभ्यता का चलन प्रतिदिन बढ़ रहा है। बर्थ-डे से लेकर फ्रेंडशिप-डे तक तथा खान-पान के तौर तरीकों में भी अंग्रेजीपन झलक रहा है। बाजार में हिंदी भाषा का स्वरूप लेबल बनकर न रह जाए। इसलिए भाषा के मूल रूप को सहज बनाना भी आज हिंदी कर्मियों के लिए अनिवार्य बनता जा रहा है। भूमंडलीकरण का बाजारवाद से संबंध है और बाजार का इस समाज में रहनेवाले नागरिकों की भाषा से, यह संबंध विकसित होता है। जिसका अतुल्य नाता है जिसमें भाषा की समृद्धि का मार्ग ही प्रगतिपथ पर ले जाने में सहायक साबित हो सकेगा। भारतीय समुदायों के संस्कारों में, मूल्यों में परिवर्तन भी इसके छोटे दायोतक है। प्रिंट मीडिया, इलेक्ट्रॉनिक मीडिया में भी हिंदी भाषा का प्रभाव बढ़ता हुआ दिख रहा है। मुद्रण कला का विकास और गूगल द्वारा युनिकोड फॉन्ट उपलब्ध करवाया जाना हिंदी के लिए बहुत बड़ा वरदान साबित हुआ है। आज हिंदी भाषा भारत और चीन के सांस्कृतिक रिश्तों की प्रगाढ़ता बढ़ाने में भी सहायक हो रही है

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1. चीन में हिंदी को सम्मानपूर्वक सीखा जा रहा है। भूमंडलीकरण और भाषा का संबंध अंतरराष्ट्रीय स्तर की प्रगति प्रदान करता है। यहाँ हिंदी साहित्य के महान कवि भारतेन्दु जी को काव्य पंक्तियाँ भाषा के स्वरूप को अधिक स्पष्ट करती हैं। 'निज भाषा उन्नति अ है, सब भाषा को मूल बिना निज भाषा ज्ञान के निरत न हिय को मूल'।

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समकालीन विमर्श

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संपादक

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41 समकालीन हिंदी आत्मकथाओं में दलित-विमर्श

रेशमा खान

दलितविमर्श - स्वरूप

दलित विमर्श - शोषितों का, दबे-कुचले, रौंटे हुए जनसमूह का विचार, विवेचन परीक्षण एवं समीक्षा या तर्क कहलाता है। विमर्श व्याकुलता, उब्देग, क्षोभ के माध्यम से भी उद्धृत होता है।

“भारत में अस्पृश्य जातियों को अनेक नामों से संबोधित किया गया है, यथा अछूत, दलित वर्ग, बाह्य जातिया, हरिजन आदि। सामाजिक तथा आर्थिक दृष्टि से कमजोर जातियों के उत्थान तथा उन्हें कुछ विशेष सुविधाएँ देने के लिए सन १९३५ के विधान में ऐसी जातियों की एक सूची तैयार की गई। इस सूची में सम्मिलित सभी जातियों को बाद में अनुसूचित जाति कहा जाने लगा। १ दलित समाज की वास्तविक मुक्ति, वास्तविक पहचान मानव समाज को धर्म से मुक्ति दिलाकर, तर्क-संगत सोच निर्मित कर, भाईचारे, बराबरी और आजादी पर आधारित जीवन पद्धति अपनाने की दिशा की ओर ले जाने से ही हो सकेगी। इसके उन्हें अपने समाज को भी धर्म से मुक्त करना होगा और उसके पहरेदार भगवान और भाग्य से भी निजात पाना संभव हो सकेगा। डॉ. बाबासाहेब आंबेडकर ने भी इस पाखंड को खत्म कर दलितों को भाग्य की ग्रंथि से मुक्ति पाकर वैज्ञानिक आधार पर सम्मानपूर्वक जीने का रास्ता दिखलाया। पाखंडी विकृतियों से मुक्ति पाने के लिए उन्होंने तीन महत्वपूर्ण बातें कही थी - “शिक्षित हो, संघर्ष करो और संगठित हो।”

भारत विविध जाति, धर्म, पंथ का देश है, विविध भाषा एवं बोलियाँ यहाँ बोली तथा समझी जाती है। हिंदी, अंग्रेजी के साथ-साथ आज वर्तमान युग में अनेक बोली-भाषा का साहित्य विकसित हो रहा है। बहुजातियों के कारण, जातिव्यवस्था के कठोर बंधन भी अभिशाप बनकर उभरते हैं समाज दर्पण पर समाज जिसमें आधुनिक अभिजात वर्ग एक सफेद, कोरे, साफ पन्ने की तरह झलकता है तो हाशिया उपेक्षित, दास, शोषित, शुद्र, अस्पृश्य-समाज का वह निम्न स्तर जो सेवक वर्ग है। अतिश्रम के काम करनेवालों से सटा पड़ा है। इसी हाशिए को हिंदी के महान साहित्यकारों की दृष्टिने बाँचा- परखा उनकी वेदना को जाना, उनकी आहोंको स्वर, ध्वनि तथा शब्द प्रदान किए जो हिंदी साहित्य के पथ प्रदर्शक बने। मील के पत्थर साबित हुए नए साहित्यकारों के लिए। आनेवाले लेखकों

के लिए इन महान साहित्यकारों ने नींव डालने का कार्य किया है जिसपर उदयन्मुख लेखक भवन निर्माण कर सकेंगे।

दलित : परिभाषा -

दलित का अर्थ रौंदा हुआ, कुचला हुआ, जिसका दलन हुआ है। अविकसीत, अछूत, बौद्ध, मजदूर, आदिवासी, भूमिहीन गरीब, किसान जिन्हें दलित दबा, रौंदा गया, शोषित, उपेक्षित की श्रेणी में रखा जाता है। जिसे हाशिए पर पड़ा समाज भी कहा जाता है। आधुनिक भाषा के प्रवाह में बहता समाज शेडयूलकास्ट, डिस्प्रेड क्लास भी कहा जाता रहा है।

ओमप्रकाश वाल्मिकी - के अनुसार - "दलित शब्द का अर्थ है जिसका दलन और दमन हुआ है, दबाया गया है, उत्पीड़ित, शोषित, सताया हुआ, उपेक्षित, घृणित, रौंदा हुआ, मसला हुआ, कुचला हुआ, विनिष्ट, मर्दित, पस्त-हिम्मत, हतोत्साहित, वंचित आदि।" इस तरह पूँजीवादी समाजद्वारा सताया गया शोषित, ग्रासित, अपमानित दलित है।" २

सामाजिक एकता और सहिष्णुता के लिए संत, भक्त, महंत, समाज-सुधारक, साहित्यकार आदिने योगदान दिया है। जातीयता की दिवारें तोड़कर समानता की स्थापना करने का प्रयास - कबीर, रहीम, आदिने अपने दोंहों के माध्यम से तो नामदेव ने पदों के माध्यम से किया उसी प्रकार प्रेमचंद, नागार्जुन, रांघेयराघव के साथ-साथ रमणिका गुप्ता, महाश्वेता देवी, ओमप्रकाश वाल्मिकी, जयप्रकाश कर्दम, नैमिशराय, लक्ष्मण गायकवाड, रयोरजसिंह बेचैन आदि उभरते हुए लेखकों ने भी अपनी रचनाओं द्वारा, कविताओं द्वारा दलितों के दर्द को प्रमाण प्रस्तुत किया है। साहित्यकार की भाषा, विधा कोई भी हो लेकिन उसका लक्ष्य मात्र समाज के उपेक्षित, पिछड़े वर्ग के प्रति सहानुभूति, सामाजिक एकता, समता, बंधुता की स्थापना करना मात्र होता है। मध्यकालीन भारतीय समाज में दलित विमर्श सर्वाधिक प्रखर निम्न वर्ग का रहा है।

"दलित रचनाकार अपने परिवेश एवं समाज के गहरे सरोकारों से जुड़ा है। वह अपने निजी दुःख से ज्यादा समाज की पीड़ा को महत्व देता है। जब वह 'मैं' शब्द का प्रयोग कर रहा होता है, तो उसका अर्थ 'हम' ही होता है। सामाजिक चेतना उसके लिए सर्वोपरि है, अपने समाज के दुःख-दर्द उसे ज्यादा पीड़ा देते हैं। उनके उन्मूलन के लिए ही उसने लेखक का रास्ता चुना है। अपनी अभिव्यक्ति में वह समाज की पीड़ा उकेर रहा है। इसीलिए वह ज्यादा प्रामाणिक है।" ५

सूरजपाल चौहान - अपनी आत्मकथा तिरस्कृत में सारे पढ़े-लिखे दलितों से एक साथ मिलकर रहने और वैवाहिक संबंध स्थापित करने की अपेक्षा और अपील करते हैं ताकि जाति का विनाश जड़ से हो, पर यहाँ यह अपेक्षा वर्तमान में केवल दलितों की उपजाति में व्याप्त विषमता को समाप्त करने की है न की पूरे समाज की। जातीय श्रेष्ठता एक मानसिक ठसक उत्पन्न करती है। जिसे आज भी शिक्षा, संगत और परिवेश भी तोड़ने में असफल रहे हैं। दलितों में आपसी विभाजन को समाप्त कर गुलामी की जंजीरों को तोड़ा जा सकता है। ओमप्रकाश वाल्मिकी कृत - 'जूठन' यह रेखांकित करता है - कि आजादी के बाद भी दलितों के साथ रोटी यानी समभोजन संबंध नहीं हो सका। आज भी जब मिड-डे मीलस को किसी दलित समाज का व्यक्ति बना रहा होता है तो गैर-दलित समाज के बच्चे उसे खाने से इंकार कर देते हैं। यह साबित करता है कि भारतीय समाज आज भी छूआछूत के रोग से मुक्त नहीं हुआ है। यह गैर-दलित समाज का व्यवहार छूआछूत भरा है इस की प्रासंगिकता के महत्व को दर्शाता है।

श्री तुलसीराम द्वारा लिखित - 'मुर्दहिया' गाँव का शमशान है यहाँ मुर्दा जलाया जाता है। शमशान और मुर्दा नाम से ही जन मानस में एक भय का विचित्र वातावरण छा जाता है। उस पर से पलश की सूर्य लाल टेसुआ और जलती हुई चिताओं की लाल आग की रक्तीली लपटें यदि दिखाई देती हैं तो उसका डर और भयभीत करने वाला होता है।" ६ लेखक ने जीवन की प्राप्ति की खुशी को इस विश्वात्मक रूपकों में बाँधकर व्यक्त किया है। 'मुर्दहिया' मुक्ति का प्रतीक है। वह सभी दुःखों का शमनकर्ता है। वहाँ बिना किसी भेदभाव के मुक्ति प्राप्त होती है। सपाटबयानी एवं उद्रेक से भरी सशक्त आत्मकथा है 'मुर्दहिया'। दलित आत्मकथाओं में भाषा प्रतिरोध की अनुगूँज है। विरोध, विद्रोह और प्रतिरोध जीवन में श्रम के सौन्दर्य मूल्य की है। भूख की तीव्रता रोटी के लिए संघर्ष की स्थिति पैदा करती है। भाषा में तीक्ष्णता को समझा जा सकता है। रोटी खाने के लिए रोटी को तवे पर सेंकना आवश्यक होता है और सेंकने के लिए आग जरूरी होती है। दलित समाज को इसी चेतना अभी आग की आवश्यकता है जो जिंदगी को अधिक बेहतर बनाती है। वह विषम परिस्थितियों में एकताबद्ध होकर जीवन से लड़ने के लिए संघर्ष भी कर सकती है।

निष्कर्ष -

दलित जीवन के यथार्थ को दलित साहित्य की विद्रोही भाषा बखूबी व्यक्त करती है। और दलित जीवन के यथार्थ की अनुभूति ही दलित साहित्य में अभिव्यक्त हो रही है। जिसमें जीवनमूल्यों की तलाश है। दलित साहित्य की भाषिक संरचना भी सामाजिक यथार्थ को सहज, सरल और जनबोली में संप्रेषणीयता के साथ मार्मिक और गहन, तीक्ष्ण हो जाती है, विद्रोह एवं घृणा को व्यक्त करती है। आत्मकथाएँ आक्रोश, नकार, अपमान का दर्द, विद्रोह एवं प्रतिरोध, प्रतिशोध की अभिव्यक्ति के साथ सामाजिकता को समेटे हुए हैं। यह कोई नकारात्मक मूल्य नहीं माना जाता बल्कि उसमें दलित लेखकों ने भोगे हुए जीवन के अतीत, वर्तमान और भविष्य की आकांक्षा, स्वप्न और संघर्ष निहित हैं। कलात्मकता का नमूना है आत्मकथाएँ। और उसमें कोई काल्पनिकता का अंश भी नहीं है। पुरानी मान्यताओं को तोड़ती भाषा शैली, इतिहास बोधके साथ ही नवीन मिथ, बिंब, प्रतीकों को गढ़ती चलती है। वर्चस्व के विरोध

में करुणा और मैत्री को मीगपित करती है, तथा समतामूलक समाज की अपेक्षा भी करती है।

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(शोधछात्रा, हिंदी विभाग, सावित्रीबाई फुले, विश्वविद्यालय पुणे (महाराष्ट्र))

ती विमर्श के
स्त्री नागिक
है। आर्थिक
। इसके वारे
वस्तु, मात्र

यणा नारी,
ना सोबती,
की सशक्त

इडी' माथुर

रीर को दृढ
करना।

तु मानकर
ले में बाँध
रे शब्दों में
ना लड़का
बहुत हो।
ती है। तो
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अनुक्रम जून 2017

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हस्तान्तरण (बांग्ला कहानी)

अश्वेत कवयित्री

कविताएं

दलित युवा कवि

काव्य-पाठ

आदिवासी उपन्यास अंश

डाईन

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इंटरव्यू

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निकष

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प्रह्लाद चंद्र दास कवर बैक पेज

आए जागरूकता को ही अपनी रचना के केन्द्र में रखा है। समाज के प्रत्येक वर्ग की स्त्री, चाहे वह शहरी हो या ग्रामीण, सभी ने शोषण एवं अत्याचार के खिलाफ अपनी आवाज को बुलन्द किया है। स्त्री के प्रति होने वाले अत्याचारों को इन्होंने गहरी संवेदनशीलता के साथ चित्रित किया है। ये आधुनिक नारी की विद्रोही प्रवृत्ति ही है कि वह पुरुष के प्रत्येक अत्याचार को चुनौती देती हुई उन सभी मान्यताओं को अस्वीकार कर देती है, जो पुरुष के वर्चस्व के लिए बनाई गई हैं? महिलाएं पारंपरिक रुढ़िवादी सोच को चुनौती देती हुई पूरे साहस के साथ खुलकर अपनी बात कह रही हैं। सत्ता और स्वाधीनता के लिए ही मात्र संघर्ष नहीं कर रही हैं स्त्रियाँ, बल्कि समाज में उपस्थित हर एक चुनौती से टकरा रही हैं। अतः हम कह सकते हैं कि स्त्रियाँ आज हर क्षेत्र में संघर्ष करते हुए नज़र आ रही हैं चाहे वह सामाजिक क्षेत्र हो या राजनीतिक, सत्ता का सवाल हो या स्वाधीनता का, स्त्रियों ने हर क्षेत्र में अपनी प्रबल दावेदारी प्रस्तुत की है।

सन्दर्भ ग्रन्थ:

1. अतीत होती सदी और सदी का भविष्य, संपादक-राजेन्द्र यादव, अर्चना वर्मा, राजकमल प्रकाशन
2. कथा संकलनों की भूमिका-निर्मला जैन
3. नगाड़े की तरह बजते शब्द-निर्मला पुतुल

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साहित्य, मीडिया एवं समाजशास्त्र का अंतःसंबंध

साहित्य का प्रवाह युगानुरूप धारणाओं, साहित्यिक निष्कर्ष और जीवनमूल्यों के उपादान ग्रहण करता हुआ गतिमान रहता है। अंतः किसी युग के साहित्य को तत्कालीन साहित्यिक धारणा, निकष और जीवनमूल्यों के संदर्भ में मूल्यांकित करना उचित कहा जा सकता है। साहित्य का इतिहास इस बात का साक्ष्य है कि साहित्यकार परंपरागत रुढ़ियों में बंधकर साहित्य रचना नहीं करता। समय के साथ उपमान, बिंब, प्रतीक बदलते रहते हैं। अज्ञेय ने कहा भी है-

ये उपमान मैले हो गए हैं

देवता इन प्रतीकों से कर गए हैं कूच,

कभी बासन अधिक घिसने से मुलम्मा छुट जाता है।

साहित्य का उदय तो यथार्थ के प्रति जिज्ञासा और उसकी जांच-पड़ताल से होता है, उस यथार्थ की जांच-पड़ताल से जो विशिष्ट समूह में रहने वाले विशिष्ट व्यक्तियों को अपने समय की महत्वपूर्ण मानवीय, सामाजिक एवं राजनीतिक समस्याओं के प्रति जटिल अनुक्रिया है।

साहित्य दर्पण बिंब

साहित्य को समाज का दर्पण माना जाता है। साहित्य का दर्पण बिंब वाला दृष्टिकोण साहित्य को दस्तावेज के रूप में देखता-समझता है। इस दृष्टिकोण के अनुसार साहित्य, सामाजिक संरचना के विभिन्न पक्षों, संबंधों, प्रवृत्तियों, संघर्षों यानी समाज की पूरी बनावट का सीधा प्रतिबिंब है। साहित्य समाज का सतही प्रतिबिंब भर प्रस्तुत न करके लेखकीय आशय के रूप में मूल्यों को भी प्रतिबिंबित करता है। समाज के प्रतिबिंब के रूप में साहित्य का अध्ययन और लेखक के सामाजिक संदर्भ की दृष्टि से साहित्य का अध्ययन यह समाजशास्त्रीय दृष्टिकोण की मुख्य पद्धतियाँ हैं।

सामाजिक यथार्थ एवं साहित्य में नए युग का सूत्रपात

साहित्य की महानता तो इसी में होती है कि महान साहित्य तो वह है जो जीवित रहता है। जिसे समाज सदैव स्वीकार करता है, जैसे संत साहित्य, कबीर, तुलसी, सुर जैसे साहित्य का आलोचक साहित्य का अध्ययन किस दृष्टि से करता है यह इस बात पर निर्भर करता है कि वह रचना को किस रूप में ग्रहण करता है। तुलसीदास द्वारा लिखित 'रामचरितमानस' तुलसी की कीर्ति का अमर स्तंभ है। भाव और कला दोनों ही दृष्टियों से यह एक उत्कृष्ट एवं अमर काव्य है। यह एक युग में रचा गया किंतु युगों की रचना बन गया। कौरे श्रृंगारिकता तथा नीरे मनोरंजन की परिस्थितियों को लांघकर साहित्य हमें देशभक्ति एवं राष्ट्रीय जागरण, देश के प्राकृतिक सौंदर्य का वर्णन, मानवतावादी विचारधारा, नारी स्वातंत्र्य एवं समानता की भावना, सत्य और न्याय का समर्थन, शोषित वर्ग के प्रति सहानुभूति, मानव सेवा ही ईश्वर सेवा आदि उच्च मानवीय मूल्यों से परिचित कराता है। मनुष्य सामाजिक

प्राणी है समाज के बिना उसका अस्तित्व शून्य है। प्रेमचंद ने भी अपनी रचनाओं में राष्ट्रीय आंदोलन, कृषक समस्या, मानवतावाद, भारतीय संस्कृति, अनभेल विवाह, दहेज प्रथा आदि विविध विषयों को केंद्रित किया है। उनके उपन्यास निर्मला, गोदान, गयन, रंगभूमि, कर्मभूमि इसके प्रमाण हैं। साहित्य में ऐतिहासिक जीवन की प्रस्तुत करते उपन्यास चित्रलेखा भगवतीचरण वर्मा (पाप-मुण्य की समस्या प्रस्तुत), अमृतलाल नागर का 'शतरंज के मोहरे' भारत की आंचलिकता पर आधारित साहित्य का निर्माण फणीश्वरनाथ रेणु 'मैला आंचल', नागार्जुन, बाबा चंटेसरनाथ, रांगेय राघव-कब तक पुरारु, उसी प्रकार प्रेमचंद ने अपनी कहानियों में भी अपने परिवेश से अपने आस-पास के जीवन से जुड़ी हुई अनेक विविध समस्याओं से परिचित करने का सफल प्रयास किया है। उनकी कहानियां गांव से रूबरू कराती हैं तथा कस्बे की जिंदगी या स्कूल-कॉलेज से भी जुड़ी हुई हैं। उदाहरणस्वरूप बुद्धी काकी, शतरंज के खिलाड़ी, पूस की रात, कफन जीवन के यथार्थ को उजागर करती हैं। जयशंकर प्रसाद की 'बेड़ी' कहानी एक अंधे भिक्षुक की लाली कहलाने वाले उसके पुत्र की विदारकता को प्रस्तुत करती है। समाज का हर कोना साहित्य में हमें सांक्ष्णिकता हुआ-सा प्रतीत होता है।

निराला, महादेवी वर्मा, मैथिलीशरण गुप्त, दिनकर आदि ने अपनी रचनाओं में भी ऐसे यथार्थ चित्र उकेरे हैं। साहित्य अपनी सभी विधाओं द्वारा समाज के ऐतिहासिक, सांस्कृतिक, सामाजिक, राजनीतिक तथा आर्थिक स्थितियों से हमें परिचित कराता आया है। काव्य हो या कहानी, उपन्यास, निबंध, नाटक आदि सभी विधाओं में साहित्य ने सभी क्षेत्रों को प्रभावित किया है। समाज और साहित्य बीच तथा उत्पन्न पाँचे के समान होता है।

मीडिया

सामाजिक जीवन में हरेक व्यक्ति को जानकारी प्राप्त करने का अधिकार है। सामाजिक परिवर्तन के रूप में शिक्षा की अहम भूमिका सर्वविदित सत्य है, शिक्षा मानवीय अभिवृत्तियों में परिवर्तन लाती है तथा समाज के पारंपारिक ढांचे में परिवर्तन लाती है। भाषा द्वारा प्रभावी स्प्रेशन किया जाता है, जानकारी का आदान-प्रदान भी किया जाता है। शिक्षा के स्प्रेशन हेतु तंत्रविज्ञान माध्यमों का स्वरूप बहुत ही उपयुक्त साबित होता है-दूरदर्शन, रेडियो उसी प्रकार चलचित्र (सिनेमा) आदि का योगदान देखा जा सकता है।

मीडिया पर सामाजिक, सांस्कृतिक जीवन का प्रभाव

साहित्य जगत की उत्तम कृतियों को चलचित्र द्वारा दर्शकों के सम्मुख रखा जाता है। साहित्य को बहुत ही अच्छे ढंग से परोसने का कार्य गत वर्षों में किया भी गया जो उल्लेखनीय है-जैसे साहब, दीवी और गुलाम। गुरुदत्त ने इसे बखूबी पेश किया था, सामाजिक तथा पारिवारिक समस्या का जीवंत उदाहरण इस कथा का विषय था। उसी प्रकार भीष्म साहनी द्वारा लिखित तमस, रांगेय राघव द्वारा

लिखित 'कब तक पुरारु', देवकीनंदन खत्री लिखित 'चंद्रकांता', धृतराजनाल वर्मा द्वारा लिखित 'भृगुनयनी'-ऐतिहासिक परिवेश को उजागर करते हैं तथा प्राचीन संस्कृति और रीति-रिवाज, प्रथाएं, परंपराओं से रूबरू कराते यह चलचित्र उरा समय का आदर्श प्रस्तुत करते हैं।

उसी प्रकार उपा प्रियंवदा का 'पचपन खड़े लाल दीवारों' धारावाहिक, 'उझन', 'कल्याणी', 'हम लोग', 'हिंदुस्तान एक खोज', पौराणिक धारावाहिक 'रामायण', 'महाभारत' आदि सभी क्षेत्रों की जानकारी ऐतिहासिक, पौराणिक, धार्मिक तथा सामाजिकता से हमें परिचित कराती है। प्रेमचंद के उपन्यास को धारावाहिक का रूप दिया गया-निर्मला, उसी प्रकार कमलेश्वर के उपन्यास 'काली आंधी' को आंधी फिल्म के द्वारा दर्शकों तक लाया गया। साहित्य के सामाजिक आदर्श तथा राजनीति तथा आर्थिक परिस्थितियों से अवगत किया गया।

मीडिया का दायित्व

साहित्य समाज के कोने-कोने को रोशन करता है इस माध्यम से। साक्षर-निरक्षर सभी लेखक की सविदनाओं से भली-भांति परिचित होते हैं। मीडिया के इस प्रभावी माध्यम द्वारा। उसी प्रकार चलचित्र की कहानी गीत, गजल सभी का गहरा संबंध साहित्य से है, भाषा शैली से है, पात्रों के चरित्रचित्रण, देश काल, वातावरण तथा उद्देश्य से है। साहित्य तथा चलचित्रों का गहरा संबंध समाज से है। लेखक की यथार्थता उसकी काल्पनिकता तथा उसका आदर्श रचनाओं में तीव्रता से उजागर होता है। उसका उसके परिवेश से गहरा संबंध दिखाई देता है जो उसकी रचनाओं में कृतियों में साफ झलकता है। मीडिया को समाज प्रबोधन, जनजागृति, लोक कल्याण करने का महत्वपूर्ण साधन के रूप में देखा जाता है। मीडिया में जनहित के लिए अनिवार्य बातों को ही विशेषता प्रदान करना उसका प्रथम कर्तव्य होना चाहिए। अश्लीलता परोसकर समाज को पतन की ओर ले जानेवाले मनोरंजन को साहित्य नहीं कहा जा सकता। साहित्य जो समाजहित में सहायक हो, दिशादर्शक, पथ प्रदर्शक हो, सदैव जीवित रहे वही समाज को प्रगति के पथ पर आगे बढ़ सकता है। जो आज मीडिया के लिए ऐसी सामग्री परोसना नितांत आवश्यक बन गया है। मीडिया आज समाजकल्याण का सशक्त माध्यम होते हुए भी विज्ञापनों के बोझ तले दबकर कहीं दूर भटकता हुआ सा प्रतीत होता है। या फिर विज्ञापन की दुनिया का उस पर बढ़ता प्रभाव इस भटकाव का कारण है, या फिर अर्थ प्राप्ति का जरिया। मीडिया ने आज एक सामान्य व्यक्ति के लिए उच्चकोटि का मनोरंजन तथा शिक्षा एवं जानकारी का सशक्त माध्यम प्रस्तुत करने का प्रयास अवश्य किया है।

समाजशास्त्र

समाजशास्त्र भी समाज में मनुष्य की स्थिति और गति दोनों

का वस्तुगत अध्ययन करता है। सामाजिक संस्थाओं और सामाजिक प्रक्रियाओं के माध्यम से सामाजिक स्थिरता और गतिशीलता के अध्ययन से समाजशास्त्र का गहरा संबंध है। इस प्रकार साहित्य और समाजशास्त्र एक दूसरे के पूरक हैं। साहित्य का साबका काफी हद तक उन्हीं सामाजिक, आर्थिक और राजनीतिक संरचनाओं से पड़ता है जिनसे समाजशास्त्र का। अंतर इतना ही है कि कलात्मक रचना के रूप में साहित्य केवल वर्णन या वस्तुगत चित्रण, विश्लेषण से आगे बढ़कर सामाजिक जीवन की गहराई में प्रवेश करता है।

साहित्य मनुष्य की चिंता, आशा और आकांक्षाओं को चित्रित करने के कारण, संभवतः सामाजिक शक्तियों के प्रति मानवी प्रतिक्रिया का सबसे अधिक प्रभावी सामाजिक मापक होता है। जैसे प्रेमचंद के पात्र समाज के प्रतिनिधि हैं। एक पात्र या व्यक्ति की समस्त समस्याएं उभर कर नहीं आतीं। अतः प्रेमचंद ने समाज के प्रतिनिधि पात्रों को लिया है। परिवार चित्रण प्राथमिक ईकाई के रूप में होने के कारण सामाजिक चित्रण हुआ है।

जीवन का अनुभव ही मनुष्य का इतिहास है। वह मनुष्य चाहे कलाकार हो या कोई भी हो। साहित्य की समय-सजगता, संघर्ष पराजय, नागरिकों की सर्जना एवं वर्णनों की यथार्थता का कारण वीज भी, व्यक्तित्व की उपर्युक्त विशिष्टता में निहित है। अपने समय के समाज में संवेदनात्मक प्रभावों को ग्रहण करने की मात्रा प्रत्येक मनुष्य या लेखक में एक-सी नहीं होती।

साहित्य के किसी भी विधा का विचार किया जाए उसमें सामाजिकता या सामाजिक समस्याएं निहित हैं। कविता, जंगल, गीत, सभी में समाज की विद्रूपताएं उजागर की गई हैं। प्रेमचंद, नागार्जुन, यशपाल, निराला उसी प्रकार शायरों में भी गालिव, फैंस से लेकर दुष्यंतकुमार तक (साथ में धूप) में हम सामाजिक छवि को देख सकते हैं। फिर सामाजिक विपमता हो, भ्रष्टाचार हो, धर्म या शिक्षा, या न्याय के नाम पर की जाने वाली लूट हो, इसका विवरण हमें देखने का मिलता है।

जीवन विकास की इन जटिलताओं का प्रभाव मनुष्य की व्यक्तित्व और सामूहिक चेतना पर व्यापक रूप से पड़ता है। नए जीवन-विकास की जटिलता ने जब मनुष्य की चेतना को चुनौती देना आरंभ किया तो पहले तो वह अपनी परंपरागत सामाजिक तथा नैतिक मर्यादाओं और आदर्शों के रक्षा-कवच को साफ करने, चमकाने तथा ओढ़ने की ओर प्रवृत्त हुआ और इस प्रवृत्ति से सारे संसार का साहित्य प्रभावित हुआ।

साहित्य निर्मिति में समाज का प्रभाव

साहित्यकार समाज का एक जागरूक नागरिक होता है, जिससे उसका कर्तव्य या दायित्व समाज के प्रति विशेष हो जाता है क्योंकि वह समाज की उपज है। समाज में व्याप्त निराशा, हताशा तथा विवशता आदि को दूर करने का सरल मार्ग साहित्य है। समाज

में नई चेतना, नई उमंग तथा नई आकांक्षाएं जगाने का सशक्त माध्यम है साहित्य। साहित्यकार अपनी लेखनी द्वारा कमाल कर सकता है। व्यक्ति के अंतर चेतना में गहरे उतरकर अवसाद, युंटा और आत्महीनता की ग्रंथियों को खोले या नई चेतना का साहित्य जो बलिदान, त्याग, तपस्या और सामाजिक कल्याण पर खड़ा है साहित्यकार का समाज के प्रति बड़ा दायित्व है। आज के सामाजिक परिवेश को चित्रित करने में ही उसके कर्तव्य की इतिश्री नहीं होती बल्कि वह नए समाज की कल्पना साकार करता है। साहित्य के प्रयोजन के संबंध में राष्ट्रकवि मैथिलीशरण गुप्त के विचार भी दर्शनीय हैं—

केवल मनोरंजन न कवि का कर्म होना चाहिए।

उसमें उचित उपदेश का भी मर्म होना चाहिए।

साहित्य निर्मित करनेवाला व्यक्ति भी सामाजिक प्राणी है वह समाज में ही रहता है। समाज के द्वारा अनेक संस्कार ग्रहण करता है। उसकी दृष्टि सघन, सूक्ष्म होती है। समाज की गतिविधियों का अवलोकन करने की क्षमा उसमें होती है। बुराईयों को दूर करने का यथासंभव प्रयास करता है। इस प्रकार साहित्य व्यक्ति का, व्यक्ति समाज और समाज राष्ट्र का निर्माण करता है। बाबू गुलाबराय के शब्दों में कवि या लेखक अपने समय का प्रतिनिधि होता है, उसको जैसी मानसिक खाद मिलती है वैसी ही उसकी कृति होती है। तो इस प्रकार साहित्यकार समाज द्वारा जो कुछ पाता है साहित्य उसी की अभिव्यक्ति होती है।

तत्व :-

1. साहित्य मानव जीवन के हर्ष-विषाद सुख-दुख के ताने बाने से बुना हुआ एक रचना विधान है, जिसके माध्यम से रचनाकार अपने आपको व्यक्त करता है।
2. साहित्य समाज की चेतना में सांस लेता है।
3. साहित्य और समाज निरंतर एक दूसरे को देखने का प्रयत्न करते दिखाई देते हैं।
4. साहित्य समाज का दर्पण है।
5. मीडिया समाज प्रबोधन का सशक्त माध्यम।
6. मीडिया आधुनिक तंत्रविज्ञान द्वारा संप्रेषण में सक्षम।
7. मीडिया साहित्य, समाज से अत्यधिक प्रभावित होता है।
8. समाजहित में मीडिया उच्चप्रति का कार्य कर सकता है।
9. समाजशास्त्र में सामाजिक तथ्यों एवं समस्याओं का अध्ययन किया जाता है।
10. सामाजिक घटनाओं का ही परिणाम है कि प्रत्येक व्यक्ति इन्हें अपने दृष्टिकोण से देखने और समझने का प्रयास करता है।
11. सामाजिक घटनाओं का प्रत्यक्ष संबंध मानवीय व्यवहारों तथा इसकी क्रिया-प्रणालियों से होता है।

उद्देश्य :-

1. संसार में सदैव ऐसे साहित्य की रचना की गई है जो मानव-जीवन में सुख-शान्ति की भावना का निर्माण करता आया है।
2. समाज की कार्यप्रणाली को बदलने के लिए संसार में अनेक संस्थाएं अपना अमूल्य योगदान देती हैं, जिनमें से साहित्य भी एक प्रभावी संस्था है।
3. साहित्य जीवन को प्रतिबिंबित करता है।
4. साहित्य मनुष्य के सांस्कृतिक विकास का महत्वपूर्ण चरण है।
5. मीडिया द्वारा समाजोपयोगी, जनजागृति पर आधारित संदेश का प्रसारण होता है।
6. शिक्षा के प्रचार-प्रसार के द्वारा राष्ट्रीय विकास पर अधिक बल दिया जाता है।
7. राष्ट्रीय एकता, सूचनाओं का आदान-प्रदान किया जाता है।
8. मीडिया द्वारा साहित्य तथा सामाजिक मूल्यों के विविध आयामों को उद्घाटित किया जा सकता है।
9. समाजशास्त्र द्वारा समाज के विविध पहलुओं पर प्रकाश डाला जा सकता है।
10. समाजशास्त्र मानव समाज, मानवीय संबंधों तथा सहसंबंधों का एक अनेखा ताना-बाना है।
11. इसमें निरक्षरता, अज्ञानता, कुसंस्कार साम्प्रदायिक दंगे-फसाद, जातिवाद एवं प्रजातिवाद के घोर अंधकार से लेकर शिक्षा-दीक्षा और ज्ञान का जगमगाता प्रकाश भी है।
12. जटिलता सामाजिक घटनाओं की प्रकृति की सर्वप्रमुख विशेषता है। इसका प्रत्यक्ष संबंध मानवी व्यवहारों तथा क्रिया प्रणालियों से होता है।

निष्कर्ष :-

1. जीवन की पूर्णता के लिए तथा उसको सुंदर और स्वच्छ, सरस और मधुर बनाने के लिए साहित्य का योगदान सराहनीय माना जाता है।
2. साहित्य हताश व्यक्तियों को अपने कार्यक्षेत्र में अग्रसर होने का मार्ग प्रशस्त करता है।
3. साहित्य का प्रभाव व्यापक होता है, जिससे समाज का कोई कोना बचता नहीं रहता है।
4. साहित्य जीवन को प्रतिबिंबित करता है। साहित्य समाज के लिए उपयोगी माध्यम है।
5. साहित्य का कांतासम्पित मधुर उपदेश बड़ा ही प्रभावोत्पादक होता है।
6. आज मीडिया का प्रभाव ग्रामीण भागों में भी देखा जा रहा है, जहां मीडिया द्वारा पारिवारिक, सामाजिक, आर्थिक तथा

राजनीतिक क्रांति का परिचय मिलता है।

7. मीडिया समाज की ज्वलंत समस्याओं को उजागर कर दर्शकों के सम्मुख रखता है तथा दर्शकों से संवाद कर हल निकालने का भरसक प्रयत्न करता दिखाई देता है।
8. मीडिया सारे विश्व का अध्ययन करने में सहायक साबित हुआ है जैसे अन्य देशों की सांस्कृतिक परंपरा, राजनीतिक गतिविधियां, साहित्यिक गतिविधियां, मनोरंजन, रीति-रिवाज में मीडिया प्रभाव उत्पन्न करता है।
9. मीडिया समाज के विविध पहलुओं का मनोरंजन के द्वारा स्पर्श करता है।
10. साहित्य तथा समाज के बीच मीडिया एक सेतु का कार्य करता प्रतीत होता है।
11. समाजशास्त्र सामाजिक प्राणी अर्थात् व्यक्ति की अनुभूतियों का तथा विविध सामाजिक घटनाओं का केंद्र है।
12. समाजशास्त्र व्यक्तिमूह विशिष्ट संस्कृति तथा विचारों के आदान-प्रदान का मुख्य बिंदु है।
13. समाज के बिना मनुष्य अधूरा और साहित्य समाज और मनुष्य के बिना अधूरा है।

संदर्भ सूची :

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be controlled. More often than not, it becomes easier to identify the critical acceleration points and ensures robust security.

Mechanisms. Knowing that no system is 100% secure, the attacker chooses various vectors to delicately cause security gap. Therefore, in order To prevent these and similar incidents arose the need to conduct standardized testing security. Recognizing this fact in practice, a new branch of computer security developed, which is called penetration testing. In order to protect company data, companies often take measures to guarantee the availability, confidentiality and integrity of data or to ensure access for authorized persons only. These measures include security concepts, authorization concepts and firewall systems. However, establishing these kinds of security systems is no guarantee that the legal requirements are met. Rather, the system's compliance with the legal requirements and Requirements must be checked for each individual case. Penetration tests are a suitable means of verifying the effectiveness of such measures in certain areas. There are a variety of reasons for performing a penetration test. One of the main reasons is to find vulnerabilities and fix them before an attacker does. Sometimes, the IT department is aware of reported vulnerabilities but they need an outside expert to officially report them so that management will approve the resources necessary to fix them. Having a second set of tastes check out a critical computer system is a good security practice. Testing a new system before it goes on-line is also a good idea. Another reason for a penetration test is to give the IT department at the goaland target of company a chance to respond to an attack. The Payment Card Industry (PCI) Data Security Standard, and other recent security approvals and regulations, require outdoor security testing.

Objective:

The main objective of penetration testing is to determine security weaknesses. A pen test

can also be used to test an organization's security policy compliance, its employees security alertness and the organization's ability to identify and respond to security instance Penetration tests are sometimes called whitehat attacks because in a pen test, the good types are attempting to break in. Pen test strategies include:

Targeted testing

Targeted testing is performed by the organization's IT team and the penetration testing team working together. It's sometimes mentioned to as a "lights-turned-on" method because everybody can see the test being approved.

External testing

This type of pen test targets a company's externally observable servers or devices with domain name servers (DNS), e-mail servers, Web servers or firewalls. The objective and detached is to find out if an outside attacker can get in and how extreme they can get in once they've increased access.

Internal testing

This test simulators an inside attack behind the firewall by an authorized user with standard access freedoms. This kind of test is useful for assessing how much damage a resentful employee could cause.

Blind testing

A blind test strategy simulates the actions and measures of a real attacker by rigorously limiting the information given to the person or team that's performing the test before. Typically, they may only be given the name of the company. Because this type of test can require a large amount of time for inspection, it can be exclusive.

Methodology:

This section provides the needed information about how the penetration testing was directed. What steps have been followed to collect the information, evaluate them, the risk markorganization used to calculate the risk

for each piece of vulnerability and it may also contain the tools that the pen-tester used for each stage. If a tester has no methodology to use in his test, then that might result to imperfect testing. Time consuming, Waste of effort, Ineffective testing. Methodology is a "map" using which you will reach your final destination (end of test) and without a procedure the testers might get "lost". This section provides the needed information about how the penetration testing was directed. What steps have been followed to collect the information, investigate them, the risk rating methodology used to calculate the risk for each piece of vulnerability and it may also contain the tools that the pen-tester used for each stage.

Review:

In November 2009 the Department of Treasury and Finance (DTF) published the whole of Victorian Government (WoVG) data security characteristic on penetration testing, SEC/STD/031. This averagedefines the condition for annual report penetration testing of all clearlyopposite applications and organization, as well as business-assessed delicate internal systems. It requires all internal budget departments and activities to makeanswer to DTF:

by May 2010 (now 30 June 2010) drawing the initial effort plan for penetration testing; and

Yearly on the effects of penetration testing (1 November).

Ensuing departmental penetration testing programs of work should be involved in the overall departmental program of work in the reaction to the Information Security Management Framework SEC/STD/012.

Conclusion:

Penetration test is a composite activity made by security authoritiesdirected to learn vulnerabilities of a system, going from a computer network of a company to new software arranged to be released. The effect of such a

test is examined and then countermeasures are taken to cover any likelyfault. There usually exist two types of penetration tests; white box tests in which system application is known to the tester and expected results derivate from a strongbest of an input, while a black box test is directed only meaningful a source like an IP address of a host secret the network.

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Mobile phones: the next frontier for hackers?

Prof. Nida N. Ansari
YEWS National Senior College

Abstract:

Nowadays, mobile phones are an important part of our everyday lives. Smart phones are becoming a vehicle to provide an efficient and convenient way to access, find and share information; Moreover, smartphones are even more vulnerable than personal computers because more people are using smartphones to do personal tasks. Therefore, smartphones may now represent an ideal target for malware writers. Unfortunately, the convenience of using smartphones to do personal task is the loophole cyber attackers need to gain access to personal data however, the availability of this information has caused an increase in cyber-attacks.

Keywords: Smart phones, Mobile hacking, Data security, phishing, Honeypot, Internet.

Introduction:

Mobile devices are more than just phones; they are a lifeline to the outdoor world, entertainment platform, GPS system, a little black book and a shopping and banking tool. What is not well known is that these devices are also gateways. Mobile devices can be used by a hacker as an access point into many other aspects of your digital life as well the lives of others in your network, making mobile security about more than just protecting your phone. Since mobile phones are used key to your digital identity, hackers can use your mobile device as a way to get to other devices. A recent common hacking method works by forwarding the network traffic sent by the control server to

another host in the network, which could be any other device inside a corporate network if the mobile device is connected to an internal Wi-Fi. Essentially, if you fall victim to this, you are exposing attackers to your entire digital life as well as that of anyone connected to your network. Mobile connectivity options have also increased. After standard GSM connections, mobile phones now have 3G, 4G, LAN and WLAN connectivity. Most of us, if not all of us, carry mobile phones for communication purpose. Several mobile banking services are also now available to take gain from the improving capabilities of mobile devices. Today, mobile phones if configured are able to receive information on account balances in the form of SMS messages to using WAP and Java together with GPRS to allow fund transfers between accounts, stock trading, and confirmation of direct payments via the phones micro browser. Installing both vendor-specific and third party applications allow mobile phones to provide these expanded new services other than communication. However, today most security concerns on the rise are areas such as banks, governmental applications, health care industry, military organization, educational organizations, etc. Government organizations are setting standards, passing laws and forcing organizations and agencies to comply with these standards with non-compliance being met with wide-ranging consequences. There are several issues when it comes to security concerns in these numerous and varying industries with one common weak link being passwords.

Objectives:

- 1) To study the concept of hacking philosophy in mobile phones.
- 2) To study various concept of hacking related to smartphones.
- 3) To study the importance of providing security of personal data in Mobile.
- 4) To create awareness against Mobile phones getting hacked.

Methodology:

The study is mainly based on the importance of developing a national security policy created for mobile devices in order to protect sensitive, personal Data.

1) What Is Mobile Security?

Mobile security is the protection of portable devices such as, smartphones, tablets or laptops. In this context the focus will be on smart phones, which are the widely owned compared to the other two. Regardless of the operating system of the device, threats are made against them are increasing which affect users and organizations security. Threats could be malware, unauthorized access, device theft etc. These increases in cyber-attacks, with the increased selling of portable devices make the mobile security very important and very vulnerable as well.

2) Mobile Security Vulnerability:

Mobile devices are considered venerable especially now more than ever for various reasons. First, Mobile device are used for daily social media interaction and for associated business tasks. Second their portability, which allow the user to connect to various networks in or outside safe or secured network parameters mostly all the time. Third the increase of usage of third party apps and malicious software are one of the most common ways to attack a mobile device.

Threats and security Risks for mobile devices:**a) Insecure Data Storage:**

As we mentioned before, having mobile phone as a way to communicate and run daily tasks lead users to save sensitive and personal information in it. Such information could be a target to get to the users. This information could include user names, Passwords, Authentication information, location services data, personal data.

b) Weak server side control In third party applications:

This is the responsibility of app developers. Each application should have

security standards to prevent unauthorized access to the server or the application database. Furthermore to prevent leakage on user information about usage of such applications.

c) Weak Transport layer protection:

This lack of protection could expose Information to be viewed while transmission which threatens the security of such connection.

d) Client side Injection:

This kind of act of the users device could be an SQL injection. The code for such apps is saved on the users device which could be altered or controlled from within to expose other or the same application and out them in danger.

e) Poor authorization and authentication:

The lack of two factor authentication means that the users account could be easily corrupted and hacked. While the use of proper authentication will help to identify unauthorized code users, or software to be recognized and blocked.

f) Phishing:

Phishing is a method that exploits people's sympathy in the form of aid-seeking emails; the e-mail act as bait. These e-mails usually request their readers to visit a link that seemingly links to some charitable organization's website; but in truth links the readers to a website that will install a Trojan program into the reader's computer. Therefore, users should not forward unauthenticated charity mails, or click on unfamiliar links in an e-mail.

g) Sensitive information could be leaked and revealed to be exposed or misused:

That will leads straight to no.1 threat, which is insecure data storage. We have to note that sensitive information is not only personal information, but it could also be strategic organizational information that could cause huge loses. Especially with the growing trend of outsourcing data to the cloud.

h) Password protection is unavailable:

Some devices do not have tight password security software. Furthermore some user do not use password locks on their devices

or apps. Even when users do enable password protection, they do not use sophisticated or hard to predict passwords. It could also be written, seen, stolen or eavesdropped. As a result, a hacker could easily guess or make assumption about it.

i) Unauthorized modification Jail breaking or rooting:

Doing so, will change the role of the application and give it an administrative right for editing and modifying the system. That means it was granted a permission to deal with the applications as they come and go. With application authentication edited and altered, attackers can easily attack a device by playing with the rooting application. For example, for iOS apps, jail breaking makes apple devices remotely controllable, which is widely open door for attackers.

Malware attacks:

Malware and malicious software could do a severe harm to mobile devices. Start from SMS text messages spam, spam ads, fake phone calls, on the user cost calls and transactions, fraud transaction to controlling the whole device or shut it down. Malware are dangerous and could do harm that could result to be:

(a) Denial of service attacks:

When the network becomes unavailable for the devices and users, because of the malicious attack this is called as Denial of service attack.

(b) Unauthorized access:

When the malware grant permission to unauthorized users to log in a network and have access to it's resources.

(c) Masquerade:

When malicious software acts as permitted software in a network or a device. In other words, Put a mask to act and look like it's the authentic application behaving. The malicious software steals the identity of the other agent and act like it. Example of that is spam messaging that could look like its from a certain retailer with its retailer name, but

originally it was originated by the malware.

(d) Eavesdropping:

Eavesdropping happens when theres an intersection in a secret or encrypted communication between two sources. It is easily done by mobile phones because they are not only watched through communication, but that extends to the history of each and every action or task the device performs.

(e) Alteration:

In the "NIST report of Mobile Agent security", the authors explain alteration as modification that is made to the code of the software or the application. They stated "When an agent arrives at an agent platform it is exposing its code, state, and data to the platform. Since an agent may visit several platforms under various security domains throughout its lifetime, mechanisms must be in place to ensure the integrity of the agent's code, state, and data.

Solutions to enhance mobile security:

For organizations, they can increase mobile security by unifying the architecture of the network system. They can unify wireless network, wired network and (VPNs) into one centralized. Highly secure encrypted infrastructure. That will help monitor the network more closely, who in and who out. It will also help them detect threat faster than if it was decentralized. For individual use, a user can obtain a higher security by following the next tips:

Users should use password protection to unlock the device, change password frequently, and should avoid using common used passwords. Moreover, users should install anti malware, Antispam and on device personal firewall to minimize the device vulnerability. Moreover, installing such software will help fight against SMS/MMS communications attacks. Phones should have locked back up, and should be backed and restores remotely and regularly. Also, there should be monitoring tools that a user could take advantage off, to monitor the

device activity for any leakage & inappropriate use of information. The device speed, its functionality, and the speed of network connections could be signs of malware if it happened suddenly. All in all, mobile devices provided convenience, and increased productivity in today's industries. They are a big exposure to information that could not be easily exposed otherwise. With care and cautiousness, all above threats could be prevented, managed, or at least minimized. With the increase advantages of using third party application, users review is always a good way to check the application authenticity.

Increase your network security: Deploy a honeypot

Deploying a honeypot system on your internal network is a proactive measure that enables you to immediately detect an intruder before any data is damaged or stolen. One way to see and do those things is to deploy a honeypot. Its a system on your network that acts as a decoy and lures potential hackers like bears get lured to honey. Honeypots do not contain any live data or information, but they can contain false information. Also, a honeypot should prevent the intruder from accessing protected areas of your network.

Conclusion:

The users limited awareness and subsequent unsafe behavior may be the most threatening vulnerabilities for mobile devices. It is critical to understand that a mobile device is no longer just a phone and cannot be treated as such. Unlike the previous generation of mobile phones that were at worst susceptible to local Bluetooth hijacking, modern Internet-tethered mobile devices are susceptible to being probed, identified, and surreptitiously exploited by hackers from anywhere on the Internet. Many mitigation techniques for mobile devices are similar to those for PCs. US-CERT recommends the following best practices to help protect mobile devices:

Maintain up-to-date software, including

operating systems and applications; Install anti-virus software as it becomes available and maintain up-to-date signatures and engines; Enable the personal identification number (PIN) or password to access the mobile device, if available; Encrypt personal and sensitive data, when possible; Disable features not currently in use such as Bluetooth, infrared, or Wi-Fi; Set Bluetooth-enabled devices to non-discoverable to render them invisible to unauthenticated devices; Use caution when opening email and text message attachments and clicking links; Avoid opening files, clicking links, or calling numbers contained in unsolicited email or text messages; Avoid joining unknown Wi-Fi networks; Delete all information stored in a device prior to discarding it; and Maintain situational awareness of threats affecting mobile devices. Anti-virus software exists for some mobile devices, which is one component of a layered defense. However, it can only assist in protecting against known threats. Users need to understand the threats and proactively take steps to avoid them.

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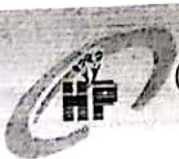
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GOOGLE HACKING

Asst. Prof. Anagha Kisanrao Jadhav.
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Abstract:

In order to give students hand-on experiences with Internet and World Wide Web security issues, here Google hacking search exercises in a non-majors computer science general education course. One of the important roles for computer science faculty in higher education is to provide high quality general education courses. There are at least two major challenges that impact the computer science general education course. First, most students are required to take the course and aren't highly motivated to learn (i.e. students are only in the class because they have to take the course to graduate). Second, the background and experience of the students in these classes will vary wildly. Though we readily acknowledge these significant challenges, it is important that we use the opportunity while teaching our computer science general education courses to have as much of a positive impact on non-cs majors as possible.

Keywords: Google hacking, AirDroid, Ethical hacking.

Introduction:

An important concept to present to non-majors is Internet security. A useful way to present this concept is by engaging students in actual computer based exercises. In order to be successful these exercises should engage the student's interest, be non-trivial, and presented at such a level so that we can reasonably expect students will be able to complete the exercise. The authors of this paper propose that security exercises that use Google hacking techniques

fit these criteria and we advocate the use of these exercises in the computer science general education classroom.

As part of the Internet and American Life Project, Pew released the results of a survey on search engine use in March of 2012. The results of the survey show that the Google search engine was the preferred search engine for 83% of the people surveyed. This is a significant increase from the 47% who indicated that the Google search engine was their preferred search engine in 2004. Given this survey and our anecdotal experience, we are confident that most general education students are not only familiar with the Google search engine but it is their primary choice for finding information on the World Wide Web. Google hacking exercises have been used in graduate level course on web security. The students at Southern Connecticut State University found the Google hacking exercises to be challenging and useful. While we don't propose using the full range of activities that was used for a graduate level course, we do feel that the use of these techniques in the graduate level course on web security points to the non-trivial nature of these exercises. A nice thing about Google hacking is that it is set of tools and techniques. One does not have to use all the techniques in order to demonstrate some of the security concerns with the Internet. So, Google hacking exercises can be modified to fit the background and experience level of a particular set of students.

Google hacking:



Google uses automated "spiders" or Google bots to search the World Wide Web and find documents to add to its index. When a user uses the Google search engine, the user is

actually searching Google's index. In order to make the index effective, Google makes a copy of each page that it finds and places it in the Google cache. In fact, in each search result the user has the option of viewing the cached version of the file as opposed to being redirected to the source URL. Google hacking involves the creation of specially constructed Google searches in order to filter through large amounts of search results to find information that should be protected but is not. Even if a site has removed the information from their site or made it inaccessible (i.e. via password protection), the sensitive information is often still accessible through the Google cache. Thus, Google hacking techniques can be used to find security problems on the Internet. The main force behind Google hacking is Johnny Long. Johnny Long earns a living as a penetration tester and is a self-described "white hat" hacker. He is the originator of the Google Hacking Database (GHDB). The GHDB is a collection of Google search queries that have been known to locate sensitive data on the World Wide Web. The list has been around for quite some time. In fact, many of the older entries no longer work due to changes by Google or by page owners fixing the security problems over time. However, a large number of Google hacks are very viable. We will give examples of a few of these that are suitable for use in the general education classroom.

Open directories:

Web servers are often misconfigured to allow a listing of directory contents if a default web page (e.g. index.html) is not present. By using the Google search operator "intitle" with the search string "index of", a student can use the Google search engine to find unprotected directories. The Google search operator "intitle" restricts the search to only the titles of pages. The string "index of" is a common name for directories. For example, a recent Google search using the string "intitle:index.of"parent directory" returned a listing of more than

80,000,000 sites. Most of these sites are open unprotected directories.

Finding confidential information:

One of the powerful techniques of Google hacking is to combine search operator with known phrases that tend to give access to confidential information. For example, a Google search using the string "intitle:index.of"parent directory "confidential" returned a listing of more than 88,000 directories that were labeled "confidential". There are two more Google search operators that can be used to assist in this search of information labeled confidential. The "file type" operator restricts a Google search to specific file type. In addition to pure HTML files, the Google search engine is able to search for text in more than a dozen different file types. The "site" operator restricts a Google search to a specific URL domain.

Illegal copies of mp3 files:

An important aspect of a general education computer science class is a robust discussion of computer ethics. By using Google search techniques, you can easily demonstrate the widespread availability of copyrighted material available via the World Wide Web. For example, a Google search using the string "intitle:index.of"parent directory mp3" returned 2,000,000 results that were directories that contained mp3 files. A quick examination of the results from the first page confirmed that these were audio files of copyrighted material (e.g. the second result listed linked to a site with over 100 songs by the Beatles).

Locating unprotected cameras:

This last example of a Google hack is very likely to generate a lot of student interest. The "inurl" Google search operator is used to restrict the Google search to strings that are in the URL. If you know the typical names for webcams, it is possible to use Google search to find cameras on the web, some that allow you to control direction and focus. For example, a Google search using the string "inurl:/view/

view.shtmlaxis -unprotected FOCUS" returned a results page with many accessible webcams. While many of the webcams are public and intended to be seen, a few of the sites showed interior and security purpose cameras. Again, the Google hacking techniques are useful to demonstrate security issues on the World Wide Web in an interactive way.

Google hacking apps(Ethical):

AirDroid:

AirDroid is an app exclusive to android which enables you to connect your device to your pc through a wireless network. Working in quite the same way as plugging into your pc via USB cable, AirDroid has some nifty features that can be useful one way or another such as easy file transfers and sending SMS.

AirDroid is an app that's available for android, mac, pc and on the web that lets you transfer your data, like photos, music and more, wirelessly. You just install the app on your android device, install the desktop client on your mac or pc (visit AirDroid on web, sign in on both devices, and away you go).

It's not limited to file transfer either; you can also use AirDroid to send SMS (text messages), make and take calls, and receive app notifications right on your Mac or PC so that you can stay productive. There has been much debate during AirDroid's lifetime as to just how secure it really is. For a while, no, it wasn't safe. Mobile security company Zimperium found vulnerabilities in its security, which would allow hackers to hijack the connection between your phone and computer if you were on the same Wi-Fi network.

That being said, AirDroid took that to heart and created a patch to close up those holes, change communication channels to https, and upgrade encryption. So, is AirDroid safe now? Yes, it's as safe as any other device-to-device connection over the internet. It's always a good habit to encrypt as much data as you can and make sure you're on a secure network

before transferring sensitive content. So just like with any other service, use caution and be smart about it.

Conclusion:

In this topic "Google Hacking" I will describe the some properties of ethical hacking through Google apps. Google hacking app provides access your data from your pc. Google search engine use all over the world is providing the internet for collecting data and surfing. That's why it's necessary to secure the Google and its very safe and secure Google.

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STRESS MANAGEMENT

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Abstract:

Stress has become significant due to dynamic social factor and changing needs of life styles. Stress is man's adaptive reaction to an outward situation which would lead to physical, mental and behavioral changes. Even though stress kills brain cells, not all stresses are destructive in nature. Appropriate amount of stress can actually trigger passion for work, tap latent abilities and even ignite inspirations. The paper deals with the concept related with the stress management it covers the stress background, types of stress, stress terminology, sources of stress, suggestion to rectify stress.

Keywords: Stress, Stress Management, Sources of Stress, Tips to minimize stress

Introduction:

In today's world, the degree of stress increased owing to urbanization, globalization that results into cut-throat competition. Stress is inescapable part of modern life, work place is becoming a volatile stress factory for most employees and it is rightly called as the Age of anxiety. Stress is the emotional and physical strain caused by our response to pressure from the outside world. Common stress reactions include tension, irritability, inability to concentrate, and a variety of physical symptoms that include headache and a fast heartbeat. Stress is a condition or feeling experienced when a person perceives that demands exceed the personal and social resources the individual is able to mobilize.

Research Methodology:

For this research paper various articles written and published in various magazines, books, Indian journals of economics etc. and a number of websites are also accessed to gather information for the study. Secondary data method is used for this research paper.

Objectives of Research Paper:

- To study the concept of stress management.
- To study the sources of stress management.
- To study how to remove the stress.

Definition:

What is stress?

"Stress is the body's nonspecific response to a demand placed on it" -Hans Selye.

"Stress as a condition or feeling experienced when a person perceives that —demands exceed the personal and social resources the individual is able to mobilize " -Richard S. Lazarus

"Nervous tension that results from internal conflicts from a wide range of external situations."
-D' Souza

"One useful definition of stress is "Stress is a demand made upon the adaptive capacities of the mind and body."
-David, F. (1989)

Stress Terminology:

A stressor is any event or situation that is perceived by an individual as a threat causing the individual to either adapt or initiate the stress response. Therefore, a stressor is a stimulus and stress is a response. Stressor is the cause and stress is the effect. The effects of stress upon a person are cumulative and can cause serious harm if experienced over a long time.

Dr. Selye Hans (1979b) was the first to study the effects of stress. He suggested that stress had four basic variations;

Good Stress – Eustress

Bad Stress – Distress

Overstress – Hyperstress

Understress – Hypostress

1. Good Stress – Eustress:

It is the positive, desirable stress that keeps life interesting and helps to motivate and inspire people. Eustress involves successfully managing stress even if the individual is dealing with a negative stressor. It implies that a certain amount of stress is useful, beneficial and even good for health. There is increased energy, high motivation, shared perceptions and the performance improves quantitatively as well as qualitatively. Moderate doses of eustress help to improve an individual's performance.

2. Bad Stress- Distress:

Distress refers to the negative effects of stress that drains an individual out of his energy and goes beyond his capacities to cope. This is a situation of "high stress" distress showing a drastic negative change in performance. The possibility of role overload may force the individual to commit errors, make him indecisive and cause irritation in him at the slightest pretext. There may be a case of „no stress" distress also. Role underutilization creating boredom, decreased motivation, absenteeism and apathy are all signs of „no stress" distress. It is undesirable negative stress.

3. Over Stress – Hyperstress:

It means too much stress. It can lead to physical and emotional breakdown. Work overload can be a common source of over stress.

Under Stress – Hypostress:

Under stress refers to too little stress leading to boredom, lethargy and frustration. Work under load and no work at all may lead to hypostress in some situations.

Sources of Stress:

Sources of stress come from a variety of areas such as families' friends and the work environment inclusive of the person himself/herself. Stress can emanate from a combination of these sources. Pestonjee (1992) has identified three important sectors of life from which stress may originate namely job and organization, social sector and intra psychic sector.

Sources of stress can also be categorized differently. Brown (1984) has listed five categories as follows:

1. Customary anticipated life events (any major change in life) for example marriage, divorce, children leaving home, retirement etc.
2. Unexpected life events (any major life event which occurs suddenly) for example, major accident, sudden loss of job, terminal illness etc.
3. Progressive, accumulating situational events: (any continuously recurring problems in life's activities) like daily hassles, job and family stress, school stress etc.
4. Personality glitches: (any personal traits that create social problems) such as poor communication, self-esteem, insecurity, lack of confidence, poor decision making and fear of failure.
5. Value dependent traits: (circumstances generating thought, feeling and conflict) for instance revolutions, broken homes, moral dilemmas, peer pressure etc.

Top 10 stressors are:

Lack of Control:

Less control employees have over their situations, the greater their stress. Solicit and consider employee suggestions, comments and input.

Lack of Communication:

Try communicating early and often, making sure you listen as often as you deliver news or observations.

No Appreciation:

When is the last time you praised an employee for a job well done? Say —Thank you more often. Put it in writing for even greater impact. Corporate wellness is a good investment, with a strong return on investment.

No Feedback, good or bad:

Don't wait until the annual review to let employees know how they're doing. They wonder every day.

Career and Job ambiguity:

Uncertainty about opportunity within the company or job security can lead to a feeling of loss of control. Keep employees clear about performance goals, room for advancement and how your organization is doing.

Unclear Policies and no Sense of Direction:

Clearly communicate policies and company goals, and alert top management if employees need further clarity.

Mistrust, Unfairness and Office Politics:

It's important to treat everyone the same — and perfectly appropriate to reprimand someone who is negative about other employees. Backbiting keeps everyone on edge.

Pervasive Uncertainty:

This results from inadequately explained or unannounced changes. Meet with people individually to review changes. Follow those meetings with a written memo so everyone can review the facts after emotions have died down.

Random Interruptions:

Telephone calls, e-mails, walk-ins and supervisor demands can keep employees from completing the work at hand. Consider time management training to help people prioritize and delegate.

The Treadmill syndrome:

Having too much or too little to do results in self-defeating behavior that can lead to high stress. Make sure work is evenly divided, and hire additional help where needed.

Tips for Stress-less:

Breathe Easily:

"Breathing from your diaphragm oxygenates your blood, which helps you relax almost instantly," says Robert Cooper, Ph.D., the San Francisco coauthor of *The Power of 5* (Rodale Press, 1996), a book of five-second and five-minute health tips. Shallow chest breathing, by contrast, can cause your heart to beat faster and your muscles to tense up, exacerbating feelings of stress. To breathe deeply, begin by putting your hand on your abdomen just below the navel. Inhale slowly through your nose and watch your hand move out as your belly expands. Hold the breath for a few seconds, then exhale slowly. Repeat several times.

Warm Up:

Try this tip from David Sobel, M.D., in San Jose, CA, author of *The Healthy Mind, Healthy Body Handbook* (I S H K Book Service, 1997): Rub your hands together vigorously until they feel warm. Then cup them over your closed eyes for five seconds while you breathe deeply. The warmth and darkness are comforting.

Visualize calm:

According to Gerald Epstein the following routine: Close your eyes, take three long, slow breaths, and spend a few seconds picturing a relaxing scene, such as walking in a meadow, kneeling by a brook, or lying on the beach. Focus on the details—the sights, the sounds, the smells.

Do Some Math:

Using a scale of one to 10, with one being the equivalent of a minor hassle and 10 being a true catastrophe, assign a number to whatever it is that's making you feel anxious. "You'll find that most

problems we encounter rate somewhere in the two to five range—in other words, they're really not such a big deal," says Dr. Elkin.

Stop Gritting Your Teeth:

Stress tends to settle in certain parts of our bodies, the jaw being one of them. When things get hectic, try this tip from Dr. Cooper: Place your index fingertips on your jaw joints, just in front of your ears; clench your teeth and inhale deeply. Hold the breath for a moment, and as you exhale say, "Ah-h-h-h," then unclench your teeth. Repeat a few times.

Compose a Mantra:

Devise an affirmation — a short, clear, positive statement that focuses on your coping abilities. "Affirmations are a good way to silence the self-critical voice we all carry with us that only adds to our stress," Dr. Elkin says. The next time you feel as if your life is one disaster after another, repeat 10 times, "I feel calm. I can handle this."

Be a Fighter:

"At the first sign of stress, you often hear people complain, 'What did I do to deserve this?'" says Dr. Cooper. The trouble is, feeling like a victim only increases feelings of stress and helplessness. Instead, focus on being proactive. If your flight gets canceled, don't wallow in self-pity. Find another one. If your office is too hot or too cold, don't suffer in silence. Call the building manager and ask what can be done to make things more comfortable.

Say Cheese:

Smiling is a two-way mechanism. We do it when we're relaxed and happy, but doing it can also make us feel relaxed and happy. "Smiling transmits nerve impulses from the facial muscles to the limbic system, a key emotional center in the brain, tilting the neurochemical balance toward calm," Dr. Cooper explains. Go ahead and grin. Don't you feel better already?

Count to 10:

Before you say or do something you'll regret, step away from the stressor and collect yourself, advises Dr. Cooper. You can also look away for a moment or put the caller on hold. Use your time-out to take a few deep breaths, stretch, or recite an affirmation.

Just Say No:

Trying to do everything is a one-way ticket to serious stress. Be clear about your limits, and stop trying to please everyone all the time.

Munch Some Snacks:

Foods that are high in carbohydrates stimulate the release of serotonin, feel-good brain chemicals that help induce calm, says Dr. Cooper. Crackers, pretzels, or a bagel should do the trick.

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वैजापूर जि. औदुंगाबाद.

एक दिवसीय राष्ट्रीय चर्चासत्र

“भारतीय समाज : प्रश्न, समस्या आणि परिवर्तन”

(आंतरविद्याशाखीय)

२७ फेब्रुवारी २०१७

मुख्य संपादक

प्राचार्य डॉ. भीमराव वाघचौरे

उपप्राचार्य प्रा. सुनिल के. स्क्रोतकर

संपादक मंडळ

डॉ. दिलीपकुमार डी. सालवे

प्रा. विकास आर. झाकडे

प्रा. विष्णू पी. मिंगारदेव

मराठी भाग - १



अजिंठा प्रकाशन

अनुक्रमणिका मराठी भाग - १

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७	२१व्या शतकातील वेश्या व्यवसाय या सामाजिक समस्येचा अभ्यास श्री. दिलीप मोतीगिर गिरी	२१-२५
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९	स्त्री भ्रुणहत्या एक सामाजिक समस्या प्रा. डॉ. संजय बी. वाकळे	३१-३३
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स्त्री घरकामगार (मोलकरीण) : एक अभ्यास

श्रीमती जाधव रेखा शिवाजीराव

संशोधक विद्यार्थी, एस. एम. बी. एस. टी. कॉलेज, संगमनेर, जि. अहमदनगर.

सारांश :

पूर्वी स्त्रिया पारंपारिक पद्धतीने शेतीवर कष्ट करीत होत्या. मजूर म्हणून राबत होत्या. त्याचप्रमाणे आजही औद्योगिक क्षेत्रात, सरकारी, निमसरकारी कार्यालयाबरोबरच घरगुती कामात देखील तिचा सहभाग असतो. यामध्ये घरगुती धुणी भांडीचे (मोलकरीणीचे) काम करणाऱ्या स्त्रिया या प्रामुख्याने अशिक्षित आहेत. कनिष्ठ वर्गातील आहे. बहुसंख्य स्त्रिया विवाहीत आहेत. कामाच्या ठिकाणी तिला सवलतीबद्दल ज्ञान नाही. अशी ही घरकाम करणारी मोलकरीण म्हणजे नक्की कोण ? तिची कामे काय ? ही कामे करण्याची वेळ तिच्यावर का आली ? काम करतांना तिला कोणत्या समस्यांना तोंड द्यावे लागते याचा अभ्यास करणे महत्वाचे आहे.

प्रस्तावना :

पाऊस असो की उन्, शिमगा असो की खिसमस असो की इंद प्रत्येक उच्चवर्गीय, मध्यम वर्गीय यांच्याकडे येणारे ३ श्रमिक आहेत. ते म्हणजे वृत्तपत्र टाकणारे, दूध टाकणारे व घरकाम करणाऱ्या महिला ज्यांना मोलकरीण म्हणतात.

जास्त पाऊस झाला तर रेल्वेसुद्धावर पाणी साचते. त्यामुळे रेल्वेला सुटी मिळते. शाळा, ऑफीसला सुटी दिली जाते पण घरकाम करणाऱ्या मोलकरीणी वर्षाचे ३६५ दिवस कामावर आल्या पाहिजे अशी अपेक्षा असते. आणि त्याही स्वतःच्या पांटासाठी विनासुट्टी विनाखंड आपल्या घराकडे दुर्लक्ष करून दुसऱ्याच्या घराची घडी वर्सावण्यासाठी व नियमितपणे चालवण्याची जबाबदारी वर्षानुवर्षे अतिशय कष्टाने पेलताना दिसतात.

व्याख्या :

घरकामगार :

- १) "घरकामगार म्हणजे जी व्यक्ती घरकाम हे रोजगाराच्या नात्याने करते".
- २) झाडलांट करणे, भांडी धासणे, कपडे धुणे, स्वयंपाक करणे अशा प्रकारच्या इतर घरकाम करणाऱ्या कामगारांना घरकामगार म्हणतात. घरकामगारांसाठी मोलकरीण हा शब्द देखील प्रचलित आहे.

मोलकरीण :

- १) "लोकांच्या घरी मोलाने काम करणारी स्त्री म्हणजे मोलकरीण". म्हणजेच धुणी भांडी, झाडलांट व तत्सम कामे करून केलेल्या कामाचा मोबदला पैसे रूपात अथवा वस्तू रूपात घेणारी स्त्री मोलकरीण म्हणवली जाते.

संशोधन पद्धती

सदर माहिती मिळविण्यासाठी संशोधकाने दुय्यम साधन सामुग्रीचा वापर केलेला आहे. त्यामुळे संदर्भ पुस्तके, विशेषांक, मासिके यांचा वापर करून माहिती मिळविली आहे.

मोलकरीणींना घरकामे करतांना विविध प्रकारची कामे करावी लागतात. ती पुढीलप्रमाणे.

घरकामात समाविष्ट होणारी कामे.

- १) भांडी धासणे, धासलेली भांडी आवरून व्यवस्थितपणे मांडणीवर (शेलफवर) ठेवणे.
- २) धुणी धुणे, वाळलेल्या कपड्यांच्या घड्या घालणे.

- ३) झाडूपोछा म्हणजे झाडलोट, जमीन, फरशी पुरण.
- ४) अंगणात सडा-सारवण टाकणे.
- ५) दाईचे किंवा आयांचे काम म्हणजे लहान मुलांना व गृहदांना सांभाळणे.
- ६) मुलांना हाताला धरून शाळेत व शाळेतून घरी पोहचविणे.
- ७) भाजीपाला व किराणा सामान बाजारातून आणणे.
- ८) बागेत किंवा झाडांना पाणी देणे.
- ९) दळण निवडणे व चक्कीवरून दळण दळून आणणे.
- १०) धोब्याकडून कपडे आणणे.
- ११) स्वतः कपड्यांना इस्त्री करणे.
- १२) कपाट आवरणे.
- १३) घरातील जाळी, जळमट काढणे, पंखे पुरणे इ.
- १४) घरातील फर्निचर, टेबल, गुर्या, सोफामेट स्वच्छ पुरणे इ.
- १५) मार्लाकणीच्या घरातील कुत्री, मांजरी इ. मारख्या पालीव प्राण्यांची निगा राखणे त्यांचे मलमूत्र काढणे इ.
- १६) नायता, चहा फळा पांढऱ्या किंवा पूर्ण स्वयंपाक करणे.
- १७) जेवणाचे टेबल लावणे.
- १८) जेवण वाढणे.
- १९) फोन घेणे व निरोप ठेवून घेणे.
- २०) आल्या-गेल्याला दार/गेट उघडणे व बंद करणे.
- २१) पाहुण्यांची सरबराई म्हणजे त्यांच्या सामानाच्या बॅगा उचलणे व पाहिले त्या ठिकाणी ठेवणे.
- २२) पाहुण्यांना चहापाणी, नाश्ता, सरबत बनवून देणे.
- २३) आजोबा, आजी हयांची सेवासुश्रूषा करणे.
- २४) कचरा फेकणे.
- २५) मोटार व अन्य वाहने धुणे, पुरणे.
- २६) सुपारी, भमाले, चटण्या, आल्या डाळी वाटून देणे, फळांचा रस काढून देणे, भाजी चिरून देणे.
- २७) गालीचे, जाजम, पडदे इ. कोव्हेस विलनरने साफ करणे किंवा झटकून साफ करणे.
- २८) उन्हाळ्यात कुत्रेमध्ये पाणी भरणे.
- २९) पिण्याचे पाणी भरून ठेवणे.
- ३०) फ्रिज स्वच्छ ठेवणे.
- ३१) जोडे, चापलांना पोलीश करणे इ.

अशा प्रकारे मॉलकरणीना विविध प्रकारची कामे करावी लागतात. याचा कधीही विचार केला जात नाही. कारण कुठल्याही चांगल्या कामावल्या नवज्याची व संपन्न कुटुंबातील स्त्री दुसऱ्याच्या घरी धुणी-भांडी व झाडू फरशांची आणि इतर कामे करणार नाही. जिच्या घरी अठराविंश दारिद्र्य आहे, नगरा दारुडा व वेक्टर आहे, नवज्याने फारकत घेतलेली आहे किंवा विधवा, हातावर पोटा भरणाऱ्या कुटुंबातील स्त्री तसेच अती सामान्य कुटुंबातील स्त्रांचे फक्त हे काम करू शकते. नवज्याचा या महिलांना परगती दिसल्याही तोंड द्यावे लागते. त्यांना त्रास देणारे कुटुंबातील

व्यक्ती व सर्वांत महत्त्वाचा घटक म्हणजे तिचा पतीच असतो. म्हणजेच या मोलकरणींना मृदुवागा व कामाच्या ठिकाणी मालकिणींना अशा दोन्ही बाजूंनी जाच सहन करावा लागतो. हे जमी म्हणून की वाजय मोलकरणींना मिळणारे घेतन व मोलकरणीचे श्रम यात अत्यंत गुंतागुंतीचा संबंध आहे. अशा प्रकारच्या अनेक समस्यांना तोंड देत मोलकरीण स्त्री आपल्या रांसारचा गाडा ओढत असते.

घरकाम करणाऱ्या मोलकरणींच्या प्रमुख समस्या :

१) गरीबी, अज्ञान, दारिद्र्य

घरकाम करणारी मोलकरीण, गरिबी, अज्ञान व दारिद्र्य यांची अभद्र युती असल्यामुळे त्यांना असंख्य अडचणींना तोंड द्यावे लागते. कमी शिक्षणामुळे किंवा अशिक्षितपणामुळे अज्ञानात भर पडते. उत्पन्न कमी त्यामुळे गरीबी व दारिद्र्यात जीवन जगावे लागते.

२) विषमतेची सामाजिक मानसिकता

समाजात गरिबी विषमता मोठ्या प्रमाणात आढळते. गरीबांना पोट्यापुरते मिळाले, रहावयास झोपडी मिळाली तरी पुरे त्यांच्या मुलांना शिक्षणाची, उच्च शिक्षणाची काय गरज आहे ? ते शिकले तर कष्टाची कामे कोणी करावची ? अशी उच्च उत्पन्न गटातील समाजाची विचारसरणी असते. बुद्धीमत्ता, कोशाल्य इ. नैसर्गिकरित्या समान असतात. फक्त त्या गुणांचा विकास करण्याने समाजाचा सुद्धा विकास होतो हे मान्य केले जात नाही.

३) अविश्वास

मोलकरीण आणि नोकर यांच्यावर विश्वास ठेवण्याची मालक आणि घरमालकीणीची दानतच उरलेली नाही ही मोठी समस्या आहे. घरकामगार मोलकरीण, घरगड्यांनी आपलेगणाने आपल्या घरची कामे करवी अशी मालकिणीची इच्छा असते. पण होच मालकीण मात्र मोलकरणीवर पाळन ठेवून असते. ती चोरी करेल, लयाडी करेल, काम भांगले करणार नाही म्हणजे ज्या माणसावर आपला मुळातच विश्वास नाही त्यांना विश्वास नोंकरासारखे वागावे अशी अपेक्षा करणे भुकीचे आहे. ज्या संबंधाची व कामाची सुरुवात अविश्वासानून होणे तिथे आपुलकीचे आणि विश्वासाचे वातावरण कसे निर्माण होईल हे विचार करण्यासारखे आहे.

४) संरक्षण

घरकाम करणाऱ्या मोलकरणींना कुटुंबाही प्रकारच्या कायद्याचे संरक्षण नसणे ही महत्त्वपूर्ण समस्या आहे. कारण त्यांना कोणी वालीच नाही. म्हणून प्रसंगी घरकाम करणाऱ्या मोलकरणींना पुरुष घरमालकाच्या वासनेला गळी पडावे लागते. एक स्त्री ही दुसऱ्या स्त्रीचे दुःख जाणते. हे फक्त म्हणण्यापुरतेच असते. याची प्रगती या घरकाम करणाऱ्या मोलकरणींना आल्याशिवाय राहत नाही. मालकिनीचे जगप्रसिद्ध तिरकस शब्दातील टोमणे खाली मान घालून ऐकण्याशिवाय दुसरा पर्याय नसतो/ऐकावे लागतात.

५) आजार

भांडी घासण्यासाठी, कपडे धुण्यासाठी वापरण्यात येणाऱ्या साबण, पावडरी या केमिकल्सयुक्त असल्याने त्यांना त्वचेचे आजार होतात. हातपायांना भेगा पडतात. सतत पाण्यात काम केल्याने चिखल्या होतात. त्याकरिता हातमोजे, भलमपट्टीची सांय उपलब्ध करून दिली जात नाही. बालविचार, कंबर, डोळे, डोकेंदुखी या आजारांकडे दुर्लक्ष केले जाते.

६) कामाची व स्थळांची विविधता

घरकाम करणाऱ्या मोलकरणींच्या कामाची परिस्थिती अत्यंत प्रतिकूल, दयनीय आणि अनाकलनीय तसेच वैविध्यपूर्ण आहे. हयांचा मालक घरपरतचे बदलतो. जेवढ्या घरी कामे करावची तेवढे घरमालक बदलतात. कामाचे ठिकाणेही बदलतात. पत्न्यंक मालक-मालकीनीच्या मानसिकतेवर या घरकाम करणाऱ्या मोलकरणींची परिस्थिती अवलंबून असते. मालकिणीच्या गरजेनुसार कामाची विविधता असते. कामाचे तारा, घेतन, कामाचे स्वरूप, भत्ते हयाबाबत कोणतेही नियम नाहीत.

७) नैराश्याचे जीवन

बहुतांश घरकाम करणाऱ्या मोलकरणी, दलित, आदिवासी, मागासवर्गीय असून त्यात परित्यक्ता, घटस्फोटिता, विधवा यांचे प्रमाण जास्त असते. तसेच कमी शिक्षण आणि व्यसनी नगर ह्यामुळे त्यांच्यात कमालीचे नैराश्य आलेले असते. मात्र त्या त्यांच्या मुलावाळांच्या व कुटुंबियांच्या भविष्यासाठी जागरूक आहेत. शिक्षणाचे महत्त्व त्यांना पटते. पण शिक्षणानंतर पुढे काय करावे ? याबाबत मार्गदर्शन कुठे मिळते ह्याची माहिती नाही.

८) कर्ज

घरकाम करणाऱ्या मोलकरणीवर वेगवेगळ्या कारणासाठी कर्ज काढण्याची वेळ येते. बऱ्याच मोलकरणी हात ठसणे कर्जाऊ पैसे घेण्याचे व उभारीवर विराणा घेण्याच्या प्रसंगामुळे त्या नेहमी कर्जवाजारी असतात. त्यांना बँकेत खाते काढण्यासाठी अनेक अडचणी येतात. त्यामुळे बँकेचे कर्ज मिळत नाही आता स्वयं सहाय्य बचत गटाची मदत काही प्रमाणात घेण्यास सुरुवात केली आहे.

- ९) र्म्याच्या व पुत्रांच्या येतनात भेदभाव कंता जातो.
- १०) काम करूनही खाऱ्या अधिकार मात्र नसतो. स्वतंत्र निर्णयक्षमताही नसते.
- ११) घरातही व घराबाहेरही काम करणे लागणे. यावरून परंपरागत दृष्टीकोनात बदल झालेला नाही.
- १२) पुत्रांच्या वेगवेगळ्या घराबाहेर काम करणाऱ्या स्त्रियांकडे घरातील मंडळी व समाजदेखील संशयी वृत्ती घेतात.
- १३) तिला अजूनही अवला समजून स्त्री दक्षिण दाखविले जाते.
- १४) घरातील कामे आटोपून कामावर वेळेवर उपस्थित राहण्यासाठी जिला तडफडामुळे तिच्या आंगण्यावर परिणाम होतो.
- १५) कामावर येण्यावर मुलांकडे लक्ष देण्यासाठी कुर्णाही नसल्यामुळे मनाची घालणेल होते. आणि मुले विषडण्याची स्थिती त्यांना असल्या करते.
- १६) कामावरून परतण्यास उशीर झाल्यास संशयात दृष्टीकोनातून पाहिले जाते.

समारोप :

थोडक्यात कोणतेही काम मग नं मोलकरणीचे असो किंवा घरकामगार किंवा घरगडी त्यांना त्यांचे काम परिस्थितीमुळे करावे लागते. पोटाची खळगी भरण्यासाठी दुसरा मार्ग नसल्याने त्यांना हा कार्यान्ंद करावा लागतो. आपण नेहमी मोलकरणीने काम चांगले व आपलेपणाने करावे अशी अपेक्षा करतो. पण त्याचवेळी मलक वगं (मालकीण) मात्र चुकीचा वागत असतो. मालकीणाने तिच्याशी आपलेपणाने वागले, विश्वास दाखवला तर तुम्हालाही तिच्यासारखे उत्तर मिळेल. म्हणून मोलकरणी विषयीचे गैरसमज, पूर्वाग्रह दूर होणे महत्वाचे आहे. असे झाले तर नक्की मोलकरणीविषयी सनाजान आस्था निर्माण होऊन त्यांना आदर प्राप्त होईल यात तिष्ठभाव शक्य नाही.

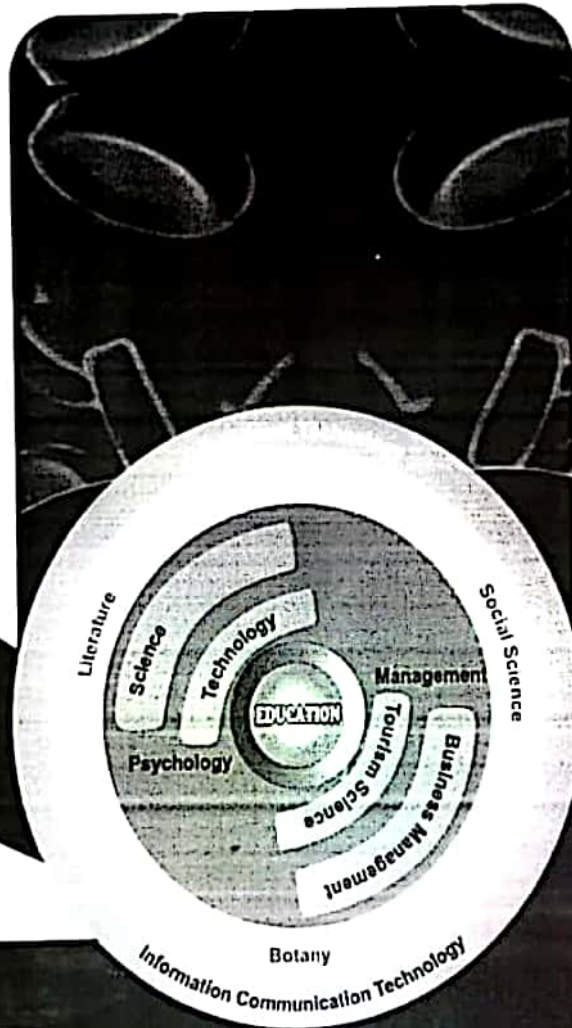
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डा. डॉ. आर. के. दातीर , विनायक तुकाराम खातळे (115-117)

- High education among women folk creates a domino effect on their families and society as they promote gender equality and girl education.
- Qualified women are more equipped to take better care of their family's medical, educational and social requirement. Brimming with confidence, these ladies are capable to boost moral of other women folk in their vicinity. Moreover, higher education enables a person to handle crises situations better and more tactfully.
- Educated women better understand banking, credit, policies, importance of saving and budgeting etc. hence, they indirectly contribute towards raising the functional level of economy. Due to their educational level, such ladies generally do not fall prey to ponzi schemes and financial frauds.
- Importance of smaller families is best understood by highly educated women, which helps great deal in controlling the population explosion in our country. Smaller families results in better care of the younger generation which finally results in the better crop of human resources paving the way towards country's overall development.
- **Conclusion :-** In the present times, when India is considered as one of the fastest growing economy and largest provider of human resource capital to the world. We need to develop our human resources. And when we talk about human resources, we need to consider men and women equally and there is an urgent requirement to concentrate more on the development of women power which is subject to exploitation and dominance by men folk since ages. In view of the benefits of higher education is one of the basic per condition of women empowerment.

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नाशिक महानगरपालिका क्षेत्रातील घरकाम करणाऱ्या मोलकरणींचा आर्थिक व सामाजिक अभ्यास
 प्रा. डॉ. पी. व्ही. कदम^१, श्रीमती जाधव रेखा शिवाजीराव^२

^१ सहाय्यक प्राध्यापक, अर्थशास्त्र विभाग प्रमुख, सहकार महर्षी भाऊसाहेब संतुजी थोरात महाविद्यालय, संगमनेर
^२ संशोधक विद्यार्थीनी, पदवुत्तर अर्थशास्त्र संशोधन केंद्र, सहकार महर्षी भाऊसाहेब संतुजी थोरात महाविद्यालय, संगमनेर

प्रस्तावना :

आपल्या देशातच नव्हे तर संपूर्ण जगातच स्त्रीयांना पुरुषांपेक्षा कनिष्ठ दर्जा दिला आहे. भारतीय समाजात स्त्रीयांच्या थोरलीचे गुणगान केले जाते. परंतु त्या स्त्रीयांना पुढे शुद्ध म्हणून लेखले जाते. न स्त्री स्वातंत्र्य अर्हती असा उल्लेख स्त्रीयांच्या संदर्भात करण्यात आला होना. स्त्रीचे स्वातंत्र्य नाकारण्यात आले होते. सर्व क्षेत्रात पुरुषांची मक्तेदारी होती. स्त्रीचे अग्निव पक्कन चूल आणि मूल व रांग आणि उगटी वाढा एवढ्याच पुरते असून स्त्री उपभोगाची नसू आहे असे मानण्यात आले होते. त्यामुळे वर्षानुवर्षे स्त्रीयांचे शोषण करण्यात आले.

परंतु आधुनिक काळातील थोर विचारवंतांच्या प्रयत्नांमुळे विवाहा शतकाच्या उताऱ्यात तिला अनेक क्षेत्रात स्वातंत्र्य मिळाले. पुरुषांच्या तुलनेत आपण कुठल्याच बाबतीत कमी नसून चार पाऊले पुरुषांच्या पुढे आहोत हे ती वेळोवेळी आपल्या कर्तृत्वाने सिद्ध करू लागली आहे. प्रत्येक क्षेत्रात ती आपल्या कांशल्याने, बुद्धीने, शिक्षणाने, चिकाटीने, धर्माने, अनुशासनाने, सहनशीलतेने सतत पुढे पुढे मार्गक्रमण करत आहे याचे उत्तम उदा. म्हणजे स्वर्गीय इंदिरा गांधी या भारताच्या पहिल्या पंतप्रधान होत्या. भारताच्या पहिल्या महिला राष्ट्रपती प्रतिभाताई पाटील, पहिल्या महिला परराष्ट्रमंत्री पद्मी असलेल्या सुषमा स्वराज व आज अनेक क्षेत्रात पुरुषांच्या खांद्याला खांदा लावून एवढेच नव्हे तर पुरुषांपेक्षा काकणभर पुढे म्हटले तरी वावगे ठरणार नाही अशा अनेक क्षेत्रातल्या अनेक महिला उदा. सुनीता विल्यम्स, इंद्रा नुई इ. असे असूनही भारतासारख्या विकसनशील देशात अशिक्षितपणा, लाट्टय, बेकारी, अस्वच्छता, सवस आहाराची कमतरता, अज्ञान, पर्यावरण, प्रदूषण हे प्रश्न आजही गनिच्च नसून दिसतात.

पश्चिमात्य आधुनिकीकरण, उद्योगधंद्यांना वाव हे सर्व विकासाचे घटक असताना देखील त्या सर्वांचा परिणाम स्त्री जीवनावर अशापरी पूर्णपणे झालेला दिसत नाही, त्यामुळे स्त्रीयांच्या संदर्भातले अनेक प्रश्न निर्माण झाले आहे. महिलांव-बालिकांवर होणारे अत्याचार विशेषतः बलात्कार, स्त्री भ्रूण हत्या, स्त्रीयांचा व्यापार, लैंगिक पिळवणूक, गर्भ लिंग परीक्षांचा प्रश्न, कौटुंबिक हिंसाचार, हुंडावळी, परित्यक्ता स्त्रीयांचे प्रश्न, देवदाम्नी, जाहिगतीतील महिलांचे अंगप्रदर्शन व घरकाम करणारी मोलकरीण इत्यादी समस्या प्रामुख्याने दिसून येतात.

भारतात आजही स्त्री शिक्षणाचे प्रमाण कमी आहे. च-याचशा स्त्रीया अजूनही अशिक्षित आहे. वाढत्या महागाईच्या काळात कुटुंबात एकट्या कर्त्या पुरुषाला संपूर्ण कुटुंबाच्या गरजा भागविणे कठीण झाले आहे व

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त्यामुळे ही झळ स्वीता सोसानी लागते. अशिक्षनपणामुळे योग्य गोजगार मिळणे कठीण होते त्यामुळे घरगुती काम करून पैसा मिळवता लागतो. मोलकरणीचे काम त्यांना करावे लागते.

पैशाच्या मोबदल्यात घरातील सर्व कामे करणारी स्त्री म्हणजे मोलकरीण होय. मोलकरीण महिलेला भांडी धासणे, फरशी पुसणे, झाडलोट करणे, स्वयंपाक करणे अशी ३६ प्रकारची लहान मोठी शारीरिक कष्टाची कामे करानी लागतात. त्याचा मोबदला तिला पैशाच्या रूपात मिळतो परंतु तोही तुटपुंज्या स्वरूपात त्यातही घरातील असंख्य अडचणी, नवग व्यसनाभिन झालेला, मुलांना चांगले शिक्षण मिळावे यासाठी तिची धडपड चाललेली असते, असंख्य अडचणींना तोंड देत विनाखंड मोलकरणीचे काम करतच असते. गाव, खेडे असो वा शहर घरकाम करणा-या मोलकरणीच्या समस्या अतिशय विकट अशा आहे. या घरकाम करणा-या मोलकरणीच्या समस्या अतिशय विकट अशा आहे. या घरकाम करणा-या मोलकरणीची व्याप्ती देशभर आहे. सर्वेनुसार अंदाजे १.५ दशलक्ष पेक्षा जास्त घरकाम करणा-या मोलकरणीची संख्या आहे. परंतु या संशोधनासाठी नाशिक महानगरपालिका क्षेत्रातील घरकाम करणा-या मोलकरणीची निवड करण्यात आली आहे.

संशोधनाचे महत्त्व : नाशिक महानगरपालिका क्षेत्रातील घरकाम करणा-या मोलकरणीचा आर्थिक व सामाजिक अभ्यास हा विषय घरकाम करणा-या मोलकरणीच्या सद्यःस्थितीवर प्रकाश टाकण्याच्या दृष्टीकोनातून निवडलेला असल्यामुळे तो खालील वाचनात महत्त्वाचा ठरतो.

१. घरकाम करणा-या मोलकरणीच्या आर्थिक व सामाजिक अभ्यासावर अतिशय कमी संशोधने झाल्याने मोलकरणीच्या समस्यांवर प्रकाश टाकणारे हे संशोधन महत्त्वाचे ठरणार आहे.
२. या संशोधनामुळे नाशिक महानगरपालिका क्षेत्रातील घरकाम करणा-या मोलकरणीच्या आर्थिक व सामाजिक समस्यांची माहिती प्राप्त होईल. घरकाम करणा-या मोलकरणीची एकूण शैक्षणिक पातळी जाणून घेण्यासाठी या संशोधनाची मदत होणार आहे.
३. घरकाम करणा-या मोलकरणीच्या आरोग्य, वेतन, सुरक्षितता, शिक्षण विषयक त्रुटीच्या सुधारणेसाठी उपयुक्त ठरेल व या संशोधनातून राष्ट्राला घरकाम करणा-या मोलकरणीच्या कल्याणासाठी योग्य धोरण ठरविता येईल.
४. हे संशोधन घरकाम करणा-या मोलकरणी व मालकीण महिलांच्या संबंधाबाबत माहिती जाणून घेण्यासाठी उपयुक्त असं प्रतिपादन देऊ शकेल.

संशोधनाची उद्दिष्टे

ज्या प्रमाणे समुद्रातील नावाडयाला दिशा दाखविण्याचे काम होकायंत्र करते व त्यानुसार नावाडी आपल्या नावेला दिशा देतो अगदी त्याच पद्धतीने अध्ययन कर्त्याला देखील आपल्या संशोधनाला योग्य दिशा देण्यासाठी काही उद्दिष्टे डोळ्यासमोर ठेवावे लागतात. नाशिक महानगरपालिका क्षेत्रातील घरकाम करणा-या मोलकरणीचा आर्थिक व सामाजिक अभ्यास करीत असतांना खालील उद्दिष्टे विचारात घेतली आहेत.

- १) घरकाम करणा-या मोलकरणीच्या वैयक्तिक व काँट्रॅक्ट पार्श्वभूमीचा अभ्यास करणे.
- २) घरकामगार म्हणून घरकाम करणा-या मोलकरणीच्या आर्थिक व सामाजिक समस्यांचा अभ्यास करणे.
- ३) मालकीण व घरकाम करणा-या मोलकरणीच्या संबंधाचा अभ्यास करणे.

४) सामाजिक परिवर्तनामुळे घटकाम करणाऱ्या मोलकरणीच्या दर्जा गुमिनेल झालेल्या बदलांचा आढावा घेणे.
संशोधनाची गृहितके :

कोणत्याही शाखेतील संशोधनाचे महत्त्व उलगडण्याचे कार्य तथ्य संकलनाद्वारे केले जाते. परंतु अभ्ययनातील समस्यांचे निव्वलन करताना अडचणी येत असतील तर अशा वेळी गृहितकांचा अवलंब केला जातो. गृहितके म्हणजे जर तऱ्या प्रश्नातून मिळालेली उत्तरे होय. गृहीतकांमुळे संशोधनाच्या कार्याला दिशा मिळते परंतु ते अनुभव प्रामाण्य असावे लागते म्हणून त्याला संशोधनाचे बूड म्हटले आहे.

नाशिक महानगरपालिका क्षेत्रातील घटकाम करणाऱ्या मोलकरणीचा आर्थिक व सामाजिक अभ्यास या संशोधनपर अध्ययनामध्ये पुढील गृहीतके तपासून पहावयाची आहेत.

- १) घटकाम करणाऱ्या मोलकरणीची आर्थिक व सामाजिक परिस्थिती सर्वसाधारण आहे.
- २) घटकाम करणाऱ्या मोलकरणीमध्ये अशिक्षितपणाचे प्रमाण बरेच जास्त असल्याने त्यांच्यावर रूढी, परंपरांचा अधिक प्रभाव झालेला दिसून येतो.
- ३) घटकाम करणाऱ्या मोलकरणीच्या कुटुंबात व्यसनाधीनतेचे प्रमाण जास्त आहे.
- ४) सरकार घटकाम करणाऱ्या मोलकरणीच्या योजनांच्या वावरीत उदासीन आहे.

तथ्य संकलन :

प्रस्तुत संशोधन प्राप्त तथ्यांच्या आधारे सखोल अध्ययनावर आधारित असेल. तथ्य संकलनासाठी प्राथमिक आणि दुय्यम सामग्रीचा वापर केला जाणार आहे.

- १) प्राथमिक सामग्री : प्राथमिक तथ्य संकलनासाठी नमुना लाभार्थीकडून पूर्व नियोजित प्रश्नावलीच्या आधारे माहिती गोळा केली जाते. त्यासाठी नाशिक महानगरपालिका क्षेत्रातील एकूण ६ विभागातील १० टक्के [प्रत्येक विभागानून] अध्ययन केले जाईल.
- २) दुय्यम सामग्री : दुय्यम माहिती संकलनासाठी विविध संशोधन अहवाल, पुस्तके, विशेषांक, मासिके, लेख यांचा वापर केला जाईल.

नमुना निवडीचा आकृतिबंध :

एकूण ६१६ [१० टक्के] इतका नमुना संशोधनासाठी प्रस्तावित आहे.

अ.क्र.	विभाग	घटकाम करणाऱ्या मोलकरणीची संख्या	नमुना निवड टक्केवारी	नमुना निवड केलेल्या मोलकरणीची संख्या
१	नाशिक पूर्व	१६८०	१०	१६८
२	नाशिक पश्चिम	२००	१०	२०
३	मिडवा	१६२०	१०	१६२
४	पंचवटी	१७५०	१०	१७५
५	सातपूर	२७०	१०	२७
६	नाशिक रोड	६४०	१०	६४
	एकूण	६१६०	१०	६१६

आधार : नाशिक कामगार आयुक्तालय २०१४-२०१५

संशोधन विषयाची व्याप्ती आणि मर्यादा :

- १) नाशिक महानगरपालिका क्षेत्रातील घटकाम करणाऱ्या मोलकरणीचा आर्थिक व सामाजिक अभ्यास हा फक्त नाशिक महानगरपालिकेपुरताच मर्यादित आहे.
- २) या संशोधनामध्ये २००४-२००५ ते २०१४-२०१५ या १० वर्षांचा कालावधी विचारात घेतला आहे.
- ३) प्रस्तुत संशोधनामध्ये निर्धारित कालखंडातील घटकाम करणाऱ्या मोलकरणीचा आर्थिक व सामाजिक अभ्यास केला जाणार आहे व त्या आधारेच संभाव्य निष्कर्ष काढले जातील.

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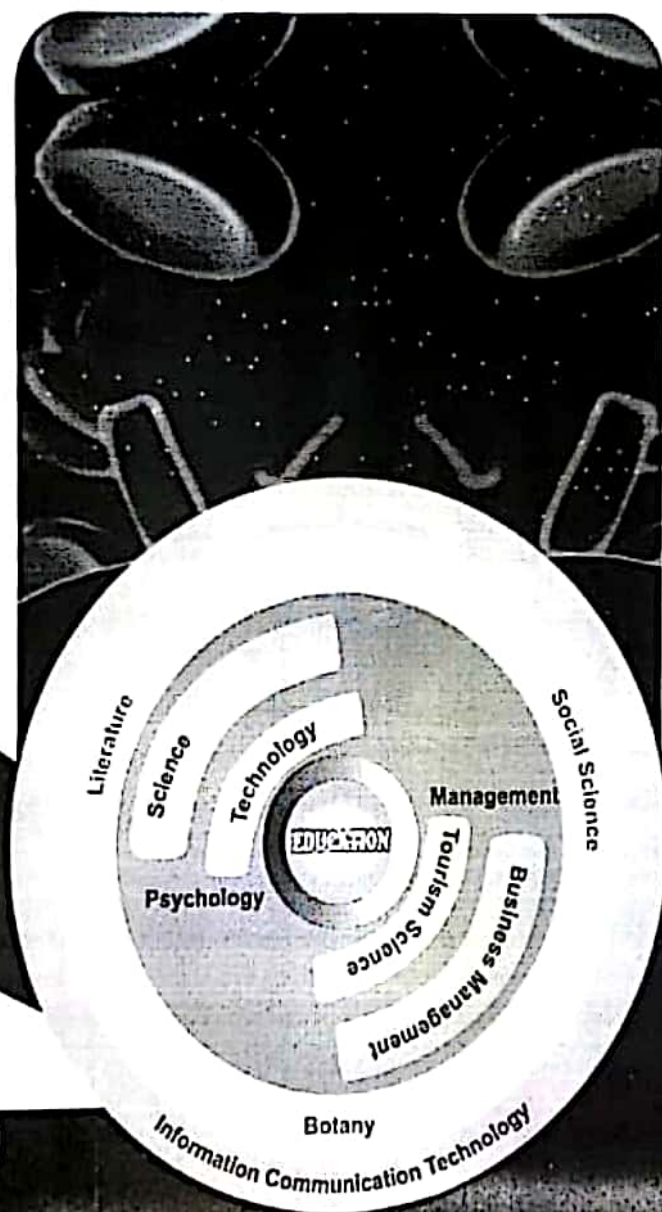
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AGRICULTURE SECTOR: PROBLEMS AND SOLUTIONS**Dr. Rekha S. Jadhav***Assistant Professor, National Senior college, Nashik***INTRODUCTION**

Agriculture has always been the backbone of the Indian economy and despite concerted industrialisation in the last six decades, agriculture still occupies a place of pride. It provides employments to around 60% of the total work force in the country and contributes only about 14% to the overall GDP. Its impact is felt in the manufacturing as well as the service sector as the rural population has become a significant consumer of goods and services in the last couple of decades.

Objectives of The Research Paper:

- 1) To study The Problems of agriculture sector.
- 2) To study The Solutions of agriculture sector.

Research Methodology : The present study paper is purely based on the secondary data which is collected from Periodicals, Reference books, Websites etc.

Problems Faced By The Agriculture Sector:

Agriculture Still a Gamble in the Monsoons: Despite almost six decades of the planning, agriculture in India has continued to be a gamble in the monsoons: while western Rajasthan and a part of Thar desert have a very uncertain rainfall of 4 to 5 inches a year, Cherapunji in Assam has an annual rainfall of 450 inches, while considerable areas face drought conditions in a particular year, some areas encounter the fury of floods, some areas face the problems of waterlogging and salinity.

Heavy Pressure Of Population: The Indian agriculture is characterised by heavy pressure of population. About 70 per cent of the total population of the country is directly or indirectly dependent on agriculture. At present, the per capita agricultural land is only about 0.10 hectare as against 0.30 hectare in 1951. The world average of per head availability of agricultural land is about 4.5 hectares. The fast growth of population, industrialization and urbanization are putting enormous pressure on arable land.

Irrigation: Although India is the second largest irrigated country of the world after China, only one-third of the cropped area is under irrigation. Irrigation is the most important agricultural input in a tropical monsoon country like India where rainfall is uncertain, unreliable and erratic. India cannot achieve sustained progress in agriculture unless and until more than half of the cropped area is brought under assured irrigation. This is testified by the success story of agricultural progress in Punjab, Haryana and western part of Uttar Pradesh where over half of the cropped area is under irrigation. Large tracts still await irrigation to boost the agricultural output. However, care must be taken to safeguard against ill effects of over irrigation especially in areas irrigated by canals. Large tracts in Punjab and Haryana have been rendered useless (areas affected by salinity, alkalinity and water-logging), due to faulty irrigation. In the Indira Gandhi Canal command area also intensive irrigation has led to sharp rise in sub-soil water level, leading to water-logging, soil salinity and alkalinity.

Declined in Investment in Agriculture We have generally been given to understand that government investment was significant in boosting growth in agriculture. Besides, the role of the government was not only to raise investment but also to induce private investment in agriculture.

Table 1: Gross Investment in Agriculture (Rs. Crores) (at 1980-81 prices)

Year	Public	Private	Total	Share % Public	Share % Private
1960-61	590	1,080	1,670	35	65
1970-71	790	1,970	2,760	29	71
1980-81	1,800	2,840	4,640	39	61
1990-91	4,400	10,440	14,840	30	70
1999-00	6,670	41,480	50,150	17	83
2004-05	23,039	86,967	1,10,006	20	80
2008-09	20,572	1,06,555	1,27,127	18	82

2009-10	22,693	1,10,169	1,33,162	18	82
2010-11	19,854	1,12,880	1,32,734	15	85
2011-12	21,184	1,35,988	1,57,172	14	86
2012-13	23,886	1,38,197	1,62,083	15	85

(Source: Economic Survey 2012-13, Agricultural Statistics at a Glance-2013, Central Statistical Organization)
The worrying aspect is that private investment in agriculture is almost completely concentrated in the northern regions particularly Punjab, Haryana and Western Uttar Pradesh and almost completely absent in the other parts of the country.

Limited use of New Agricultural Technology: Indian agricultural productivity is very less compare to world standard due to use of absolute farming technology coupled with this, lack of understanding of the need for sustainability in the poor farming community has made thing worse. Since 1961 the emphasis shifted to use of seeds fertilizers-water technology, know as the new agricultural strategy. But the new strategy succeeded only wheat and to a small extent in rice. Other food and non-food crops did not show perceptible improvement in production. Dry land cultivation was not touched at all by the new agricultural strategy.

Failure of the Land Reforms : Till the middle of the 1970 the government hoped to implement land reforms, specially tenancy legislation and ceiling on land holdings. The Government failed to implement the land reform measures and there was very little of land redistribution in favour of marginal farmers and landless labourers or protection of tenants from exploitation or from eviction. The bitter conflict between land lords and the landless in Bihar, Andhrapradesh and other states-the rapid expansion of the naxalite movements-is in the result of the failure to implement land reforms.

Unbalanced Agricultural Development: Bulk of the increase in output, particularly food grains had been concentrated in a few progressive regions which were already enjoying high levels of consumption of foodgrains. Many region had continued to be a poor and backward, indicating the necessity for the balanced growth of a agriculture as between different regions. Indian agriculture display another type of imbalance in the form of disparities growth between food grains and non-food grains and between different food grains part of these inter crop disparities in growth also reflected regional imbalance.

Usuries Capital and Rural Indebtedness: During the pre-independence period, moneylenders and mahajans ruled the roost as there was no other credit agency worth the same name. Taking advantage of there position, these people exploited the farmers in a number of ways. The small and marginal farmers continue to depends on money lender for fulfilling there credit requirements to a large extent and thus become victims of exploitation by the latter. The phrase "Once in debt, always in debt" expresses the condition these graphically.

Agriculture is unorganized activity today: Indian agriculture is largely an unorganized sector. No systematic institutional and organizational planning is involved in cultivation, irrigation, harvesting etc. Institutional finances are not adequately available and minimum purchase price fixed by the government do not reach the poorest farmer.

Middlemen and economic exploitation of farmers: Exploitation by the middlemen is the reason put forth for not getting the best price for the produce of the agriculturists. The government should promote the plan called "ulavar santhai" (Farmers Market), where the farmers can directly sell their products at reasonable price to the consumers.

Government program do not reach small farmers: Government has implemented agricultural debt, waiver and debt relief scheme in 2008 to benefit over 36 million farmers. Direct agricultural loan to stressed farmers under so called Kisan Credit Card e were also covered under this scheme. However, most of the subsidies and welfare schemes announced by the Central and State governments do not reach the poor farmers. On the contrary, only big land lords are benefited by those schemes.

Real estate mafia: We can see even fertile land best suited for agricultural purpose being sold to real estate people, who prepare plots and give attractive advertisements to sell at exorbitant price. There is need to implement strict measures to prevent land grabbing.

Inadequate storage facilities: Storage facilities in the rural areas are either totally absent or grossly inadequate. Under such conditions the farmers are compelled to sell their produce immediately after the harvest at the prevailing market prices which are bound to be low. Such distress sale deprives the farmers of their legitimate income. The Parse Committee estimated the post-harvest losses at 9.3 per cent of which nearly 6.6 per cent occurred due to poor storage conditions alone. Scientific storage is, therefore, very essential to avoid losses and to benefit the farmers and the consumers alike.

Agricultural Marketing: Agricultural marketing still continues to be in a bad shape in rural India. In the absence of sound marketing facilities, the farmers have to depend upon local traders and middlemen for the disposal of their

farm produce which is sold at throw-away price. In most cases, these farmers are forced, under socio-economic conditions, to carry on distress sale of their produce. In most of small villages, the farmers sell their produce to the money lender from whom they usually borrow money. According to an estimate 85 per cent of wheat and 75 per cent of oil seeds in Uttar Pradesh, 90 per cent of Jute in West Bengal, 70 per cent of oilseeds and 35 per cent of cotton in Punjab is sold by farmers in the village itself. Such a situation arises due to the inability of the poor farmers to wait for long after harvesting their crops.

Inadequate transport: One of the main handicaps with Indian agriculture is the lack of cheap and efficient means of transportation. Even at present there are lakhs of villages which are not well connected with main roads or with market centres. Most roads in the rural areas are Kutchha (bullock-cart roads) and become useless in the rainy season. Under these circumstances the farmers cannot carry their produce to the main market and are forced to sell it in the local market at low price. Linking each village by metalled road is a gigantic task and it needs huge sums of money to complete this task.

Solutions:-Special agricultural zone: Just like industrial zone, there is an urgent need to establish special agricultural zones, where only farming and agriculture related activity should be allowed.

Multiple crops: Cultivation of multi crops such as coconut, turmeric, pine apple, banana, apple, papaya, ginger will yield profitable results to the farmers.

Need to modernize agriculture: By introducing farm techniques which guarantee a definite success, an increase in youth participation on agricultural fields is economically possible. This can be attained only by implementing new technologies. Research efforts should continue for the production of crops with higher yield potential and better resistance to pests. Technological advancement in agriculture should be passed down to the small farmers. Where the existing crops would not do well under drought and weather conditions, the farmers should be helped to shift to cultivating crops that would be easy and economical to cultivate.

Educate the farmers: Many farmers in India are not aware of crop rotation. Though education in urban areas has improved a lot, the government has ignored the same in rural areas in general and in agriculture sector in particular. This is the reason why farmers are not adequately aware of the various schemes provided by the government.

Clubbing of small fields may help: Several farmers who own small piece of land can join together and combine all small fields into one large chunk. This may help in variety of ways.

Need for better water management: Irrigation facilities that are currently available do not cover the entire cultivable land. Apart from the areas where perennial rivers flow, most of the agricultural fields do not have irrigation facility. In most cases, it is not the lack of water but the lack of proper water management that causes water shortage. Improved modern methods of rain water harvesting should be developed. Water management can be made more effective through interstate co-operation on water resources, where surplus water from perennial rivers can be diverted to the needy areas. Connecting the rivers throughout the country will solve this problem. Construction of National Waterways will improve the irrigation facility, which in turn can save the farmers, if the monsoon would fail.

Alternate source of income for farmers: Small farmers should be encouraged to develop alternative sources of income and the government should take up the responsibility for providing training to the farmers to acquire new skills. In drought affected areas, the government should start alternative employment generation programs to reduce the dependence on agriculture as the sole source of income. Such programs should be standardized. Farmers should be enabled to divide their activities into three parts. One for regular crop production, one for animal husbandry or fisheries and another for timber production. These activities complement each other and also alternate sources of income of farmers can be ensured.

Need for national weather risk management system/disease alert system: Initiating national weather risk management system that alerts farmers when there is a danger of extreme weather, would go a long way in reducing losses in agriculture. Value added services like pest and disease alert applications, in combination with the weather forecast would equip the farmers to handle and manage their crops better. For example, Water Watch Cooperative, a Netherlands based organization, has developed a disease alert system that sends an alarm to farmers, if probability of a pest/disease would be detected. Similarly, system that detect the amount of water to be provided to a field based on the field water content, biomass and rainfall probability, would aid in optimization of water provision to the crop and ensure efficient crop management.

Need for meaningful crop insurance policies: Crop insurance is must and the claim should be settled easily under the supervision of the district collectors. Traditional crop insurance depends on the direct measurement of the damage suffered by a farmer to determine his/her payout. However, field loss assessment is often not feasible or

expensive, since most of our farmers are small holders. Index based insurance, on the other hand, responds to defined parameter. Index based insurance has the advantages that it is transparent and all the insurers within the defined geographical area are treated equally. It has low operational and transnational costs, while also ensuring quick payouts.

Conclusion: The agricultural sector is of vital importance for the region. It is undergoing a process of transition to a market economy, with substantial changes in the social, legal, structural, productive and supply set-ups, as is the case with all other sectors of the economy. These changes have been accompanied by a decline in agricultural production for most countries, and have affected also the national seed supply sectors of the region. The region has had to face problems of food insecurity and some countries have needed food aid for IDPs and refugees.

Due to the relatively low demographic pressure projected for the future, the presence of some favourable types of climates and other positive factors, including a very wide formal seed supply sector, it should be possible to overcome problems of food insecurity in the region as a whole, and even to use this region to provide food to other food-deficient regions. Opportunities must therefore be created to reach these results.

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E-MARKETING

Asst. Prof. Rekha S. Jadhav

INTRODUCTION:

An online marketer now needs to find where people are congregating online and needs to engage them in a meaningful way. Be it in matching with what they are looking for, watching how they interact and understand what they like or listening to their natural opinions on company or market and reacting to that.

WHAT IS E-MARKETING?

E marketing or electronic marketing Refers to the application of marketing principles and technique via electronic media and more specifically the Internet.

DEFINATION:

- 1) Electronic marketing is the marketing of products using electronic technology to determine the consumer product.
- 2) E-marketing is also known as Internet or online advertising which uses the Internet technology to promote online message to customer.

RESEARCH METHODOLOGY:

The research paper is a descriptive in nature. This study is based on secondary data. data can be obtained from various sources such as websites, Indian journals of economics and articles published in reputed journals etc. are important source of the paper.

INTERNET MARKETING TOOLS:

Websites, Email or social media advertising, marketing plan, web banners, mobile advertising. A properly designed website is one of the most important marketing tools that an e marketing needs.

FEATURES:

- 1) Internet marketing allows global marketing facility.
- 2) It is less expensive.
- 3) Sell your product and services and encash your bills from anywhere
- 4) Vast availability of information.
- 5) It makes marketing easier.

HOW E-MARKETING IS BETTER THAN TRADITIONAL MARKETING:

E-MARKETING	TRADITIONAL MARKETING
1) Methods of Digital marketing is less expensive	1) Traditional marketing methods more expensive
2) E-marketing is marketing to consumers through online channels like website and online banner advertisements	2) It refers to offline marketing tactics such as print advertisements, television and radio ads, direct mail
3) Interactive advertising	3) Contact from one side

ADVANTAGES OF E-MARKETING

- 1) Extremely low risk
- 2) E marketing is inexpensive
- 3) Faster response to both marketers and the end user
- 4) Increased ability to measure and collect data
- 5) Convenient to research and purchase good and services
- 6) pay per impression, pay per click, pay per action
- 7) Opens the possibility to a market of one through personalization
- 8) Increased interactivity

- 9) 24/7 marketing
- 10) Increased exposure of products and services
- 11) Boundless universal accessibility

LIMITATION OF E-MARKETING

- 1) Dependability on technology
- 2) The consumer is unable to physically feel or try product
- 3) Marketer will not be able to use the personal touch factor/human factor
- 4) low connection speed
- 5) Security, privacy issues
- 6) Maintenance costs due to a constantly evolving environment
- 7) Higher transparency of pricing and increased price competition
- 8) Worldwide competition through glottalization
- 9) Complication.

ADVANTAGES FOR COMPANIES

- 1) The transaction costs will decrease as you'll be using electronic means.
- 2) Your business will be "open" 24 hours a day 365 days a year.
- 3) You'll have your own working hours: you can even modify and apply as you want.
- 4) Work from the comfort of your home.
- 5) Free to move to any part of the country or the world, by bringing your business with you.
- 6) Your business is International.
- 7) You can earn in a day what others earn in a month, or even a year.
- 8) Your "virtual office" requires less investment than traditional businesses requires.
- 9) No matter what age, class, race, gender or any other characteristic, you can still do business online.

LIMITATION FOR COMPANIES

- 1) Constantly updating their systems as they change almost daily.
- 2) Security issues and vulnerability of their systems.
- 3) Coexist with technology.

- 4) Finding suitable staff to manage your business.
- 5) Find technical staff prepared.
- 6) The lack of consumer confidence.
- 7) Limitation of languages, cultures, business trends, currencies, politics and economics.
- 8) Avoid problems with loopholes.
- 9) Constant control in insurance payment processes.

ADVANTAGES FOR CONSUMERS

- 1) Variety of products and prices.
- 2) Ability to purchase 24 hours 365 days a year.
- 3) Many options to suit your needs.
- 4) Immediate purchases.
- 5) The consumer has the advantage of knowing the product and all its features through information given by the company.

LIMITATION FOR CONSUMERS:

- 1) The main disadvantage for the consumers is the risk of a burglary, a fake account, hackers, among others, for direct payment to the credit card or pre-delivery consignment exposed to any of the aforementioned types of fraud.
- 2) Fear for the safety of transactions and data privacy.
- 3) Do not physically meet sellers.
- 4) Not having the opportunity to touch, feel or try on products to buy (physical products). It does not guarantee that the product you receive is exactly like the one you saw on the pictures.
- 5) Distrust by not having a physical support for transactions.
- 6) Fear for guarantees.

CONCLUSION:

online marketing will continue growing in double digit in the next few years. At the same time there are an increasing number of house hold using the internet and search engines.

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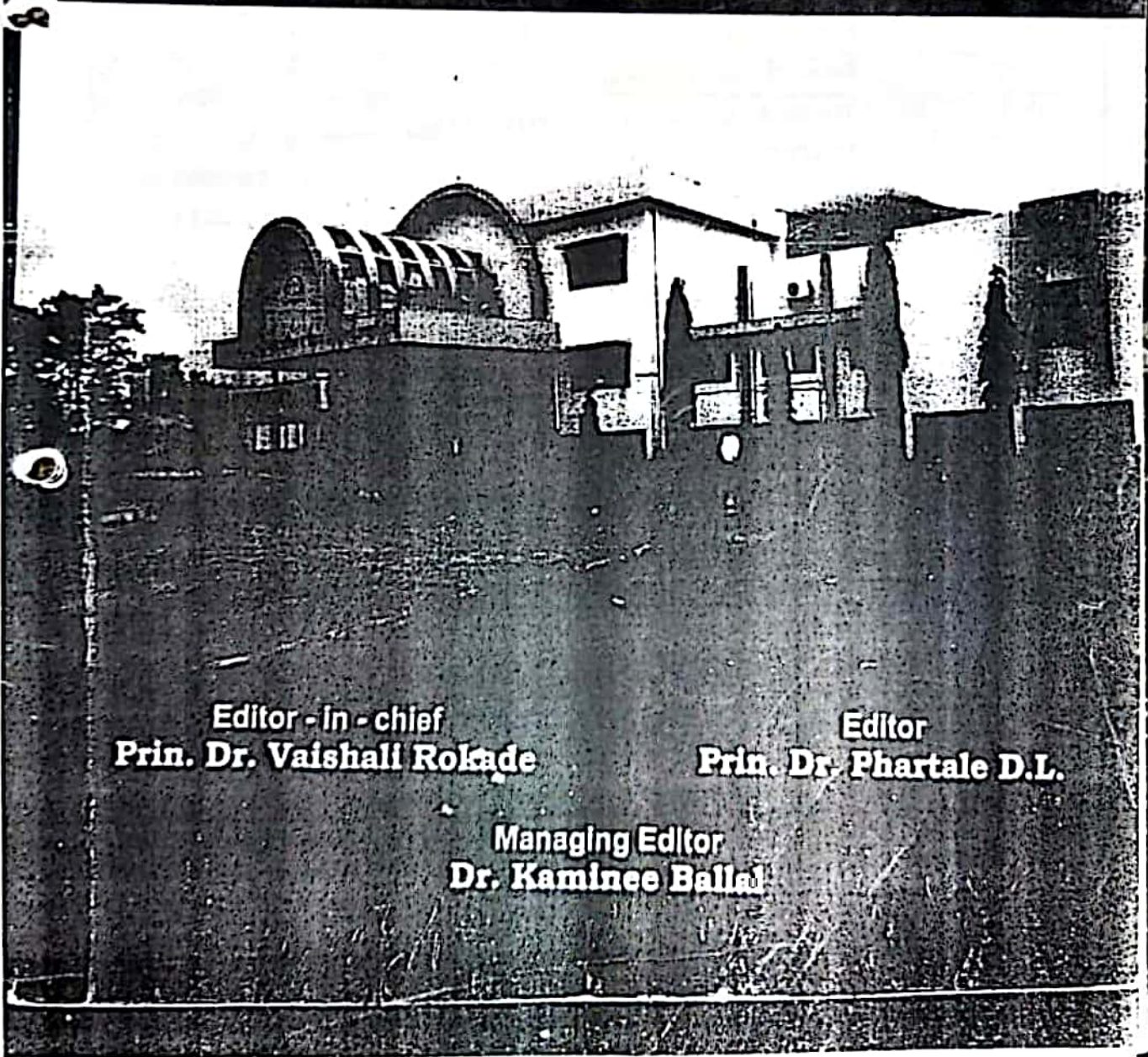
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Special Issue

Impact Of Foreign Direct Investment In India



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Foreign Direct Investment – Present scenario in India: Policy, Trends, Implications

Rekha Shivaljirao Jadhav

Abstract

Foreign Direct Investment plays an important role in economic growth and generating employment in a globalised world. It is one of the major stimuli to economic development of the developing countries but the distribution of FDI is unequal all over the world. Some countries are ahead, while others lag behind in attracting foreign direct investment. India is a potential country for receiving a good amount of FDI. This study highlights the present FDI policies, trends offered by the Government of India for attracting FDI and it also focuses on the implication of FDI inflow

Introduction:

FDI inflow into an economy benefits. The economy in terms of investment capital, technology transfer, management skills and job creation. At present, many developing and least developed countries rely on FDI inflows as the engine of growth due to shortage domestic investment and resources. As a result, these countries are continuously trying to attract more FDI for their own benefits, which facilitates global economic integration. As developing country the Government of India felt the significance of FDI for its growth and economic development through industrialization. For this reason, the government of India adopted different steps to promote the inflow of FDI.

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Definition:

The UNCTAD defines Foreign direct investment(FDI) as an investment involving a long term relationship and reflecting a lasting interest and control by the resident entity in one economy(foreign direct investor or parent enterprise) in an enterprise resident in an economy other than that of the foreign direct investors(FDI enterprise of affiliate enterprise or foreign affiliate).

Research Methodology:

This research is a descriptive study in nature. In order to achieve the objectives of the study, secondary data have been used. The main secondary sources include annual report of Department of Industrial Promotion and Policy (DIPP), Ministry of Finance, Indian journals of economics etc. & a number of websites are also accessed to gather information for the study. Data from 1981 to Dec. 2014. Have been taken for the study. Percentage and averages are calculated to make the study simple and understandable to all. Graphical and tabulated presentation of data have also been used where ever to represent the trends of FDI during the study period.

FDI Policy framework in India:

Foreign investments add a great deal to India's economy. The continuous inflow of foreign direct investment (FDI), which is now allowed across several industries, clearly shows the faith that overseas investors have in the country's economy. FDI inflows to India increased 17 per cent in 2013 to reach US\$ 28 billion, as per a United Nations (UN) report.

The Indian government's policy regime and a robust business environment have ensured that foreign capital keep flowing into the country. The government has taken many initiatives in recent years such as relaxing FDI norms in 2013, in sectors such as defense, PSU oil refineries, telecom, power exchanges and stock exchanges, among others. The same year, big global brands such as Tesco, Singapore Airlines invest in India as the government opened more sectors to foreign investment.

Market size:

Total FDI inflows into India in the period April 2000–August 2014 touched US\$ 341,357 million. Total FDI inflows into India during the period April–August FY15 was US\$ 17,445 million.

The services sector (US\$ 2,336 million) attracted the highest FDI equity inflows in the period April–August 2014, followed by the services (US\$ 1,086 million) and drugs & pharmaceuticals (US\$ 903 million) sectors.

Investments:

US-based Nike has made a proposal to the Department of Industrial Policy and Promotion (DIPP) to set up fully-owned stores in India. Nike is one of the world's largest suppliers of athletic shoes and apparel globally, with a market capitalization of US\$ 68 billion.

Bengal looks set for one of its biggest foreign investments. A large private equity firm which has exposure in social infrastructure and agriculture plans to invest over Rs 300 crore (US\$ 49.02 million) in the proposed Dankuni food park promoted by Keventer Group.

The Foreign Investment Promotion Board (FIPB) has approved a proposal from InterGlobe Aviation, the company that runs IndiGo, to reclassify shareholding of promoter Rakesh Gangwal as Non-Resident Indian (NRI) from FDI at present. This move enables the airline to have access to fresh FDI.

Chinese telecom equipment maker ZTE Corporation plans to establish a Global Network Operating Centre (GNOC) in India. The centre will seek to manage the networks of multiple telecom carriers in Asia and Africa.

Government Initiatives:

India's cabinet has cleared a proposal which allows 100 per cent FDI in railway infrastructure, excluding operations. Though the move does not allow foreign firms to operate trains, it allows them to do other things such as create the network and supply trains for bullet trains etc.

Based on the recommendations of the FIPB in its 207th meeting held on July 4, 2014, the government approved 14 proposals of FDI amounting to about Rs 1,528.38 crore (US\$ 249.78 million).

Additionally, based on the recommendations of the FIPB in its meeting held on June 11, 2014, the government approved 19 proposals of FDI amounting to about Rs 2,326.72 crore (US\$ 380.25 million).

Road Ahead:

Foreign investment inflows are expected to increase by more than two times and cross the US\$ 60 billion mark in FY15 as foreign investors start gaining confidence in India's new government, as per an industry study. "Riding on huge expectations from the incoming Modi government, global investors are gung ho on the Indian economy which is expected to witness over 100 per cent increase in foreign investment inflows – both FDI and FIIs – to above US\$ 60 billion in the current financial year, as against US\$ 29 billion during 2013-14," according to the study.

India will require around US \$1 trillion in the 12th Five-Year Plan (2012–17), to fund infrastructure growth covering sectors such as highways, ports and airways. This requires support in terms of FDI. The year 2013 saw foreign investment pour into sectors such as automobiles, computer software and hardware, construction development, power, services, and telecommunications, among others.

FDI Trends in India:

As a part of liberalization of economy in 1990's, fresh foreign investment was invited in a range of industries. FDI inflows in India remained marginal in 1980's but rose steadily during 1990. India followed a fairly restrictive foreign investment policy as compared to most industrializing economies. Inward foreign direct investment was perceived essentially as means of acquiring industrial technology that was unavailable through licensing agreement and capital good import (Ghoshal, 1990).

Table 1: Year wise India's FDI (US \$ million)

YEAR	INDIA	YEAR	INDIA	YEAR	INDIA
1980	79	1991	74	2001	3904
1981	92	1992	277	2002	8574
1982	72	1993	550	2003	4585
1983	6	1994	973	2004	5474
1984	19	1995	2144	2005	6598
1985	106	1996	2821	2006	20336
1986	118	1997	3577	2007	25127
1987	121	1998	2462	2008	41554
1988	91	1999	2155	CAGR	27.7(5.15)
1989	252	2000	2339	-	-
1990	162	—	—	-	-

Foreign direct investment in India is increasing. It was less than \$ 0.2 billion per year from 1980 to 1990 except in the year 1989. Tremendous rise in FDI inflows can be easily visualized from the Table in the year 2006 where it increased nearly three times i.e. 20336 million \$ from 6598 million \$ in the year 2005. There was shown a general increasing trend in FDI inflows in India After this period to become 41554 million \$ in 2008. FDI inflows have shown increase at compound growth rate of 27.7% in India from the year 1980 to 2008.

Table 2: Year-Wise Approved and Actual FDI In India (US \$ billions)

YEAR	INDIA			YEAR	INDIA		
	Approved FDI	Actual FDI	Actual/ Approved(%)		Approved FDI	Actual FDI	Actual/ Approved(%)
1991	0.2	0.07	35	2001	4	5.4	48.2
1992	1.4	0.2	14.2	2002	16.5	5.6	51.8
1993	2.8	0.5	17.8	2003	8.9	4.3	48.3
1994	4.5	0.9	20	2004	10.2	5.7	55.8
1995	10.2	2.1	20.5	2005	11	7.6	69
1996	10.5	2.5	23.8	2006	28.6	20.3	70.9
1997	15.3	3.6	23.5	2007	36.1	25.1	69.5
1998	8	2.6	33.3	2008	49.6	41.5	83.6
1999	6.7	2.1	31.3	-	-	-	-
2000	8.6	3.5	40.6	-	-	-	-

Source: India: Compiled from Various issues of Economic Survey and SIA Newsletter; China: Compiled from Various Issues of China Statistical Yearbook

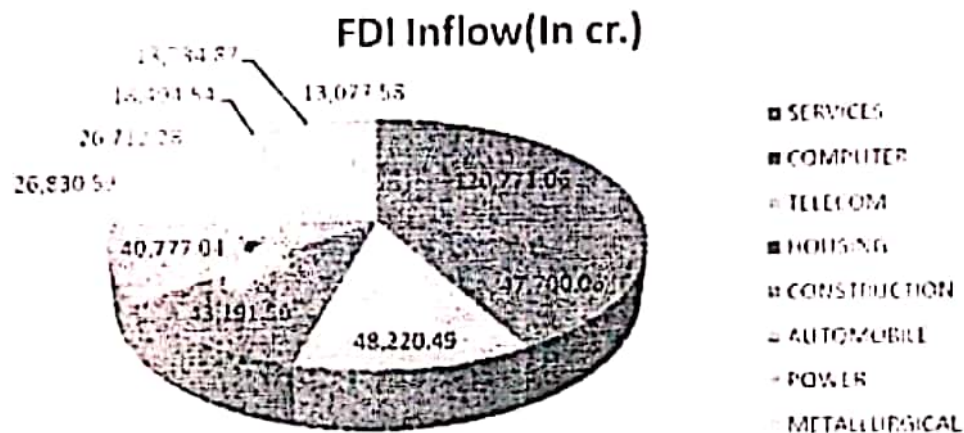
Figure : 2 Year wise Approved & Actual FDI in India(1991-2008)

Actual FDI refers to investments paid by a foreign entity to a resident enterprise in another country. Approved FDI on the other hand represent the amount of proposed contribution or share of foreigners to various projects in a country as Approved and registered by board of investments. Not all of the approved investments are materialized during the period. There is a gestation period between actual and Approved (Ministry of Commerce of India). Table 2 and Figure 2 summarize Trends in FDI approvals and actual inflows in India. In 1991, India attracted US \$ 0.07 billion of actual FDI as compared to approved FDI of just 0.2 \$ billion. The ratio of actual FDI to approved FDI has declined from 35% in 1991 to 14% in 1992. After that it started rising upwards reaching to 83.6% in 2008.

Table 3: India - Top 10 Sectors Attracting Highest FDI Inflows

SECTOR	SERVICES	COMPUTER	TELECOM	CONSTRUCTION	HOUSING
FDI Inflow (In cr.)	120,771.06	47,700.06	48,220.49	40,777.04	43,191.56
SECTOR	AUTOMOBILE	POWER	METALLURGICAL	CHEMICALS	PETROLIUM
FDI Inflow (In cr.)	26,830.59	26,712.28	18,494.54	13,077.58	13,734.87

(Source: DIPP'S FDI data 2000-2011)

Figure :3 India : Top 10 Sectors FDI Inflow(2000-2011)**Findings :**

During 2000-11, the country attracted \$178 billion as FDI. The inordinately high investment from Mauritius is due to routing of international funds through the country given significant tax advantages; double taxation is avoided due to a tax treaty between India and Mauritius, and Mauritius is a capital gains tax haven, effectively creating a zero-taxation FDI channel. India's recently liberalized FDI policy (2005) allows up to a 100% FDI stake in ventures.

Industrial policy reforms have substantially reduced industrial licensing requirements, removed restrictions on expansion and facilitated easy access to foreign technology and foreign direct investment FDI. The upward moving growth curve of the real-estate sector owes some credit to a booming economy and liberalized FDI regime. In March 2005, the government amended the

rules to allow 100 per cent FDI in the construction sector, including built-up infrastructure and construction development projects comprising housing, commercial premises, hospitals, educational institutions, recreational facilities, and city- and regional-level infrastructure.

Conclusions :

The positive effects of inward FDI for workers in host economies suggest that FDI-friendly policies could be a useful component of an integrated policy framework for development. The OECD Policy Framework for Investment provides a useful starting point. For a start, removing specific regulatory obstacles to inward FDI could be important. There are two types of implications i.e. positive and negative as per following:

Positive Implications :

1. FDI provides capital which is usually missing in the target country-Long term capital is suitable for economic development.
2. Foreign investors are able to finance their investments projects better and often cheaper
3. Foreign corporations create new workplaces
4. Foreign corporations bring new "clean" technologies that help to improve the environmental conditions
5. Foreign corporations usually help increase the level of wages in the target economy
6. Foreign corporations usually have a positive effect on the trade balance.

Negative Implications:

1. Foreign corporations may buy a local company in order to shut it down (and gain Monopoly for example)
2. Foreign corporations may cut working positions (privatization deals or M&A transactions)
3. Repatriation of the profits can be stressful on the balance of payments
4. Missing tax revenues- If the foreign corporations receive tax holidays or similar Provisions.

5. Possible environmental damage
6. "Incentive tourism"

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7

IMPORTANCE OF SMALL SCALE INDUSTRIES IN THE ECONOMIC DEVELOPMENT OF INDIA

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Research Paper - Economics

ABSTRACT

The small – scale industries (SSI) sector is a vital constituent of India's Industrial sector. It contributes significantly to India's Gross Domestic Product and export earning besides meeting the social objective including that of providing employment opportunities to millions of people across the country. The SSI sector covers a wide spectrum of industries. It contributes almost 40% of the gross industrial value added in the Indian economy. It is estimated that in terms of value, the sector accounts for about 45% of the manufacturing output and 40% of the total exports of the country.

INTRODUCTION :

The changing global economic scenario has thrown up many opportunities and challenges in front of the small scale Industrial sector. In most of the developing countries like India, small scale Industries (SSI) constitutes an important and crucial segment of the industrial sector. (SSI) occupy a strategic place in Indian economic structure due to its considerable contribution in terms of output, promotion of exports, creation of employment and alleviation of poverty. This is fact that small scale Industries have been accepted as the engine of economic growth and equitable development at global level. SSI contributes

almost 40 percent of the gross Industrial value added in the Indian economy.

Small scale enterprises are generally more labour intensive than larger organizations. As a matter of fact small scale sector has now emerged as a dynamic and vibrant sector for the Indian economy in recent years. The small scale Industries not only play a crucial role in providing large scale employment opportunities at lower capital costs than large scale industries but also helps in industrialization of rural and backward areas thereby reducing not only regional imbalances but assuring more equitable distribution of nation income and wealth SSI units are complementary to large and medium scale units as ancillary units.

DEFINITION OF SMALL SCALE INDUSTRY :

Defining small scale industry is a difficult task because the definition of small scale industry varies from country to country and from one time to another in the same country depending upon the pattern and stage of development, government policy and administrative set up of the particular country.

- 1) The Fiscal Commission, Government of India, New Delhi.
1950, for the first time defined a small – scale industry as, one which is operated mainly with hired labour usually 10 to 50 hands.
- 2) Fixed capital investment in a unit has also been adopted as the other criteria to make a distinction between small scale and large – scale industries. This limit is being continuously raised up words by government.

OBJECTIVES :

- 1) To study the growth and development of SSI in India.
- 2) To characterize the trends in inputs, output and other related variable in small scale industry in India in order to bring out the growth in the industry.
- 3) To examine the relative contributions of labour and capital in output growth in India.

METHODOLOGY :

This research is a descriptive study in nature. In order to achieve the objective of the study secondary data have been used. The main secondary sources include annual report of SSI issues by ministry of small scale industries Indian journals of economics etc.

GROWTH :

Industrialization plays a crucial role in directing the development process of the country for accelerating growth and progress in every sphere for developing economies, especially India, which is a labour abundant country. Small-scale sector is considered as the major source of employment generation and foreign currency. SSI require small investment so the entrepreneurs can afford to take risks.

The SME sector produces a wide range of industrial products such a food products, khadi & handloom, village industries, handicrafts, sericulture, coir, wood & wood products, furniture and fixtures, paper & paper products, printing publishing and allied industries, machinery, machines, apparatus, appliances and electrical machinery, SME sector also has a large number of service industries.

Small scale industries in India provide job opportunity to more than 65 million people. Internationally SMES report for 98% of business statistics and are accountable for triggering originality and competition. The output employment ratio for the small scale sector is 1:1.4. The rapid growth of the small-scale industries has a great relevance in our national economic policies.

Substantially the value of exports increased to Rs. 1,643 crores in 1980-81, and to a record high figure of Rs. 1,50,242 crores in 2005-2006. The share of exports from the small - scale sector represents about 32.3 percent of total export in 2005-2006.

IMPORTANCE OF SSIs IN INDIA :

SSI is one of the significant segments of the Indian economy, contributing about 7 percent to the Indian GDP and employment – increased from 191.4 lakhs in 1994-95 to 322.3 lakhs in 2007-08, recording an average growth rate of 4.07 percent per annum. Export by SSI sector are concerned they increased from Rs. 29.068 crores in 1994-95 to 1,77,600 crores in 2006-07.

A growth rate of 16.26 percent per annum. The total number of SSI units has increased from 79.6 lakhs in 1994-95 to 133.68 Lakhs in 2007-08 their production (at 1993-94 prices) increased from Rs. 1,09,116 crores in 1994-95 to Rs. 5,32,979 crores in 2007-08. The SSI sector recorded an annual average growth rate of production by 13.0 percent of employment by 4.07 percent and & export by 16.26 percent. This is a

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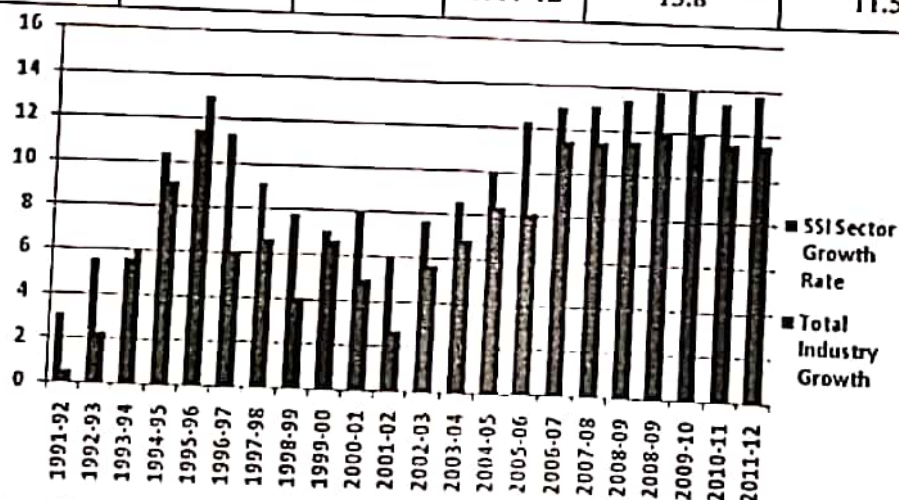
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creditable achievement.

Production growth of SSI Sector in Comparison to Overall Industrial Sector

Year	SSI Sector Growth Rate	Total Industry Growth	Year	SSI Sector Growth Rate	Total Industry Growth
1991-92	3.1	0.6	2002-03	7.7	5.7
1992-93	5.6	2.3	2003-04	8.6	6.9
1993-94	5.65	6	2004-05	9.96	8.4
1994-95	10.44	9.1	2005-06	12.32	8.15
1995-96	11.49	13	2006-07	13.0	11.51
1996-97	11.29	6.1	2007-08	13.1	11.52
1997-98	9.19	6.7	2008-09	13.4	11.58
1998-99	7.84	4.1	2008-09	13.8	12.00
1999-00	7.09	6.7	2009-10	13.9	12.05
2000-01	8.04	5	2010-11	13.4	11.58
2001-02	6.06	2.7	2011-12	13.8	11.58



Note: Up to 2004-05 are based on 1993-94 prices, 2005-06 and 2006-07 are based on 1999-2000 prices.

Source: Ministry of Micro, small and Medium Enterprise, Government of India.

The small scale industries sector grew rapidly over the last two decades. This high growth requires a special mention, when we compare with the growth rate of the



total industrial sector. The small scale sector has maintained a higher rate of growth than the overall industrial sector in the country. For instance, if we consider the period 1991-92 to 2006-07, except for 1993-94 and 1995-96, the growth rate of the SSI sector has surpassed the overall industrial growth. Though the period of shift to a liberalized regime happened to be the low growth years due to the foreign exchange shortage, credit crunch and high interest rates, the SSI sector regained growth momentum afterwards. The high growth rate in the recent years is to be viewed in the context of a world - wide recession, and its impact on the economy.

CONCLUSION :

In Indian economic development SSI plays a Vital Role. The small scale industries sector contributes significantly to the manufacture output, employment and export of the country. It helps to increased our National income, foreign currency as well as remove the major problem of unemployment of India.

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8

Recent Trends in Meat Export Industry in Relation to New Government Policies of India

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Abstract

Recent move of imposing restriction on slaughter of cows, camels and buffaloes, nationwide and other decisions like banning of purchase/sale of cattle from the animal markets for slaughter has dampened the spirits of meat exporters of country. These decisions are hampering the function of slaughter houses and its allied activities, which in turn will affect the meat export industry adversely. These unfortunate and unforeseen moves by the present government have shaken the trust of people employed in the business directly or indirectly. Business logistics which starts with farmers/shepherds till exporters and final consumers not leaving behind thousands of more people employed with allied industries are destroyed financially. On the other side of coin i.e. government will also face harsh backlash in form of losing its huge amount of foreign exchange. One can say in long-term there will be adverse effect on both domestic and International arena. Locally people will lose jobs, incomes, etc international buyers and sellers will lose trust in Indian meat export market since it's giving them the picture of India as unstable market.

This paper is an attempt to highlight the affects of such move on meat exports in India. Researcher had surveyed 20 major players in meat export business in India based at Mumbai and 400 respondents are interviewed. Survey revealed that there is relationship between government policies and meat export business performance. It further shows that there is correlation in meat export and foreign exchange earnings and Effective management in meat export industry plays a significant role in its positive performance.

1) Introduction

Agriculture is a major force driving the environment the boundaries of all activities human engaged on the earth. Meat consumption has a largest environmental impact ranging from local to global. Increase in meat production and its demand is expected to take place mainly in developing countries. Over the last 50 years' meat consumption in particular has changed dramatically. Human diets and nutritional status had undergone major changes. Hence meat consumption is going to increase locally and globally.

Meat export plays a vital role in terms of earning foreign exchange and generating employments directly and indirectly. Agriculture is still considered as the backbone of a majority of people in India. The consumption of meat is increasing in India due to awareness, increase in incomes and changes brought by

lifestyles. Livestock plays a significant role and poultry and dairy are the major sectors contributing to economic development. In ancient days every farmer have some pet animals i.e. Cows, Bullacks, Buffalos, sheep, and goats purpose of having these animal is to get milk, dung for the agriculture and use of some animals for farming, cultivating. But after some age these animals are not productive or useful for the purposes intended hence, farmers were forced to sell these animals in market / slaughter houses.

Animal suppliers/ traders/agents play an important role in supplychain of meat export industry. these agents sell their stock of animals from which they bought from local market to exporters. Agents collect animals in numbers from various local markets of the country to deliver animals to exporters. But recent government has imposed some restrictions on buying and selling of animals for their meat is affecting meat exports.

2) Literature Review

Recently Centre Imposes Nationwide Restriction on Slaughter of Buffaloes, Camels and Cows By the wire staff on 26/05/2017.

In this article authors presents an analysis of Indian scenario with relevance to recent changes in government policies regarding ban on slaughter of buffaloes, camels and cows and its sale in local market for slaughter purposes. This article covers various aspects such as difference of opinion between few state and central. Government, employment, surprise and shock of meat exporters and as well as poor farmers who are hit badly after the announcement , whose one more source of income was of rearing animals for sale.

Slaughter house Ban to Hit Leather Goods Industries, Impact Make in India.

By Business standard, IANS/ Kolkata /April, 01 2017.

Author focuses on imports of finished leather which is increasing 15-20% year on year Indian Leather industries, which stands at 5th position in world leather market had been hit hard to government policy of blanket ban on slaughter houses, the raw material will not be available from domestic market, leather exporters has to turn to import of leather, which will increase their cost price of product and therefore making it less competitive in international market. India may lose its 5th position in global leather leaders and there will be huge impact on Make in India program for \$ 12 billion. Leather started showing negative growth in leather industries.

Indian Beef Ban will Cost and Harm Economy Warn Critic

The Guardian/ Reuters in Mumbai/ Mon 23 March 2015

Authors shows the problems faced by lower caste Hindus, Muslims and Christians, who depend upon beef for their daily protein. Farmers in rural areas are unable to sell their animals due to ban on slaughter of cattle and are deprived of their side income , which is very required during their expenses like weddings cattle suppliers in supply chain are also facing its heat.

Why an Effective Ban on Cow Slaughter may soon banish the Cow Itself

The Economics Times, By Kirit Parikh, and April 10, 2017

In the article, author shows the simple mathematical calculations from the data available on number of cattle. author predicts due to ban on slaughter of cattle dairy industry have to take load of unproductive cattle rearing as well as of productive cattle rearing, which will not be advantageous for the business of dairy. Author says if gaushalas take unproductive cattle then also, milk dairy producers will lose money which they have got from the selling of cattle to the slaughter houses. Author suggests government should implement ban carefully so as not to obstruct the beef export of India, which is more the basmati rice.

Is a cattle slaughter ban is smart economics? Chief Economic Advisor Arvind Subramanian Speak Up.

NDTV, All India, Edited by Alok Tikku, updated June 06 2017

This article shows the concern of chief economic advisor of central government policies of slaughter ban. Arvind Subramanian is concerned about the financial and economical impact of the social policy framed by the government. He rightly states that not only farmers will lose income but also have to incur additional costs for maintenance of unproductive cattle.

Above articles published in news papers shows recent government policy towards meat industry and concern shows by expert in terms of employment, income generation and exports as well as marinating environmental balance.

3) Research Methodology

Research is a systematic journey of unknown to known. For the purpose of study following methodology was applied by the researcher

3.1) Objectives of the study

- 1) To know the meat export trends.
- 2) To study the relationship between meat export and foreign exchange.
- 3) To know the significance of effective management on productivity of meat export industry.

3.2) Hypothesis of the study: For the purpose of the study and get appropriate information and derive inferences following hypothesis are framed.

- 1) **H.O.** –There is positive relationship between government policy and meat export industry performance.
H.I. - There is no relationship between government policy and meat export industry performance.
- 2) **H.O.** –Meat export and foreign exchange earnings are positively related to each other
H.I. – Meat export and foreign exchange earnings are not positively related to each other

3) **H.O** – Effective management in meat export industry plays a significant role in its positive performance.

H.I. – Effective management in meat export industry plays a significant role in its positive performance.

3.3) Research Design

Researcher has studied primary data collection sources for the research paper and has used descriptive research design.

3.4) Sources of data Collection

a) Survey/ Questionnaire

3.5) Scope and Significance of study:

This study is restricted to meat export policy of present Indian government and its impact on meat export industry in India. If be government policy is healthy supportive for export then meat export is growing and vice versa.

3.6) Limitation of the study

This study is based on the primary data. Findings of the study may not be relevant in long run since government policy may change.

4) Data Analysis and Interpretations

Researcher had surveyed major 20 players in meat export industry based in Mumbai for the purpose of the study.

The data after tabulating analysed using simple calculation method to identify percentage and derive inferences.

Table No.1: Companies' statutory status

Factors	Frequency	Percentage
Registered Indian Abattoirs and Meat processing plants	78	72.89
Registered Indian Meat processing plants	29	27.10
Total	107	100%

Above table shows total number of companies involved in meat export from India and registered with APEDA. From the table we can say approximate Rs. 25 crore worth business is done by 107 companies registered with APEDA.

Table No.2: Gender

Factors	Frequency	Percentage
Male Employees	370	92.5
Female Employees	30	7.5
Total	400	100%

Above table shows the division of employees in the company on basis of gender, for simplicity in calculation average number of employees I.e. 400 is taken from 20 companies. It can be concluded that meat export industry is dominated by male force. Females were seen in administrative and office jobs mostly.

Table No.3: Educational level of employees

Factors	Frequency	Percentage
Under graduate or less	295	73.75
Graduate or more	105	26.25
Total	400	100%

Above table shows the division of employees in meat export industry on basis of educational qualification of the employees. Employees at higher level were very qualified and educated as required by the post in offices. Employees at middle were qualified and experienced. Lower level employees were more into labour intensive jobs.

Table No.4: Hierarchy in company

Factors	Frequency	Percentage
Upper Level Management	25	6.25
Middle Level Management	115	28.75
Lower Level Management	260	65
Total	400	100%

Above table shows the division of employees on basis of their job position in companies. Meat industry companies have pyramid structure in their organization. It's very clear from the above table that upper level management as top most position in the organization pyramid and by the time lower level management comes the structure becomes almost flat.

Table No.5: Employees knows recent trends

Factors	Frequency	Percentage
Yes	340	85
No	60	15
Total	400	100%

Above table shows majority of the employees are aware about the recent changes in the meat export industry arises due to government policies. One can make out that almost 85% of people working with meat

industry are aware of the recent changes done by government of India. It was found during survey remaining 15% were outsourced or temporary workers with the company like packers/drivers etc.

Table No.6: Government policy v/s meat export industry performance

Factors	Frequency	Percentage
Yes	380	95
No	20	05
Total	400	100

Above table shows there is positive relationship between government policy and meat export performance. This means if government comes out with pro/ supportive policies for meat exporters from India, it definitely helps the sector as we can see from the table, 95% people agree to this. Current/recent trends seems to be opposite i.e. against the success of meat exports. Recent restrictions from the government has created very unfavorable atmosphere for the business.

Table No.7: - Foreign exchange earnings and meat export industry are positively related to each other

Factors	Frequency	Percentage
Yes	385	96.25
No	15	3.75
Total	400	100%

Above table shows meat export industry earning and foreign are positively related to each other. Survey strongly shows that there is positive relationship between foreign exchange earnings and meat exporting industry of India.

Table No.8: Performance/ productivity of meat export industry depends upon effective management

Factors	Frequency	Percentage
Yes	330	82.5
No	70	17.5
Total	400	100%

Above table shows effective management in meat export industries plays significant role in meat export performance. Employees shared their views positively agreed that effective leads to higher performance/ productivity.

5) Conclusions and Suggestions of the Study

Government policy related to meat exports plays an important role in overall export activity of India. Recent trends in government policies had hamper export activities as well as its allied industries. Researcher had studied the problem with help of data analysis and concluded as under;

Study shows that there is positive relationship between government policies and meat export industry performance. If the policies are encouraging then it helps to improve export performance. It is also proved that foreign exchange earnings and meat export industry earnings are positively related to each other. If meat export industry earns well then obviously country's foreign exchange earnings will go up. To meet above performance positively it is important for organization to have effective management of meat export business. Organizations can 'not survive in today's competitive environment, if there is no efficient use of people and resources. Effective management plays significant role in meat export business because this business is very competitive and dynamic and hence it is necessary for effective management of people. Researcher would like to suggest if government wants to strengthen its foreign exchange earnings and give employment to those who are engaged in meat export industry then, it needs to support meat export industry by framing liberal supportive schemes for the industry and its allied activities, Then only this industry going to survive in long term. Government should not impose any rules which are affecting slaughter houses and meat export business. If proper policies are framed at par with foreign counterpart, then it is definitely helping India in improving its business relations with global market.

PURSUIT

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On
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IN GROWTH OF COMMERCE AND ECONOMICS**

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AGRICULTURAL MARKETING - AN OVERVIEW

Abstract :

The paper deals with the concepts related with the marketing of agricultural produce. It covers Current system of the agriculture marketing, need of agriculture marketing, problems of agricultural marketing in developing countries when compared to the developed countries and the reforms required to solve the problems.

Introduction:

Agricultural marketing covers the services involve in moving an agricultural product from the farm to the consumer. The agricultural marketing included many activities starts from production process till its retailing. Such as planning, production, growing and harvesting, grading, packing, transport, storage, agro and food processing, distribution, advertising and sale. "The acts of buying supplies, renting, equipment and paying labor", arguing that marketing is a everything a business does. There are varieties of agro products which are produced with dual purpose of domestic consumption as well as exporting. In the chain of agricultural marketing number connecting links such as farmers, suppliers, functionaries, importers, exporters, external beneficiaries and customers are involved.

DEFINITION OF AGRICULTURAL MARKETING:

- 1] Agricultural marketing can best be defined as "series of services involve in moving a product from the point of production to the point of consumption".
- 2] According to the National Commission on Agriculture (XII Report, 1976), "agricultural marketing is a process which starts with a decision to produce a sale able farm commodity, and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution".

Research Methodology:

The research paper is a descriptive in nature. This study is based on secondary data, data can be obtained from various sources such as books, Indian journals of economics and articles published in reputed journals etc. are important source of the paper.

Current System of Agricultural Marketing :

There are four major systems of agricultural marketing in India at present. They are as follows.

Direct sale to moneylenders and traders:

Majority of the produce is sold by the farmers to the village traders and money lenders. The moneylenders then work as agent of the wholesalers.

Village Haats :

A Haat is village market that covers an area of 5-10 miles. They are held weekly and here, the agents of wholesalers and different brokers visit to buy the produce. The Haats are poorly equipped and lack storage, drainage and other facilities. Smaller and marginal farmers generally sell in these haats.

Mandi:

A Mandi is a wholesale market, which serves a number of villages and is generally located in a city. The business here is carried out by the Adhitiyas. Adhitiyas buy from farmers via middlemen and then sell it to wholesalers who sell it to retailers. The system is different in case of sugar, paddy and cotton though. The Mandis are regulated by APMC acts of various states.

Co-operative marketing:

Such societies are formed by farmers to take advantage of collective bargaining. A marketing society collects surplus from its members and sell it in the Mandi collectively. This improves the bargaining power of the members and they are able to obtain a better price for the produce. In addition to the sale of produce, these societies also serve the members in a number of other ways.

IMPORTANCE OF AGRICULTURAL MARKETING:

- Break the vicious circle of poverty
- Optimum utilization of agricultural resources
- Enhance the standard of living
- Basis of employment opportunity
- Basis of industrial development
- Creation of utilization
- Basis of foreign trade
- Source of national revenue
- Create the environment for investment

Problems with Current Agricultural Marketing System :

Various problems in the agricultural marketing system in India are discussed below.

Improper storage facilities

No proper warehousing facilities in villages. The farmers are forced to store the produce in mud-vessels or katcha storehouses. Result of this unscientific storage is either wastage or hastily disposing off the produce. Remedy for this problem is establishment of Rural Godowns and warehouses. To some extent, setting up of Central Warehousing Corporation and State Warehousing Corporation has improved the situation.

Lack of grading and standardisation:

There is no proper grading and standardisation of farm produce. This leads to Dhara (heap) sales in which all qualities of produce are sold in one common lot. Farmer is unable to get better price for better produce and this implies that there are no incentives to use better farm inputs and produce better varieties. Thus the farmer producing better qualities is not assured of a better price. Hence there is no incentive to use better seeds and produce better varieties.

Inadequate transport facilities:

There are highly inadequate transport facilities because only a small number of villages are joined by railways and pucca roads to mandies. The result is that farmers carry their produce to Mandi on either bullock carts or other such means. The produce, which is perishable, has to be dumped to nearby market at considerably low market prices.

Large chain of middlemen:

There is a large chain of middlemen in the agricultural marketing which drastically reduces the share of cultivator. This chain includes village traders, Kutchi Adhitiyas, Pukka Adhitiyas, Brokers, wholesalers, retailers etc.

A Variety of Incidental Charges:

The market of the farm produce is largely unregulated where the trading scene is dominated by the brokers and Adhtiyas. Many charges such as Adhat (pledging charge) and Tulai (weighting charge) dalali, hamali or palledari (collic's charges) have to be paid by the peasants. Even now the number of unregulated markets in the country is substantially large.

Inadequate market Intelligence:

If the proper market information is not available to the farmers, they accept whatever price the traders offer to them. However, in recent times, this situation has changed drastically under the influence of information technology revolution.

Inadequate Farm Credit Facilities:

The farmer needs to sell off the produce immediately after the crop is harvested though prices at that time are very low. He can be saved from this "forced sales" if credit facilities are available from the banks.

Lack of Organised Agencies:

Another weaknesses of agricultural marketing in india is that the indian farmers mostly sell their produce independently or on individual basis. In doing so they are confronted by powerful intermediaries and merchants and both of them act in collusion. Consequently, the bargaining capacity of the farmers becomes awfully weak and the farmers suffer heavy losses.

Malpractices in Buying and selling:

A peculiar feature of the Indian marketing system is the settlement of the price by what is known as "the hatta system". According to this system the buyers and their representative offer their rate by rising the fingers of the commission agent under a piece of cloths. After all the bidders have offered their rates, the arhatia announces the name of the highest bidder, the use if false weights and measures, a number of unlawful deductions and cheating of the ignorant farmers with respect to grades etc. are some common malpractices.

Forced Sales:

The Indian cultivators are forced to sell their produce at unfavourable places, at a unfavourable time and at unfavourable terms. The main reasons for such forced sales are lack of the staying power, the pressing financial requirement and a lack of transport facility. Many times the produce is pledge to money lenders as a part of repayment agreement such a force sales can be located by finding out the village transactions. The all India credit survey report says that about 2/3 of the total sale transactions were carried at the village level only.

REMEDIAL MEASURES:**Market Inspection and Training:**

Arrangement for the market inspection research and training are of the great help in placing the marketing system on a sound footing as well as arrangement for education and awareness program for rural farmers in order to improve their knowledge in improving agro produce and its marketing process. These program will help to educate the farmers in usage of quality inputs, online help for productivity improvement, etc.

Betterment of Infrastructure Facility:

Implement the rural development program in fast track to develop the infrastructural facilities such as road facility, communication facility, electricity, etc. in rural areas. This will help for easy transportation of agro produce to the market place.

Marketing survey:

In the first place the government has undertaken marketing survey of various good and has published these surveys. These surveys have brought out the various

problem connected with the marketing of goods and have made suggestion for men removal.

Use of Standard Weight:

The need for having uniform weights and measures throughout the country is self evident. The government adopted as far back as 1959, the standard weight act was passed under which the state government tried to promote the use of standard weights. The decimal system beginning with decimal coin in 1957. since 1962, the use of metric weights has been made compulsory throughout the country.

Provision of the warehousing Facilities:

To prevent distress sale by the farmers, particularly, the small and the marginal farmer due to prevailing low prices, rural godowns have been setup. The government has done much to provide warehousing in towns and villages.

Organization of co-operative marketing societies:

The government has given active encouragement to the organization of multi-purpose co-operative societies with emphasis on credit and marketing. The primary marketing societies have been encouraged to form central marketing societies and apex marketing societies(at the state level) and the National Agricultural Co-operative Marketing Federation(NAFED).

Setting of The Special Board:

The central government has setup a number of development councils for special commodities like rice,pulses, jute, millets, cotton, tobacco, oil seeds, sugarcane, arecanut, etc.

Setting up of Regulated Market:

A very important measure which government has taken to improve agriculture marketing has been the setting up the regulated market in the market. There are now 7,062 regulated market, with the establishment of these regulated markets, the malpractices in mandis have been disappeared.

Conclusion:

The agricultural marketing plays a vital role in easy way agro produce distribution to the customers. Like all the marketing activities, it also aims in profit making. It helps the farmers to reach their customers within very short lead time. In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy.

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Military Dimension of National Security

(With special reference to air power policy)

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HOD, Defence & Strategic Studies,
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National security is a relative freedom from harmful threat, thus, security of a nation comes from much better and deeper appreciation of what the nation does, feels and projects about its own security in the environment in which it exists. How a nation is being perceived by those who lived around us? To be aware of the diverse pitfalls, obstacles and feasible hostility, it is first essential to be clear and apparent in one's thinking and psyche where are we going? How and why do we need to go there? Who will challenge us? Are we ready to accept the challenge? And, above all, how much does it matter? In other words, what is the price we are willing to pay for accepting the challenge and what would be the cost of not accepting the challenge?

Those thinking of doing away totally with armed forces and fully eradicating violence are utopians; they are demolished by history and by-passed by marching humanity. Born an anthropological necessity, armed forces have grown into a social institution, a political instrument and a psychological deterrent; all in man's typical effort to fill out his inherent sense of weakness and boost his sense of glory, greed and ambition. Therefore, the security stick is represented by military power but the sharp end of the security stick is represented by the air power.

In the context of the IAF's capability to project air power on the sub-continent, there are two schools of thought. First school is of the opinion that the IAF is mainly a tactical air force and there is no need to project air power beyond the security zone. Second school is of the opinion is that it should not only be a tactical but also be a strategic air force.

"Any air force which does not keep its doctrines ahead of its equipment and its vision far into future, can only deludes the nation into a false sense of security. The nation that will insist on drawing a broad line of demarcation between the fighting men and thinking men is liable to find its fighting done by fools and its thinking by cowards."

Therefore, thinking about airpower policy is a reassessment of our strategic, tactical and logistic capabilities in the light of the following:

1. Foreseeable developments
2. Certain technological advances
3. In the world situation today where India due to its geopolitical location, size, geo-economic and geo-strategic placement in the region has an important role to play.
4. Considerable estimation of future trend and developments
5. Since its inception Pakistan has followed a strategically offensive politico-military doctrine against India and this trend is likely to continue with the up gradation and induction of modern and sophisticated air weaponry. Now PAF is not what it was in 1971. It has grown almost three times its earlier size. Limitation of 'defence in depth' because of its geographical size is counteracted by ideological alliances in Afghanistan and beyond.
6. Since China has come out as a powerful, yet opponent country on the world stage, the defence problem of our Himalayan frontier has become complicated and entire India is within the reach of Chinese missile.
7. Indian Ocean has become an area of great tension, conflict and power rivalries.

8. Internal Security

Hence, nation and its IAF has to think and develop an understanding of the environment, which is a source of surprises and uncertainties and should be able to use this thinking and understanding while executing its formulated doctrines and making decision. The kind of airpower our country will need to cater for 21st century depends on the nature and intensity of the challenges and coercion as well as our own thinking and planning on how we are determined to exchange blows in the air and succeed.

Border mgr.



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4 February 2014

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Dynamics of Geopolitics and Problems of Security in Indian sub-Continent

Dr. J A Khan

Geopolitics is a genuine science, which covers the spheres of geography, political science and economics in relation to the growth of a state. This terminology was originated in the 20th century in Europe. Thus, Geopolitics is the study of the relationship among politics & geography, and demography & economics, especially with respect to the foreign policy of a nation. In geopolitics it is discernible that there are two factors (both dynamic and static as well) around which geopolitics is involved in every aspect.

Geopolitics was more active and dynamic in Indian subcontinent since 1947. As we all know this subcontinent was liberated from British rule in 1947. A new nation christened as Pakistan was carved from Indian main land and was born with induced delivery on the eve of 14th Aug. 1947. Now, Pakistan and India are two significant countries and form a distinct region i.e. Indian sub Continent. Two nations –India and Pakistan integrated by history but disintegrated by destiny. Both are like two separated siblings and have been arch rivals. Their rivalries since 66 years have prevented both the countries from realizing their full economic and geopolitical potential. Their animosity has its roots in religion, history and blood spattered "Two Nation Theory".

The friction between India and Pakistan is pertinent to the rest of the Asia Continent or to the world to some extent not only because both are nuclear power but also because it affects the regional security, stability and economic potential that involves more than a billion people. There is an increasing international concern that the continuing hostility between the two countries could spark a major configuration and in the region and beyond.

Even if the Kashmir issue is resolved, there cannot be normal relations between India and Pakistan. Therefore, any dramatic improvements in Indo- Pak relations are unlikely and Indian decision makers are advised to learn from the past before landing into the future. We must realize that any conciliatory approach will not work and we must even consider putting pressure by military means along the LOC. India has to demonstrate and project its military power to deal with Pakistan. Honouring peace by India unilaterally and taking initiative for shaking hands with Pakistan hold no meaning if the cycle of violence continues in this continent on the name of Kashmir. If the peace process has to yield results, trust must be infused and mutually accepted confidence measures have to be honoured by Pakistan, where it has to come with clean hands, hearts and consciousness

once and for all Thus, Pakistan and its Prime Minister Mr. Nawaz Sharif have to meet the expectation of Indo-Pak relations with open heart. If Pakistan works for socio-economic cooperation than the military confrontation, it will be an asset and attribute to the region for peace and prosperity.




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country must so fill
the heart that all else
shall appear as of little
moment by its side....*

G. K. Gokhale

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प्रस्तावना-

सन २०१४ च्या लोकसभा निवडणूक प्रचारादरम्यान भारतीय जनता पार्टीचे पंतप्रधानपदाचे उमेदवार नरेंद्र मोदी सतत प्रचार करीत राहिले की, त्यांना भारताचा 'पंतप्रधान' बनायचे नाही तर त्यांना भारताचा 'प्रधान सेवक' बनायचे आहे. जनतेचा प्रधान सेवक, भारताचा प्रधान सेवक या 'सेवक' शब्दाचा जबरदस्त प्रचार मोदींनी केला आणि जनतेनेही त्यांची 'सेवक' होण्याची इच्छा पूर्ण केली. त्यांना जनतेने प्रधान सेवक अर्थात पंतप्रधान बनविले. आता त्यांची ही 'सेवक' धिअरी आली कोतून? याचा शोध घेतला तर आपल्याला नामदार गोपाळकृष्ण गोखले यांचा 'भारत सेवक संघ'ची अर्थात 'इंडीया सर्व्हेट सोसायटी' च्या मुख्य विचार घारेतून आलेली दिसुन येते आणि मोदींना मिळालेले मुख्य सेवक पद, प्रधान सेवक पद 'भारत सेवक' या गोखलेंच्या संकल्पनेत दिसुन येते.

यातून एक गोष्ट स्पष्ट होते की, भारतीय जनतेला राजकारणात काय पाहिजे? हे जिवंतपणीच ना. गोपाळकृष्ण गोखले यांनी चपखलपणे ओळखले होते, ते म्हणजे 'जनतेची सेवा' आणि भारतीयांचा धर्म-अध्यात्म यांवरील प्रगाढ श्रद्धा आणि त्यातुनच विचार जन्माला येतो. 'राजकारणाचे अध्यात्मीकरण' आणि 'भारतीय सेवक' या विचाराचे बीज दोन गोष्टीत दिसून येते- (१) त्यांचेवरील ख्रिश्चन धर्माचा प्रभाव- त्यांच्या सेवेचा प्रभाव - येशु ख्रिस्त म्हणतात- "मी सेवा करून घ्यायला नाही, तर सेवा करायला आलो आहे." यात दिसते. (२) त्यांची हिंदूधर्मावरील प्रगाढ श्रद्धा त्यांना जन्मतः मिळाली होती. दोघांचा समन्वय त्यांच्या विचारांवर दिसतो. गोखल्यांना भारत आणि भारतीय राजकारणाचे मुलाधार समजले होते, त्याचे प्रत्यंतर गोखलेंच्या मृत्युनंतरही आपल्याला पुन्हा-पुन्हा दिसुन येते. या राजकारण्याच्या अध्यात्मीकरणाची आणि 'भारतीय सेवकांची' बेमालूम भेसळच मोदींनी जनतेसमोर ठेवली. पुन्हा-पुन्हा ठेवली व भारतीय साधी-मोठी जनता आता विचार करीत आहे की, 'मोदींचे धर्मवादी राजकारण, भारतीय सेवक अस्सल की नकल?' या पारदर्भूमीवर गोखलेंना अभिप्रेत असलेले 'राजकारणाचे अध्यात्मीकरण' करणारे 'भारतीय सेवक' गोखलेंच्या नंतर झाले काय? याचा आढावा घेणे क्रमप्राप्त ठरते व त्यांचा प्रभाव, त्यांच्या विचारांचा प्रभाव तसाच राहीला की, त्यात कालसापेक्ष बदल होत गेला? हे ही पहाणे अगत्याचे ठरते.

भारतीय सेवकांची फळी तयार करतांना गोखल्यांना पहिला भारतीय सेवक मिळाला जो 'राजकारणाचे अध्यात्मीकरण'चा पुष्ठा पाईक सिद्ध झाला व त्याच्या भारतीयांच्या सेवेबद्दल त्याच्या शत्रूंनाही शंका उरली नाही, तो अत्ता सेवक म्हणजे आपले 'राष्ट्रपिता महात्मा गांधी'.

'राजकारणाचे अध्यात्मीकरण' आणि ज्याला मुख्य आधार बनवून भारतीय जनतेची सेवा करणे याचे मुर्तीमंत उदाहरण म्हणजे 'महात्मा गांधी'. महात्मा गांधींना भारतीय जनतेची नस ओळखणारा नेता म्हणून पाहिले जाते व पुढे शोध घेतला तर त्यांना ही नस का ओळखता आली तर त्यांची मुळे आपल्याला गोखल्यांच्या 'भारत सेवक संघ' व 'राजकारणाचे अध्यात्मीकरण' यांत सापडते. महात्मा गांधी भारतात अफ्रिकेहून परत येतात व गोखल्यांना भेटतात. गोखले गांधींना सल्ला देतात- 'आधी भारत पाहून ये, मग तुझ्या कार्याला सुरुवात कर.' हा सल्ला गांधीजी तंतोतंत पाळतात आणि त्यांना भारताचे आकलन होते. त्यांना भारतीय जनतेचे आकलन होते. भारतीय माणूस पाणी पितांनासुद्धा आणि घेतांनासुद्धा धर्माचा, अध्यात्माचा विचार करतो व कृती करतो हे ओळखणे अतिशय महत्वाचे होते आणि आपण राजकारणाचा पायाच गांधी भारतीय धर्माला- अध्यात्माला करतात आणि या पायाच्या ढळावरच मोहनदास करमचंद गांधी- महात्मा होतात, राजकारणात कळस बांधतात.

महात्मा गांधींना राजकारणात जे यश मिळाले व नामदार गोपाळकृष्ण गोखले यांना जे यश मिळाले याची तुलना केली तर गोपाळ कृष्ण गोखल्यांच्या लहान यशाचे मोठे रूपांतर म्हणजे महात्मा गांधींचे यश असेच करता येईल. कारण गांधींचा काळ आणि त्यांना मिळालेला प्रतिसाद व गोखल्यांचा काळ व त्यांना मिळालेला प्रतिसाद यांची तुलना केली तर इतिहासकार बिपीनचंद्र यांचे आकलन आपल्या कामी येते. इतिहासकार बिपीनचंद्र यांचे मते- "१८८० च्या दशकात राजकारणी पुरुष फार धोडे होते व राजकर्त्यांना खुला विरोध करण्याची प्रथा अद्याप रुढ झाली नव्हती," याच काळात गोखले आपले राजकारण करीत होते व त्या काळाचे व परिस्थितीचे आकलन केल्यास, आपणांना नामदार गोपाळकृष्ण गोखल्यांच्या राजकारणाचा आवाका लक्षात येतो.

यातील दूसरी बाजू म्हणजे गोखले नंतर गांधी. गांधी नंतर कोण तयार होते? अर्थातच विनोबा भावे! विनोबा भावेंना गांधीजींचा वारसदार म्हणून म्हटले जाते. विनोबा भावेंना गांधीजींच्या राजकारणाच्या अध्यात्मीकरणाचा प्रयोग जमला नाही. हेच विनोबा भावे एक निरीक्षण नोंदवतात की, "बुद्धाप्रमाणे गांधींनीही आपल्या शिष्यांना खोल विचारात जाऊ दिले नाही". किंवा आपण म्हणू शकतो, की त्यांच्या शिष्यांनी तो तसा खोल विचार केला नाही. त्यामुळे बदलत्या परिस्थितीत 'राजकारणाचे अध्यात्मीकरण' कसे करायचे याची सुत्रे विखुरली गेली व पाया दासळताच इमारत दासळते तसे या विचारांचे-संकल्पनेचे होतांना दिसते.

सारांश:

गोखल्यांच्या 'राजकारणाचे अध्यात्मीकरण' खऱ्या अर्थाने करणाऱ्या सेवकांची नितांत गरज आहे. गांधींनी भारत पदाक्रांत केला होता. आजच्या गोखल्यांच्या खऱ्या सेवकाने जग पादाक्रांत करावे, त्याची गरज आहे. जगाच्या सेवकाने जगाची नस ओळखावी व कदाचीत ती नससुद्धा गोखल्यांच्या 'राजकारणाच्या अध्यात्मीकरणातच' त्याला सापडावी.

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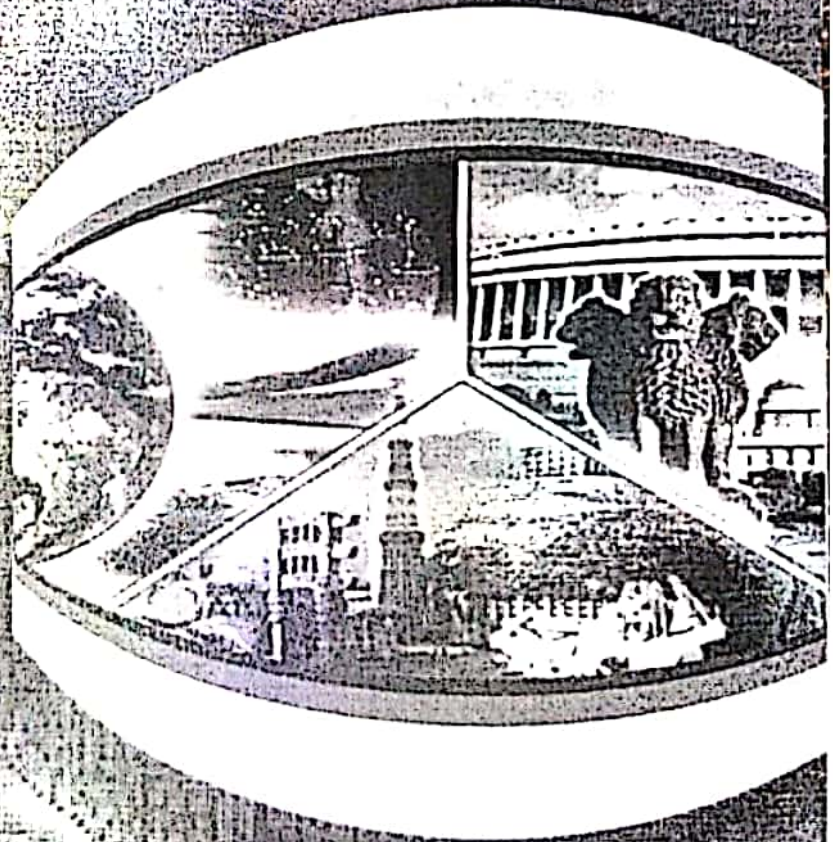
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Introduction:

Technology is one of the important attribute of a nation /state system to survive with dignity in the modern world. Economic well being and growth and security of a nation are directly proportional to the assimilation and development of both civil and military technology or for convenience we can call "Dual Use Technologies". Directions and priorities of technology have always reflected perceptions of what is essential for society and nation. Technology is the application of science and its most sensible and improved application can take the nation to a height from where it can exercise a control of choice over the various developments in national interest. We can safely say that technology is about knowledge and knowledge of how to do things. Effective application of science and use of technology does not only relate to national defence and security but also it relates to every aspect of the entire national development. Most sophisticated and first grade technology is the national asset and leads to enrich the national power. In modern world, technology is christened as a strategic resource, because it creates a unique competitive space, which enables realization of the national vision. The first Prime minister of India just after independence stated, *"The key to national prosperity, apart from the spirit of the people, lies in the modern age, in the effective combination of three factors: technology, raw material and capital, of which the first is perhaps the most important, since the creation and adoption of new scientific techniques can in fact, make up for deficiency in natural resources and reduce the demands of capital"*.

Technological capability is the first factor determining the very future of a nation. Unfortunately, the Indian profile is a broad based plateau of obsolete technology with some pinnacles of contemporary technology. The obsolete base is the inevitable result of the protected environment created for the fledgling Defence Public Sector Undertakings (DPSU). The national industrial policy, initiated in 1990, has hopefully resulted in increments to the earlier prevailing level of technology. Now this is evident in some sectors, like the automobiles and electronics. India is also now one of the countries, which has demonstrated competence in nuclear power generation, ocean development, and rocketry and space technology. The sign of Indian Space Research Organisation (ISRO) is very very positive. To be at essence, we have to examine and relate various aspects of technology to enrich military security.

Relations between Technology and National Security:

I am aware that military security is not a comprehensive security in the overall canvass of national security. But the sharp end of security stick is represented by the military power with the very

dictum that "Power flows from the Barrel of a Gun". Thus, to understand and identify the links between national prosperity, technology and its substantiation in national security. The change in the level of military technology and military security appears to have similar recurring changes at politico-military level. formulate the national technology strategy to the needed requirement. While Revolution in Military Affairs (RMA) further on the level, expanded the scope, augmented the intensity of power, heightened the cadence of both strategic and tactical military operations to thwart the design of enemy, by giving a surprise and befitting blow on its intentions.

Security is a relative freedom from harmful threats. The definition of "security" is no longer limited to military might, extends beyond, to a more comprehensive definition encompassing economic strength, internal cohesion, and technological progress. Undoubtedly, the change in the definition of security has been fuelled by globalization. The issue regarding the so-called "transit" technology has become confused and globally charged. In this world the threats posed are very very sophisticated and they range over a whole spectrum from direct invasion to what are termed non-military threats to the nation's security. A nation's security is no longer defined narrowly and now-a-days it is extended to aspects like security of food, energy, access to resources, freedom from threats of subversion, full sovereignty over one's own land, freedom to develop high – cost & sophisticated technology, etc. on..... Our collective aspirations track rather closely the needs of Maslow's hierarchy needs. We desire

1. Security, hence self reliance
2. Recognition, hence the desire to gain esteem as global villagers
3. Self fulfillment in Research and Development, hence ourselves that we can go places under our own technology.

It is so because of the perceptions of the world. The phrase, "Technology and National Security" should be developed indigenously. Some says – it should be transferred. Some says – it should be first transferred, gradually developed and I also agree to this thinking because of lacking in developing first grade of technology of its own. To get the essence of issue, let us analyze- What we really want? I call myself to India and not use the generic term "Third World" or "Developing Countries". Since in my opinion, because of the socio-economic and political situations, the problems and needs are unique for each country. India is struggling hard to graduate from an illiterate to a semi-literate society, generally lack such a base and the development of modern high technology.



becomes a charming but distant dream. After a considerable deliberation, India has charted a course which is supposed to take the country from a controlled economy to a market driven one. One of the primary objectives of this major structural change was to make Indian industries globally competitive. And this is possible only when high-technology pre-supposes a high level of scientific base comprising a broad based and rich reservoir of technical knowledge of pure-sciences which acts as a foundation for subsequent development. Thus, the options of transfer of technology is only and only available to get a ladder to be seen in this technological competitive world.

Transfer of Technology

In this age of globalization, nearly everyone speaks on a different plane when "technology of transfer" is discussed and the situation is similar to the Tower of Babel, where everyone speaks but without understanding the other. These perceptions regarding the technology transfer span (amongst others):

- Know-how for operating systems,
- Manufacturing know-how, in the form of key projects
- Ability to modify designs of existing weapons, systems etc.
- Application Development (Applied Research),
- Basic Research & Development,
- Know-how about basic methods relating to all the above
- Ability to be self-reliant in the technologies when interdependence because of
- Globalization is the name of the game.

The Hindustan Aeronautics Limited (HAL) as a model:

The last six decades has given us a useful insight into technology transfer. We have been able to see the human and economic aspects involved in the interaction of multinational and a relatively under-educated and inexperienced recipient. The directions and objectives charted out by one partner and the unwritten aspirations and efforts of the other have molded to produce reasonably satisfactory results, if not excellent. India has negotiated aircraft manufacturing and deal mainly with the then Soviet Union from being among a pure purchaser of MiG (Mikoyan and Gurevich) aircrafts during 1960s, India has steadily built up an indigenous aircraft production capability of considerable sophistication. Light Combat Aircraft (LCA) though very late indigenous delivery because of failure of Gas Turbine Research Establishment (GTRE) in developing a suitable power plant yet not bad with power plant (engine) from USA. Now it is with other private sector (from Reliance) planning to produce Rafale under the agreement from France.

Technology Acquisition & Development:

I feel it is a naive and rather unreasonable to expect that technology can be transferred. Because advanced nations today safeguards their technological secrets with as much care as they do their military secrets. The technological gap between the developed and the developing nations is growing. The developed nations are not likely to assist with the first grade of technology in the industrialization of the developing nations out of altruism. Only the rotten fruits of second grade technology are available on the name of technology transfer. It must be acquired, purchased, built up bit by bit or stolen. (if one pleases like some country!).

Man - The Vital Factor:

The most important elements (and currently the most neglected) are the person who is expected to be exposed to, to analyze, absorb and synthesize his knowledge for application in his unique environment. Generally, in our efforts to transfer technology, the emphasis has been on capital goods, buildings and machines. The man who has to actually deliver the goods is relegated to the lowest priority, his education, his training, his conditions of work, his emoluments, his motivation, his objectives and his managements are given little thought. For an effective production line, it has to attract dynamic and motivated researcher, scientists, technocrats, engineers and managers. Our Indian Institute of Technologies (IITs) has produced if not rich then best possible reservoir of technical knowledge. Unfortunately our best brain boards the plane just after getting the degree. Blame is always on "brain drain" or lack of state-of-the-art facilities in native country.

High-Quality Training and Education:

Unless we give a high priority to a broad based technical education there will never be any depth to our efforts, the important failure being the teacher and those being taught. Efforts in trying to establish "Centre of Excellence" without the necessary sources from which one can distill the mass to feed these "centers", would only lead further to disillusionment and the creation of ivory towers. Hence: The teachers and trainers with requisite experience and knowledge (both Indian and foreigners at home and abroad) must be attracted to enter the field of technical education.

- Technical education abroad in leading universities must be made a conscious objective from the ranking students. The Indian Government and the private sector must get together to contribute to "Serve the Country" schemes with the only condition that the individual must come back and work in India at least for 7 years after his studies.
- As far as foreign training is concerned, must be on a clearly thought out scheme with a great depth and a detailed programme in advance, according to what we feel is our requirement.
- Training of teachers in industry and engineers and scientists from the industry in the universities would serve as a wonderful catalyst and give some practical understanding to the theories. This would also establish the very important missing link between academia and industry.

Investments in these spheres will yield long term dividends. Technical education must have a clear direction and dynamism (from syllabi to teacher's salaries) to adopt the rapidly changing technical environment in this fast running era of globalisation.

Advanced technology and International System:

Technological weakness in the civil sector results at worst in lower standard of living. Technological weakness in the military sector can result in the overthrow or destruction of the state itself. However, one can compromise with the former but not with the latter. For this reason the leading edge of the technological advance sets the standard of international system because the unequal distribution of advanced military technology was a normal feature of the international system. Advanced military technology has spread throughout the international system by the physical and political



expansion of those state possessing it; by the transfer of weapons from those capable of manufacturing them to those not; and by the spread of manufacturing capability to ever more centers of control. Thus, the process of qualitative advance in military technology is accompanied by the spread of both – technology and knowledge about technology – ever more broadly throughout the international system and this "Transfer of Technology" has now been acknowledged as a non-state actor in "International Politics".

Setting of Objectives and Implementation:

In order not to only produce solid state bureaucrat and overpaid paper-pushers, but we must be clear in our technical policy, direction and plans. India required having checks and milestones with clearly defined objectives to enable timely corrective actions. It must not be undebated ideas of a few self styled experts "who know best". It must come from the mass of the technological populace. A ranking in the bureaucracy or position in some institution/public company does not bestow wisdom and foresight. Decision regarding technology transfer should be done by broad based committees comprising not only of the areas to be covered, but also of the fields, which may interface subsequently with it. To speed up the process of development, we should not hesitate to buy technologies if these are available to save time and efforts. We should establish our priorities and pursue our efforts vigorously to meet our requirements and goals.

Experiences – What gives that cutting edge?

How and why does a nation achieve competitive advantage? A combination of factors is needed in order for a nation to be competitive. South Korea and Taiwan had a head start with relatively cheap labor, but Germany, Switzerland and Sweden have prospered despite high wages and labor shortage. Sweden and Canada have built competitive industries based on natural resources. However, Japan and South Korea have been very successful despite possessing very limited resources. Detailed studies done by Michale Porter on a number of successful nations has shown that natural resources, when supplemented by factors like demand conditions, supplier industries and progressive Government policies have helped countries achieve sustainable competitive advantages. A fair and comprehensive yard stick to judge a nation's international competitiveness is its share in the exports performance of some of the leading nations in their premier defence industries. India makes a poor showing in this respect. Our products still lack sophistication, strict tolerance and quality control.

India's natural resources and cheap labor alone will not give the country sustainable competitiveness. This has to be achieved through technological excellence, better productivity and product differentiation. The major determinants for achieving competitive advantages like supporting infrastructure and congenial atmosphere must be created to provide the cutting edge to both defence industries and civil industries as well, if we want to have the advantage of "Dual use technologies". Because, global competitiveness can be sustained only through upgradation of technology and the development of human skills.

India's Defence and FDI:

In order to attain and maintain military capability, it is necessary to rapidly achieve the capability to produce defence hardware indigenously. This is a serious handicap and one that must be rectified urgently if India is to realize her potential and become truly independent militarily. The level of foreign acquisition is an indicator of the more than 70% dependence that the Indian military structure still suffers from. The government's present decision to 100% Foreign Direct Investment (FDI) was necessitated due to our poor performance in defence production. It may give boost to the domestic defence industry especially aerospace industries, which is highly capital intensive and save valuable foreign exchange since India imports more than 70% of its air force equipment. Make in India move has invoked maximum response from major players like Dassault, Boeing, SAAB and BAE Systems who all have expressed interest to do business in India. But they are not comfortable in making joint ventures with state run units like DRDO and DPSU. These foreign investor are more interested to make a joint venture with private players like the Reliance, Tata, Birla, Mahindra and Taneja Aerospace. Thus, state run DRDO and DPSU will have tough competition with these global defence giants. What has to be seen is, whether these foreign companies will really transfer the technology along with their product or not. Experience says that foreign companies will never give India their first grade of technologies even if one is ready to pay from its nose. Defence Production needs long –term and large investment, cutting edge technologies with very low economics of scale. We have seen the output of our DRDO and DPSU, which failed to fulfil the demand of armed forces. Let us try our defence demand to be fulfilled by private players as private defence industries in the Europe, Brazil, Israel, Mexico and USA are doing well with the full support of their respective governments. If so, Modi's NDA II Regime have to motivate and assure full financial and political support to these prospective private defence industries to meet the requirement of national defence and security.

Defence procurement during the UPA regime was riddled with allegation of corruption, middleman commission and bureaucratic red tapism. The naysayer for our present Prime Minister Narendra Modi's 100% plan point out that it puts the national defence and security at risk and makes it vulnerable to foreign powers. Once foreign power or body dominate the defence production output of India, they may hold the keys and decide to shut down or down scale the production during an international crisis. No doubt, the increase in the FDI cap will certainly benefit and strengthen our defence especially military aviation. Nevertheless, India has to simultaneously develop our indigenous industry, improve Research and Development under our own flag and reduce our dependence on foreign aerospace industries. Furthermore, off the shelf purchase of Rafale directly contradicts India's plan to promote "Make in India" especially in civil and military aviation. Thus, Indian defence planners are caught between the decision to build Rafale in larger quantity in India or the take the risk of investing in Advanced Combat Medium Aircraft (AMCA) projects, which will not only take time but also will not be technically superior and cost effective over any foreign aircrafts in quality control, strict tolerance required, standard, and state-of-



the art sophistication. In all count and comparison, whether Indian defence product will be able to compete with top international defence product or not. That is tough call to predict.

Application of First Grade Technology in the Weapons Development

Extraordinary technological sudden development is taking place all around us. In the military field technological advances are leading to such developments which are relatively literally converting science fiction into science fact. Technology is very much manifest in the tanks ships and aircrafts which characterize the military might but far reaching applications are evident in the materials from which the equipments are made, the power source which make them work and increasingly the electronics which permeate almost every sphere we can think of or conceive. Many such advances can be totally of or conceive. Many such advances can be totally hidden from the public eye and in many ways are quite unpretentious, yet equipped with intense effect. In the land warfare, technology is leading to major advances in many areas of Infantry and Artillery Weapons systems but predominantly in the armour/ anti-armour confrontations, where there is an interesting example of one trying to neutralize the other but only resulting in increased cost and complexity. This meant that man portable accurate and reasonably lethal anti tank weapons could be designed for the infantry. Many free flights as well as guided rockets/missiles are being developed proliferating the battlefield with a profusion of such weapons offering a wide variety of choice for the users. In naval warfare arguments range about the effectiveness of surface ships and their vulnerability against air attack and sub-marine attacks. Ships, submarine, frigates and other naval weapons have changed remarkably internally and externally. There have been great technological advances, especially in electronics and command and control. In naval armament the primary weapons is now the missile with various variants. India is far away from the status of a Power Projection Navy and it is just near to the concept of Blue Water Navy. Unless first grade of technology is not applied, it will not be able to overtake the enemy in the Indian Ocean and Arabian Sea.

In air warfare new shapes are taking to the skies with most suitable swept wing designs, new light engines and armaments with totally new capabilities. However, the most noteworthy of the known developments is "stealth"- a combination of several technological advances that results in an aircraft, which might ultimately be invisible to radar, electronic or visual and aural detection. If this technology is really as good as it is claimed, then it will of course lead to a great and dilemma to apply almost similar technologies in weapons to counter it resulting perhaps in an invisible war! Because of no application of first grade of technology and avionics, Indian Air Force is just a tactical air force and not a strategic air force, which is the need of hour against China, if not Pakistan. The computers have revolutionized many key areas of weapons technology. As sensors have multiplied in numbers and capability, as weapons systems have become increasingly electronically controlled, and as military forces have become even faster moving, so the requirements for effective command, control, communication, computer, intelligence, surveillance and reconnaissance (C4ISR) has become even more pressing. The solution has become available through the development of very powerful digital computers and communication

systems and this linked with the simultaneous dramatic reduction in very small size of electronic devices, encourages scientists to produce equipment which enable commanders to keep control of the fluid battle situation in dynamism of battle field

Development Trends in Defence Material:

In the past it is noticed that any watershed civilization is judged by progress in material science like the stone age, copper age, steel age etc and it can be rightly said that today it is ceramic age when the chips are ruling the roost. Revolutionary changes and advances are abundantly evident in material science. Well established materials like steels and aluminum alloys are being used less frequently as technology enables new materials to be used in production processes. Defense materials include everything from complete major weapon system like tanks, ships and aircrafts, guns and missiles to the assemblies or spare parts that go into these equipments required for these weapon system like test equipment etc. The development trends, in defence material are of course basically parallel to those which are taking place within the entire technical world. But defence requirement is very demanding. They are required to be superior to what one's enemy have at a short intervals, obsolescence is not possible owing to economic constraints, and therefore weapons must be technically very advanced when they are included in the inventory. Thus, for example, most of the new tanks armours are based on some form of ceramic sandwich. Titanium has long been known as a metal that is very strong and very light, non-magnetic and is being increasingly used. Another remarkable material is kevlar a strong and very light carbon fiber material, which has found many military applications from body armour to aircraft components.

Modern reactive armour will sensibly reduce the penetration of the Heat-Jet using explosive layers. The explosive layer will be ignited by the penetrating jet and will accelerates two metal plates deviating the high speed particle jet. There is every possibility that tank may be replaced by armoured Helicopters as the concept of "flying tanks" has emerged. Supersonic missile, with a range of 15-20 km will be designed for use from Helicopter. They will be equipped with infra-red homing heads which will detect the target illuminated by Laser Target Designator and will automatically homed in on the target as long as the target remains illuminated. Before proceeding to a detailed study of the above aspects of equipments management and to help such a study it is necessary to understand what is meant by Material Life Cycle. Material life cycle is a management concept. It provides a framework for comprehension, planning, directing and progressing the evolution of a weapon system/ equipment through its entire 'life cycle' i.e., from 'womb-to-tomb'. The material life cycle includes initial conception, distribution, operational use and final disposal. This process is accomplished by partitioning the life-time into phases, each phase being characterized by its own specific activities, products, events and decisions. Future may not be jeopardized; for the sake of appeasement, therefore, more than anything else, the Dept. of Defense Production and Supply must be well acquainted with the Military environment, reliability, high quality and safety, maintenance philosophy, the material environment training and simulation system to explore the trends.



Technology Forecasting:

Technology is the lifeline of all military activities, more so in the context of future threats and related planning. The successful and alert military technocrats are faced with the problems of remaining aware of the direction and extent of technological change, and he must develop methods to evaluate the opportunities and threats presented by the change. A military technocrats failure to maintain this necessary puts his head in the sand, a position which leads him to rapid obsolescence and ultimate elimination. Forecasting methodologies are available to him as tools to track and predict technological progress. Technological forecasting methodologies are not ends in themselves, but they are powerful tools that materially assist in the planning function.

Managing Technology:

The various aspects of introduction of new technology and its management will become apparent if we consider the answer to the following questions:-

1. When to replace technology? The answer to this question will be provided by a study of replacement decisions.
2. With what to replace a technology? This needs a study of factors affecting choice of technology, especially its reliability and maintainability.
3. How to replace technology? Various activities in introduction of new technology will have to be examined to answer this question.
4. How to manage the new technology? The answer to this question will be provided by a study of the concept of Integrated Development Programme.
5. What to do with the old technology? A study of the management of surplus and scrap will provide an answer to this question.

The final and very important element is management. Have we ever wondered why our country men working abroad are second to none and return results equaling or surpassing those of "People of superior intellect and advanced education"? The reason is not only that money makes the mare go, but it is also objectivity, direction and professional management. When our people are shackled by bureaucratic, selfish, confused and incompetent managements, the results can only be lot of heat but not light. Failures in the management of science and scientists are the chief cause of Indian science having run into a rut and not producing the desired results. Many scientists point out that, there is all round managerial bungling in the research institution of the country where there is total lack of

transparence in the methods of assessment used and is, therefore, becoming increasingly subject to blatant misused, authoritarianism, nepotism arbitrariness of the top bosses. Professional technical management is a practical reality but not being appreciated more and more in all our areas of endeavors. Clear sighted daring leadership of effective objective managers is the only way out of our maze of disillusionment, both in public and private undertakings.

Conclusion:

In the end, I must say that I am very much optimistic about the future of our country. Dependence on multinational for development has to be selective on the name of "Make in India" and should be resorted to only where the long terms interests of the country can be preserved. Be aware of the technologies that have been phased out in the developed countries and are being pushed into the developing countries on the name of "Technology Transfer and Ongoing Globalization". Globalization has both its pros and cons. The key to effective utilization of globalization lies in the nation's ability to harness its growth potential. Thus, we have to ensure before any transfer of technology that its induction will substantiate our national development and security and let us be hopeful that India's pool of scientific, technical and managerial talent will prove a decisive factor for our national development and its very security.

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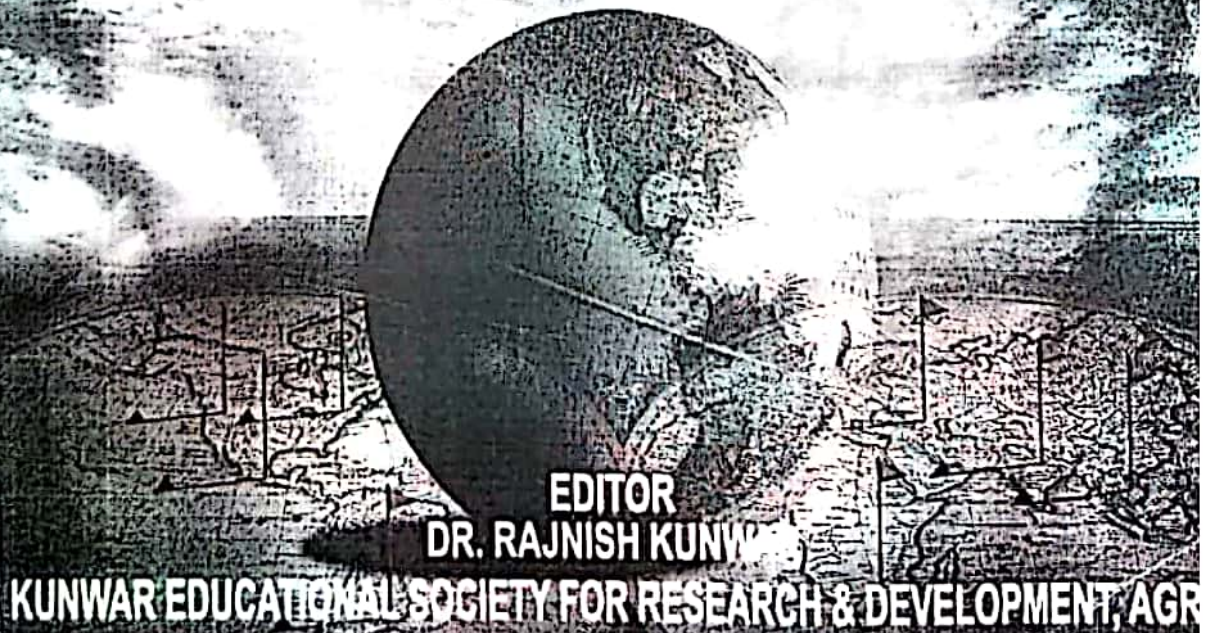
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BRINGING MILITARY POWER AND DIPLOMACY TOGETHER (WHERE INDIA FAILED AND SUCCEEDED IN DEALING WITH PAKISTAN?)

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In the wake of Uri attack in Kashmir, by Pakistani sponsored terrorists in September 2016, Chief of Indian Army General Dalbir Singh Suhag is militarily ready with the blue print to thwart the design of Pakistan. Chief of Air Staff Air Chief Marshal Arup Rana can establish air superiority over Pakistan and capture the Pakistan Occupied Kashmir (POK) with no much difficulty. Chief of Naval Staff Admiral Sunil Lanba

well prepared to impose naval blockade around Karachi port to pressurize Pakistan to come to its knee. Entire nation with its armed forces is ready for a limited war with Pakistan. Chiefs's proclamation appears to be 'open of theory of deterrence' against Pakistan. But it is not to be seen that Pakistan will be deterred or not. Military action will be taken or not. Each and every time India had failed and Pakistan succeeded on diplomatic front.

Political-military measures have no effect on Pakistan. Deliberately Pakistan used to avoid the talk

Cross Border Terrorism* on the pretext of inclusion of Hurriyat's stand on Kashmir Issue. Hurriyat is a non-state actor created by Pakistan to raise the Kashmir issue to its diplomatic advantage. Why it is so? Because, if Muslim majority Kashmir could remain in India then religion as a basis of nationality stood questioned for Pakistan and its Two Nations Theory, stands no theory. Therefore, Kashmir has become a religious issue of identity for Pakistan and a secular issue of identity for India. Thus, Pakistan still say that without Kashmir, it is incomplete and this is the reason Pakistan uses Kashmir as the justification for not allowing free run of Indo-Pak relations.

Mond. Ali Jinnah, the man who divided India is acting more British than the British, was more secularist than the fundamentalist, left Congress and joined Muslim League and became the champion of Muslim cause overnight. He deliberately sowed the seeds of hatred and a feeling of abhorrence between

Hindus and Muslims, who lived together for centuries with common civilization. Jinnah, who was fighting for India started fighting against India for his political aspiration. Thus, Pakistan was born not from a natural delivery but from an induced delivery and with a lot of genetic birth problems, which still exists. At no stage in the last 69 years could the relations said to have been good. Emanating from such a fundamental hostility, four full scale wars, regular firing at LOC, abetting terrorism and insurgency and keeping mistrust, Pakistan foreign policy and defence orientation has consistently taken an anti Indian bearing.

Now we should learn that national security needs a continuing effort to execute the expanded context of diplomatic and military strategy in dealing with Pakistan. It is something alarming that the central government is only making statement to deal with Pakistan than taking any concrete action. It is regretted to submit that Pakistan is consistently making a clandestine military venture by violating ceasefire and killing our soldiers and central government is a mute spectator and decision makers are searching scurrying cover in just telling that Pakistan ran away from the talk. It is not only the first time that we are badly failing against Pakistan but also we had a history of our failure.

Army was inducted into Jammu and Kashmir only after the Maharaja of State Hari Singh signed the instrument of accession on 26th October 1947.¹ Had the Kashmir Operations continued for another three months or so and had the IAF allowed operating in a strike role, the whole of Kashmir would have been under India's possession. Nehru never wanted to continue with military operations in Kashmir, as he wanted to take the issue to the United Nation, beguiled by his idealist instead of realist perceptions. Pandit Jawaharlal Nehru made many policy decisions in



context to Kashmir without consulting the cabinet ministers and military authority. While the war was on, negotiations had been had been going and a Cease Fire had also been proposed. However, the military was not informed of this impending decision which was to be effective from a particular hour that the Nehru government had already decided. Had the Army been apprised of the impending Cease Fire, the troops on the ground could have made advances to capture more tactically sound position which later had an effect on the alignment of the Cease Fire Line and today that position would had been the Line of Control (LoC) with Pakistan.

A lack of thinking and of proper coordination between military power and diplomacy and absence of strategic thinking to analyze various strategic issues has left India in an unsolved problem that has defied politico-military solution of Kashmir.

In 1965, after the debacle of 1962, hawkish leader and trigger happy Generals of Pakistan once again wanted to test the water by initiating skirmishes and shallow penetration in the Rann of Kutch in April 1965. Under the leadership of Lal Bahadur Shastri, India warned Pakistan to thwart its offensive design. Indian troops moved close to Pakistan border and Indian Armed Forces fought well. Indian diplomacy was, thus, successful in thwarting military threat from Pakistan. The stalemate outcome of 1965 speaks about the right conclusion and strategic lessons from the China debacle. Indian leadership took bold step of permitting the Army and Air Force to cross the international boundary and hit Pakistan in areas of its own choice. The politico-military leadership in 1965 not only neutralized the Pakistan offensive in Chhamb but Indian Army advanced into Pakistan on many fronts. Shastri had strategically ignored the Chinese ultimatum and resolutely refuse to extend the war to East Pakistan. Shastri responded to professional military advice and thus, brought military power and diplomacy together. But the very sad failure of 1965 war is the Tashkent declaration on 10th January 1966², in which Pakistan succeeded in putting pressure on the then Prime Minister Lal Bahadur Shastri to return Hajipir. This failure came with the mysterious death of pragmatic leader Lal Bahadur Shastri.

The outcome of 1971 war was certainly a great strategic success, but the result of a set of unexpected

circumstances and not of a long term anticipated military strategy. Excellent preparations were made by Mrs. Indira Gandhi to meet the developing situation politically, diplomatically and militarily. To neutralize the Pakistan-China-USA axis, a Treaty of Friendship was signed with the then USSR in August 1971. Treaty inter-alia depicts, "any attack on India is attack on USSR and any attack on USSR is attack on India". Within the very meaning of treaty US Seventh Fleet was challenged by USSR in Indian Ocean when it was sailing towards Dhaka to resume Pakistan. Both India and the then USSR have shared their common concern to promote regional and international stability.

There was remarkable coordination between clear political direction, integrated inter-service planning, political manoeuvring and influencing of international opinion. The aim was achieved in unbelievably quick time. Better unison between military power and diplomacy resulted the liberation of Bangladesh, a cartographic change and capturing of 91,549³ Prisoners of War (POW) of Pakistan. Pakistan Army surrendered to Lieutenant General JS Aurora on 16th December 1971⁴. The strategic greater advantage resulted by neutralizing the Pakistan from Eastern front.

After a record capture of POW in the world's military history, Pakistan was to commit suicide but we as Indian do not bite the dog when dog bites us and we have bailed out to Pakistan by releasing the entire POW without bargaining on Pakistan Occupied Kashmir (POK). If Indian political leadership had asked the Pakistan to vacate the POK as a condition to release the POW, Pakistan would have come to its knee and have vacated the POK and the Kashmir problem would have been solved forever. Indian Armed Forces had demonstrated the aggressive military potential and grab the victory despite the opposition from USA and China. But spectacular victory in December 1971 on land, sea and in the air was lost on the agreement table in Shimla on 12th January, 1972⁵. The biggest diplomatic achievement of Pakistan was to get hold of its 91,549 Prisoners of War within a month and the biggest diplomatic failure of India was not to get hold of its 5⁴ Prisoners of War as on today captivated in Pakistani jail. It is unfortunate that after 44 years, the apex court has to order the Ministry of Defence to pay the death benefit of those ill-fated 54 POW to their next of kin.



In Feb. 1999, our Prime Minister Shri Atal Bihari Vajpayee took a bus to Pakistan, on an invitation from Prime Minister Nawaz Sharif and his military was penetrating in Kargil. In Kargil war of 1999, there was no clear political decision. India got the victory but at the high attrition rate. The government delay in clearing air strikes allowed Pakistan to gain and apprehend in the limited war. Even though the Air Force was ready to strike on May 13, 1999, clearance came from the Cabinet Committee on Security only on May 25, 1999. The opposition itched to have the National Democratic Alliance (NDA) Government on mat over the delay. The issue is too serious to be buried in a classified report.

was quite close to war on January 14, 2002 and on June 10, 2002. But India did not attack on Pakistan as it was scared that Pakistan might use its nuclear weapons. In fact, NDA Govt. scared about its military dictatorship that whenever military dictators and trigger-happy Generals of Pakistan went for war, they fought the war with heavy casualties and destructions.

The politico-military intellectual landscape in India has remained basically desolate. A mislaid and archaic emphasis on peaceful rhetoric has restrained all national debate on India's strategic culture to deal with the Pakistan. A sound and effective strategy should be immediately formulated to highlight the increasing necessity of integration between military power and diplomacy in view of consecutive Pakistani violation of ceasefire. We are facing a situation from Pakistan in which our existing mechanism of bringing military power and diplomacy together is the need of the hour.

Diplomacy and statecraft are serious issues and our statesmen lack a coherent approach. Let us get the idealistic approach of not biting the dog when the dog bites us. Let us kill the dog for its brutal act so that we should think twice to even bark on us. For Indira Gandhi and another leader. But the sad part of our history is that we have many leaders like Indira Gandhi who have not been able to bring a strategic culture to Pakistan. Can we maintain its military power? Yes, it can, but only if it is maintained, then only India can suffer because of no strategic culture. Can our government take a decision to deal with the Pakistan. Can our government take a decision to act in a more effective manner than running after the dog and talk.....

Pakistani sponsored terrorists attack on Pathankot, entire nation was serious and shocked, which would have compelled the government to take military action. But this attack was the first major terror challenge

...lay on the government part in giving the... is not only a political question. It... context of the politico-military... addressing India's... 527 lives. To... political... cap... in... much... military... is well... of... Karachi... Entire nation... war with Pakistan... a part of 'theory... to be seen that... action will be taken... had failed and Pakistan... All politico-military... Pakistan. Deliberately Pak... on 'Cross Border Terrorism'... of Hurriyat's stand on Kashmir... state actor created by Pakistan... issue to its diplomatic advantage... Because, if Muslim majority Kashmir... India then religion as a basis of... questioned for Pakistan and its Two... remains no theory. Therefore, Kashmir... religious issue of identity for Pakistan and... issue of identity for India. Thus, Pakistan still... without Kashmir, it is incomplete and this is the... Pakistan uses Kashmir as the justification for... allowing free run of Indo-Pak relations.

Mohd. Ali Jinnah, the man who divided India was acting more British than the British, was more secularist than the fundamentalist, left Congress and joined Muslim League and became the champion of Muslim cause overnight. He deliberately sowed the seeds of hatred and a feeling of abhorrence between

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thrown at Prime Minister Modi by Pakistan. Diplomatically again India failed to deal with Pakistan. Ultimately, Uri attack on 18th September 2016 brought a national consensus to deal with Pakistan. Entire nation was urging the government to respond strongly to Pakistan. All this pressurized the government to initiate a swift and rapid action with complete precision against Pakistan to punish it. Finally the D-Day has come on 29 September and H- Hour was 12:30 midnight⁸ to teach lesson to Pakistan militarily. In fact Pakistan has been challenging India's political will than its military might. Surgical operation to destroy the terrorist camp in Pakistan Occupied Kashmir and taking and talking the matter in United Nation coupled with the cancellation of ensuing SAARC Meet in Pakistan – all that had proved a synthesis between military power and diplomacy.

Uri attack and India's natural and righteous response has no doubt changed India- Pakistan Relations and it will not be near to any Confidence Building Measures (CBM) at least for some time. The angry outburst of Pakistan to use nuke (nuclear) weapons against India shows the mischief act of Pakistani hawkish leader. India need not to worry, it has enough 'defence in depth' capacity to withstand to its commitment of "No First Use Policy" in its nuclear doctrine. India has enough Second Strike Capacity to deal with Pakistan. Nuclear war nobody wants and the international community cannot be a mute spectator to the nuclear blackmail of irresponsible Pakistan. There is no incredulity that the rest of the world is dreadfully worried about what is going on between the two nuclear armed neighbours with many speculating if the region (Indian sub Continent) is hovering on the threshold of what many strategic thinkers in the West had described as a "nuclear flash point"

In view of our security problems mainly with Pakistan, an attempt has been made to highlight the increasing necessity of integration between military and diplomacy. It is axiomatic that past experiences must be remembered in order to deal with Pakistan. To quote

Sun Tzu here would be most appropriate and pertinent *If you know the enemy and know yourself, you need not fear the result of hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.*" Thus, in days to come India need to keep utmost precision and intelligibility on its strategy to deal with Pakistan. India has to remain watchful that the escalation is not fuelled by the bellow for more and does not get the shape that Pakistan might strategically seek out to give it

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7. In India Today, December 17-23, 2002 Assistant Editor Shishu Gupta who tracked the developments within the military and diplomatic establishment for months after the attack on Parliament has pieced together "when India came close to war" of Indian history. He spoke to bureaucrats, field commanders, service officer and others involved in the decision making process. Gupta has produced a gripping story of how an Indo-Pak war was narrowly averted, with the United States playing a major role. Gupta says "every in the know is very cagey talking about a specific D-days, but war was eminent. Military planners were prepared for it. The Mirage fighters were tasked with pulverizing the POK zones that had a high concentration of terrorist camps but they have been asked to fly another day. Those in operations did not go home for days, the troops were ready." Today when nuclear neighbours come close to war the world quite justifiably gets jittery. War has always been a serious business but, as this exclusive account reveals, what used to be a national prerogative is now vulnerable to many external pressures.
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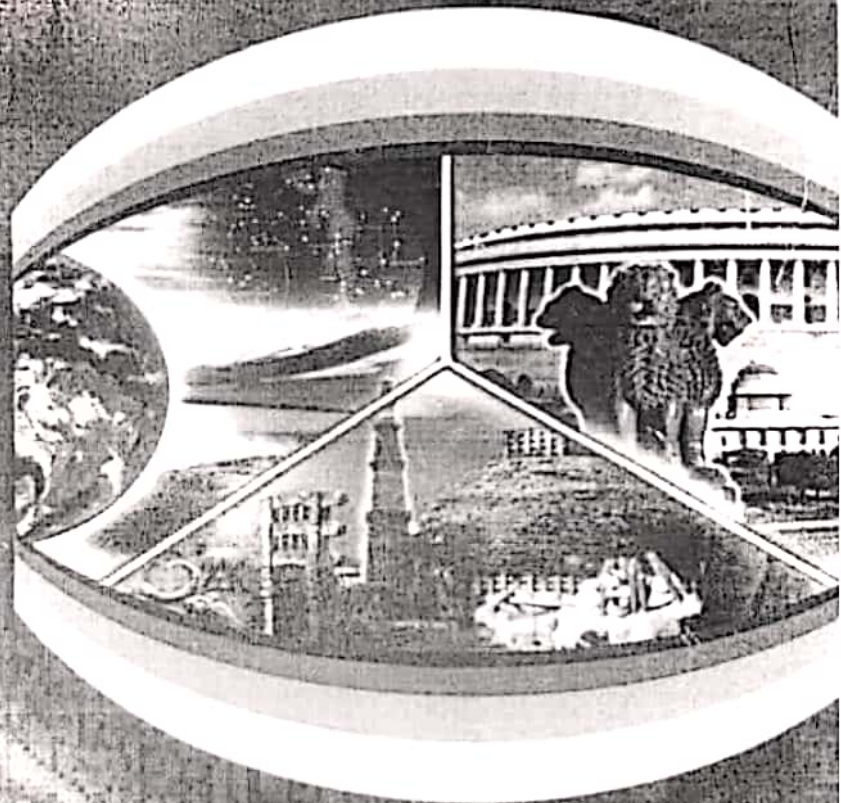
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**CLIMATE CHANGE AND ITS IMPACT IN SUSTENANCE OF MILITARY OPERATIONS**

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ABSTRACT

Geography has always been a crucial factor in national defence and security of the nation/state system. Though relations between war and geography have always been since the evolution of society and war but in the beginning of 20th century, this relationship came up as an academic discipline under the sub subject "Military Geography". Military Geography means a study of application of 'Geographic Discipline' in order to conduct military operations. The subject Military Geography was further substantiated by many strategic thinkers such as Mahan, Mackinder and Haushofer etc., who propounded their theory under the new head known as "Geo-Politics". In international relations, it is said, "Due to very applicability of Geo-Politics and its impact to focus on the goals of a nation-state, a geopolitically advantageous position of a particular nation-state, made other disadvantageous nations to feel jealous about the advantageous position of that nation-state. With the very brief introduction of subject and interdisciplinary approach, now permit me to switch over to the main subject under discussion."

Climate is the general weather condition in an area usually over a long period. Various statistics of climate is measured and maintained by assessing the pattern of variation in temperature, humidity, atmospheric pressures, wind types and its speed, precipitation (rain fall), atmospheric particle count and other meteorological variables in a given region over long period of time. After knowing climate, let us know -What is Climate Change? Climate change is a significant and lasting change in the statistical distribution of weather patterns over a periods ranging from weeks to months, from months to year, from year to years, from years to decades and finally from decades to millions of years. In other words, it may be a change in average weather condition, or in the distribution of weather around the average conditions (i.e. more or less extreme weather conditions).

The effect of climate change are already being felt across many parts of the world including India and increasingly posing new security and survival risk to India's national security and development. With climate change, certain types of extreme weather events and their impacts, including extreme heat, heavy down pours, floods, and droughts have become more frequent. Global warming is causing rise in sea level and glaciers to melt. This is disturbing and now acting as national security threats where survival and development is now at stake.

Climate reflects the long term perspective whereas weather reflects variation and changes for a certain periods. Local weather can affect the movements of land forces. Suddenly rain and fog will hamper the mobility and visibility of land forces. The state of sea exerts a strong influence on tactical movements. Like sudden change from low waves to high waves reduces the speed of ship and disturb steering system. The veils of rains affect the range of visibility. Wind or gales can destroy the ships. In depth of sea, water current is also one of the hazards, also when warm and cold water coming up and down generates current, which acts as a deterrent to smooth movements of submarine and other naval vessels. Clouds can be hazardous while conducting sea or air warfare, smoothly. Basically, the clouds limit the observation

process and it is a negative factor in the conduct and sustaining of military operation. In view of the increasing and exclusive role of air power, planning and training are important aspects. To conduct such mission involves specific consideration of geographical factors like weather, terrain location and size etc. Changing climate affects number of functions of air force- flight safety, navigational efficiency, reconnaissance and surveillance. Though, it is claimed, that so and so aircraft is of all weather capability but the change in climate still holds its importance in sustaining air warfare. Because of change in wind speed and variation in humidity, the projectile ballistics and entire theory of flight is affected.

What is Military and its Operations? The term "Military" is the combination of army (land power), navy (sea power) and air force (air power) and thus it is also called "armed forces". The military organization though distinct from other social organization is the integral part and most important institution of society and nation. When military is acting in national interest, then it is acting by performing its very operation. Sustainability of military operations brings normalcy on abnormal conditions and overcomes expectations on any unexpected situations. Although in turbulent weathers, the military has performed a vital role towards the nation's "tryst with destiny" beyond the call of the duty, which nation can be justifiably proud.

Military operations are sustained in the desert of Rajasthan against 48 degree temperature without much water, flying sands, in minus 50 degree temperature of Leh, against the Siachen Glaciers, the world's highest altitude battle ground, mountainous terrain of Himalayan range, in the jungle of North east and in the very deep water of Indian Ocean and Arabian Sea. When the military operations are sustained in all weather, inhospitable terrain and in an unpredictable climate condition then military is christened as prerequisite of modern midwife of progress and makers of nation's destiny. It is therefore time to take a comprehensive view of the hardship faced by military in sustaining its operation in changing climate. Show is going on in congenial climate but show should also go on and on in adverse



should be sustained in changing climate. No doubt, the impact of changing climate increases the frequency, scale, and complexity of military operations requiring higher costs of military base maintenance and impacting the effectiveness of troops and equipment in deployment. With this impact, military is concerned about climate change because national security cannot be jeopardized at any cost.

Implications for the security sector and defence forces are formidable

The vagaries of climate change in my opinion affect the military operations deeply as in to effect changes the following aspects:

1.Training: The armed forces are trained and readied to take on the threats externally and internally, generally where human contact and intervention is required, any kind of threat from the likelihood of climate change presents risks to the modalities and the tools of training schedule so organized and planned to achieve their aims. It is imperative that if the forces are to tackle threats other than traditionally mandated then the part training curriculum will be spent on the non-combat actions as in support measure, to preserve the climatic disorder. This will reflect directly in the ability of the forces to take on threats in all spectrum of conflict and be ready for them in a seamless manner. This will definitely affect the military operations thereafter.

2. Preparedness: It refers to the very ability of military to carryout operations in a timely manner. Any military force would operate from safe and secure bases having adequate military supporting infrastructure with all required supply elements along with, for successful accomplishment of any task allotted. Climate change effects such as sea level rise have the ability to compromise coastal military installations. Other extreme weather conditions on land can also put stresses on vital military infrastructure. Military infrastructure is concerned with numbers, size and composition of the units that comprise our Defence forces (e.g., divisions, ships, etc.) sustainability. All this preparedness contributes to military capability. Thus preparedness is the ability of forces, units or networks in terms of military wherewithal to carry out tasks for which they are designed and manufactured (includes the ability to mobilize and employ without unacceptable delays). Climate change will cause delays.

3. Operations: Climate change affects the military operations, both in the wartime or peacetime operations. For example, climate change affects and places considerable burdens on the operational and logistical capacity engaged in Leh - Ladakh and other high altitude changed climate. IAF Transport aircrafts are unable to fly in that case food dropping is taking place. In case aircrafts are unable to land somehow, their engine cannot be switched off because of minus temperature and related engine starting trouble in freezing climate. An increase in the frequency and intensity of natural disasters may also put strains on the capacity of military to deliver humanitarian assistance and disaster relief. It is just 3 years back in Uttarakhand, now IAF and Indian Army faced operational

difficulties in evacuating the casualties and rescuing the victims well known.

4.Military Strategy: Climate change also impact military strategy. Entire plan, policy, approach, tactics and line of attack destabilized. Also rainfall variability will interact with a growing urban and coastal population (from Kutch to Bay of Bengal) as well as an increasing demand for energy, to present enormous challenges to national security in this increasingly most important part of the country.

5.Threat Multiplier: There is a very major reason that, worldwide military forces are labeling climate changes a "threat multiplier". The impacts of climate change can increase the seriousness of effect of other socio-economic and community problems, like poverty, economic downturn and unstable political and national institutions, to make crises worse. For instance, increased extreme weather events can reduce the availability of food. Extreme weather and water scarcity contributed to soaring food prices which saw food riots erupt across Africa and the Middle East 2008. Rising food prices in 2011 have also been identified as one of the factors that destabilized the Middle East, leading, for example, to the 'Arab Spring'. Climate change can increase tensions between nations, which will lead to the increased risk of conflict between states. The phenomenon like sea-level rise, coastlines retreating and the eventual submergence of small low-lying islands affect maritime boundaries and exclusive economic zones where natural resources are located. This kind of events is a catalyst for any unforeseen conflict taking place at very short or notice at all leading international organizations and defence forces around the world, from the Pentagon to NATO member states. Now the G7, have all identified climate change as a significant threat to national security.

6.Increasing Coalition Capability: National security extends from not only maintaining the territorial integrity and warding off external threats but also fight major areas of environmental issues likely to endanger the nation's sovereignty and peace. This is in terms of developing and building coalition fighting capability. With the threat of widespread environmental destruction and deterioration looming on all, this itself may not be in the capacity of local bodies and organizations to handle. It will entail a broad international response, which is capable and effective. It is well understood that this kind of threat of likes of pandemic, extreme weather conditions and others transcends the borders and is directed to areas and not nations. Climate change will have a direct impact on national security of many nations, especially where they are small in size, by impacting functional ability of military bases. Operational capability to support each other, thereby diverting severely undermining significant national defense resources.

7. Increasing pressure: The armed forces in the region are vulnerable to climate change with over half of the world's natural disasters occurring in the Asia-Pacific region last decade. The first responders being the Indian defense forces will be increasingly called upon to deliver humanitarian assistance in response to extreme weather and its impacts both at home and overseas.



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serious cases the armed forces may need to coordinate with other countries to provide assistance, like in Nepal. Extreme weather could also affect the forces readiness and capability by affecting the efficacy and effectiveness of critical military and civilian infrastructure at times when rapid mobilization is needed. Military bases, worldwide are also at risk from sea level rise and extreme weather. Vagaries of climatic conditions like, rise in ambient temperatures and occurrence of more frequent and intense heat waves will have implications for the health of military personnel when undertaking training and conducting military exercises. This is especially in the operational areas adjoining our main adversary.

Case Study of Siachen – the highest battle field of the world:

For example, in Siachen, a melting ice cap, coupled with increasing tensions between India and Pakistan could increase the likelihood of conflict. From the 1984, the world has witnessed how the determined Indian Armed Forces can perform their duty at the highest battle ground. There are two enemies in this Siachen glacier area- the first one is nature and its changing behaviour, which is very vicious and unkind- violent and very dangerous and the other is Pakistan- the traditional and genetic enemy of India. Nature and its rapidly changing face do not permit human beings to survive easily. Siachen is located at a heights of 20,000 plus feet from sea level. Survival at these heights and in such a critical condition, it needs to be equipped with a very high order of physical fitness, strong determination and ultimately a never ending will power. As I was posted to Siachen, I have witnessed the frequency of avalanches had been going up steadily.

The Snow and Avalanches Studies Establishment (SASE) report says that frequently changing climate and minus temperatures is not at all suitable for human survival. Life is always at stake. A soldier is always likely to become the victim of 'Frost Bite' and once a person becomes the victim of 'Frost Bite' then the medical remedy is only to cut the limb from the body. Advance of glaciers and a higher frequency of avalanches in the Himalayas are among the impacts considered "highly- likely" by the SASE. SASE had issued an avalanche warning in the Siachen area on February 2, 2016, a day before the ice wall fell on an army outpost, but most of the time it is difficult to predict. Not only 10 soldiers who died were in national news but many more have died who unfortunately did not get the media coverage. In Siachen, avalanches and extreme cold have killed and maimed many more soldiers than active fighting has. Since 1984, more than 1000 soldiers have been killed by avalanches, exposure to extreme cold and high altitude sickness. It is not that only Indian soldiers are becoming the victim in Siachen. Pakistani soldiers are also becoming the victim in Siachen. It is said that India and Pakistan in Siachen are fighting as two bald men fighting for one comb.

Case study of Air Operation in June 2013 in Uttarakhand Flash Flood:

The Indian Air Force (IAF) has claimed a world aviation record by air lifting close to 20,000 civilians in 2140 mission (with various sorties in each mission) during the 15 day Rahat to rescue victims of flash flood in Uttarakhand. It was the biggest heliborne operation in a most inclement weather and day today changing

climate. Lifting civilians in prescure anywhere in the world. Gigantic effort was completed in a most adverse weather conditions using around 45 helicopters of different types involved. The operation was marred by a tragic accident involving MI-17 Helicopter, in which 20 people on board were killed. The accident was because of sudden change in wind speed and climatic conditions, which disturb the rotation of main rotor of helicopter. There was no time to put the helicopter in a mode to a safe landing, which is one of the advantages of rotary aircraft over a fixed wing aircraft. It came like a storm and it did not have been in a congenial and stable climate. But the crew to go on and on in national interest. Billed as the biggest post rescue operation in recent times, following the incessant rain, killed thousands. IAF operation focused on search, rescue and evacuation, demonstrate their all round capabilities. Its management with Indian Army working in coordination.

Conclusion:

Society is to survive and Armed Forces are to remain vigilant for its survival and have to meet all the needs required. Thus, the Armed Forces are the most important institution of a nation's state system and the institution is as old as the society itself. Where there are no ways, Armed Forces find ways. Owing to this superiority, it is regarded as one of the independent institution of the society. The military organization has a life ethics from other non military organizations. The towards the organization are self-esteem and respect. Superiority and benefits drive the non military organization. The defense needs required to address all threats of any nature- adversaries, disaster and natural. The pre-emptive strike is a mandate for security forces around the globe.

The climate changes vary from a high degree of risk, one part to looming drought on the other and in a state of snowfall and avalanches somewhere else. Thus, it is probable that mainstreaming climate change into national military plan to appointing senior military authorities to lead on climate change within the defence forces will be the need in times to come. And militaries will be required to rapidly prepare for climate change impacts. India is yet to acknowledge and engaging with modern powers in this regard. There are ample resources requirement tables available in the real streets. The need to prepare the forces in the country to the considerable impact and uncertainty that climate change brings. The link between climate change, food, water, health, migration and conflict is complex and interrelated. There are definite connections between these challenges and the significant steps need to be taken, lacking the same.

A disciplined and physically fit soldier is a requirement in any changing climate. makes the soldier the backbone of the society. One of the defining values of Indian culture is its attitude towards soldiers and their behaviour. The war heroes and the war dead. To realize the intention of the both one has to appreciate what makes soldiers brave in adverse weather condition? Perhaps the appreciation of the society views its Armed Forces and pumps adrenaline into them.

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geographical environment whether friendly or hostile to save the
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CHINA'S CIVILISATIONAL ANGST
THE UZBEK PIVOT OF EURASIAN GEOPOLITICS
THE MIGHTY BURHAN AND BURNING KASHMIR
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INDIA'S TRADE CONCERNS IN CENTRAL ASIA
ROLE OF ARTIFICIAL INTELLIGENCE IN THE BATTLEFIELD

**DEPARTMENT OF DEFENCE & STRATEGIC STUDIES
UNIVERSITY OF ALLAHABAD, ALLAHABAD, INDIA**

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IMPROVING OUR AIR POWER

Dr. J.A. Khan

Air power is the total capability of a nation to exert its will via air medium. Combat Fleet of any Air Force is an active agent to exercise air power. New and emerging technologies in the field of aviation have seen a phenomenal progress since the early 2000 which have increased the air power application options. Indian Air Force has celebrated its 84th anniversary on 08 Oct 2016, which means that it is no more in its initial stage but fairly matured. Let us take a stock of our air force whether it is capable of exercising adequate air power or not? What is shocking today is that three years back itself, the IAF had warned the Parliament Standing Committee that it will be difficult for it to face a 'collusive threat' from both China and Pakistan simultaneously. No one can rule out that there will be a collusive attack on India. It is very much possible within the realm of probability; otherwise Indian Air Force would not have admitted openly its inability to face the collusive threat. In this reference, I would like to submit that it will really be a herculean task for not only to the IAF but also to the nation to which it belongs. In fact, for this state of affairs, we cannot blame to IAF. First blame goes to the political and economic constraints posed by the government who had not yet shifted its strategic thinking from a concept of Tactical Air Force to Strategic Air Force. Second blame goes to the Hindustan Aeronautics Limited (HAL), Defence Research and Development Organization (DRDO) and its Aeronautical Development Establishment (ADE), National Aeronautical Laboratory (NAL) and Gas Turbine Research Establishment (GTRE), which have delivered duds so far since their establishment. Also, its care takers have missed the train by not taking the advantage of hiring the Russian aircraft designers after Soviet disintegration. Russian aircrafts designers were hired and appointed by USA, UK and Australia but not by India when Soviet aircraft industry came to halt in the wake of its disintegration. Even China benefitted from his exodus when many of them found employment in the Chinese military industrial complex, and have been a major factor in the development of its aviation industry.

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Security of a nation comes from much better and deeper appreciation of what the nation does feels and projects about its own security in the environment in which it exists. How those who lived around us perceive us? To be aware of the diverse pitfalls, obstacles and feasible hostility, it is first essential to be clear and apparent in one's thinking and psyche where are we going? How and why do we need to go there? Who will challenge us? Are we ready to accept the challenge? And, above all, how much does it matter? In other words, what is the price we are willing to pay for accepting the challenge and what would be the cost of not accepting the challenge?

The security stick is represented by military power but the sharp end of the security stick is represented by the air power. It is apparent that as airpower enters its second century, it will remain the most important instrument of international security. In the context of the IAF's capability to project air power on the sub-continent, there are two schools of thought. First school is of the opinion that the IAF is mainly a tactical air force and there is no need to project air power beyond the security zone. Second school is of the opinion that it should not only be a tactical but also be a strategic air force. I think the IAF's area of operation should not be limited, because from the World War II itself, strategic air power was inextricably linked with air warfare. Meanwhile, air power in general has become a more lethal and essential means of successful warfare. The ideas of those strategic thinkers on air power are still valid. In this context is it possible for, any country to plan and launch a war or anyone can claim that war can be conceived to be undertaken on land or at sea in a manner utterly indifferent to the state of play in the air environment.

More than ever before, strategic application of air power is still in practice. If it is given the ability to penetrate and bomb with precision then this stands by itself as a basic strategy. The larger view of air power is one of the carrying the war directly to the enemy's vital points, from far away if required, and without pausing to await ground, air or naval superiority. Thus, air power should act as a deterrent and deterrence to be credible; the IAF must not only be able to take up pre-emptive attack by the enemy but also must be able to act in response strongly and swiftly at a time and place of its own choosing. Illustrating this thinking, air power in the world over today, has been applied effectively as a military instrument. So, what do we think and expect from our air power in this context? Should the initiative not be with us? Or it should be with us to put the enemy air force out of action to the extent possible. It should be noted that the air power represented by its visible indices of aircraft, missiles

and other related armaments is only as good as the more intangible factor of doctrines and concepts for their employment in relation to the environment prevailing.

General Hap Arnold had rightly said, *"Any air force which does not keep its doctrines ahead of its equipment and its vision far into future, can only lead the nation into a false sense of security."* Also, Sir William Butler wrote, *"The nation that will insist on drawing a broad line of demarcation between the fighting man and thinking man is liable to find its fighting done by fools and its thinking by coward".* Thinking about airpower is a reassessment of our strategic, tactical and logistic capabilities in the light of the foreseeable developments; certain technological advances; in the world situation today where India due to its geopolitical location, size, geo-economic and geo-strategic placement in the region has an important role to play; considerable estimation of future threats from traditional and possible enemies.

Since its inception Pakistan has followed a strategically offensive politico-military doctrine against India and this trend is likely to continue with the up gradation and induction of modern and sophisticated air weaponry. The present PAF is five times of the size it was in 1971 war. It has an active policy of countering and matching India's capabilities. To counter India's Light Combat Aircraft (LCA –christened as *Tejas*), JF -17, Thunder aircraft is being jointly developed by and China's Chengdu Aircraft Industry Corporation and its Pakistani partner, Pakistan Aeronautical Complex (PAC). It is in service with PAF since 2010. Currently PAF has 150 aircraft on order and numbers will increase to 300 subsequently. It is cheap, reliable and affordable aircraft of today which can perform air to air combat missions, in addition its manufacturing process has stabilized and fit for mass production. It was designed and developed much later than the LCA and very much ahead in related aeronautics and avionics features and required capability of a fighter aircraft as on today. Further, in view of the fact that China keeping Pakistan as its proxy has come out as a very powerful, yet opponent country on the world stage, the defence problem of our Himalayan frontier has become complicated; and finally Indian Ocean has become an area of great tension, conflict and power rivalries, where China has started developing its maritime and naval air power. Even China is now more aggressive on the issue of South China Sea, which it still claim of its own despite losing legal battle on it.

In the formulated plan, how should we orchestrate our air power? It is with these challenges that India's air power requirements, and specifically

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those of the IAF must be viewed. Various facets of Air Power and IAF have to be understood for the benefit of not only to government and its army force but also to the country to which it belongs, because ultimately we may have to place our destiny in the hands of IAF for good or bad.

Today, air power is recognized as an indispensable instrument of military security, hence any deterioration in its worthiness will be the challenge and will require immediate solution. If ignored, it will be nothing short of a national crime to be complacent about its problems. It is a fact that aircrafts are going to be the main stay air power supremacy till at least 2050. Indian air power assets have not undergone any modernization and refurbishment for last two decades mainly owing to limited defense budget planned as well as the high costs of the modern air platforms. It is however important to note that one time investment in the air power resources will be long time security guarantee for the country. It may be noted that a modern fifth generation fighter aircraft costs around with a \$100 million and a useful lifespan of 30 years counted as 40,000 flight hours. Therefore the modernization programme should aim to derive a road map for Indian Air Force immediately.

Thus, IAF today needs to go in the process of a most comprehensive modernization programme. It should include more modern combat aircrafts especially the Medium Multi Role Combat Aircraft (MMRCA). Even the import of 126 Rafale aircrafts is also delayed. Currently the IAF needs to reequip its aging fighter fleet with a comprehensive all weather day and night fighting capability, expand its Precision Guided Munitions (PGM) stocks, and develop adequate Unmanned Aerial Vehicles (UAV) capability for enhanced ground surveillance and reconnaissance tasks. Besides need to build up ground radar and aerostats considerable effort to induct Air Warning and Control Systems (AWACS) fleet to monitor the entire Indian air space especially in mountainous region in east and north is a must. At present, IAF is not only unable to strike deep inside China but also unable to provide air defence cover for the eastern region, peninsular India and far flung island territories. Further, maritime strike, strategic and tactical air lift need to be expanded to meet expected national commitments.

The IAF must also maintain the air component of triad of nuclear forces for the Strategic Force Command. There is an urgent need for IAF to establish an Aero Space Command to control and maintain all space based surveillance and reconnaissance assets and provide integrated satellite based communication network and real time information for synergized

ent operations. To meet envisaged roles, the IAF would need new units and contemporary equipment and related manpower for which additional funding would be essential.

On the shortage of fighter aircraft, Mr. Abhijit Mukerjee in Lok Sabha raised serious concern on July 25, 2014. Defence Minister Mr. Arun Jaitley was unable to reply as the problem is not of his government but of previous government, which was sitting like duck on various modernization files of IAF. Light Combat Aircraft (LCA) is a much delayed project and has affected the modernization of IAF. Its delay has forced the IAF to continue with obsolete MiG-21 on the cost of death and destructions. Almost five hundred aircrafts (mix of MiG-21, MiG-Bis and MiG-FL) crashed from 1981 onwards till today. It was christened as "Flying Coffin" and matrimonial markets of pilots flying MiG aircraft was down. Delay of LCA and paucity of resources has brought the IAF from authorized 45 to 34 squadrons (each has 15-17 instead of 18-20 aircrafts) as of now. The criticality of new induction is so immense that IAF chief Air Chief Marshal Arup Raha himself flew the prototype of Tejas on 17 May 2016, during 38 flight test course and declared the aircraft battle worthy and fit for induction.

The HAL is initially going to produce six aircrafts in 2015-16, subsequently increasing the same to eight and 16 per year. With the present deficiency India needs at least 300 aircraft of the light combat aircraft (LCA) type. Keeping in view the normal arithmetic calculation, where IAF is short of more than 300 combat aircraft, which is a serious strategic setback concerning to military security, which has compelled IAF to warn the Parliament Standing Committee. In verity, this explosive admission of IAF before committee is not to blame IAF if anything goes wrong in case of any eventuality. Now, IAF's admission and government callous response raises big questions on whether the country can actually face both Pakistan and China as well, if they plan to launch aerial attack on India simultaneously. Thus, a time has come before the entire nation to answer how can we push our air warrior in war without matching aircrafts and related weapons of adversaries?

Previous government UPA-II acted deaf and opted delay and deny tactics on the purchase of 126 Rafale aircraft from France to modernize eight squadrons. There was more smoke than the fire in the deal and it did not materialize. Ultimately, the cabinet committee of this NDA II government on security grounds cleared a long delayed deal to buy 36 instead of 126 fighter's jets from France's Dassault Aviation. SU-30 deal was signed in 1996 and after 20 years, India has signed Rafale deal. This

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itself is a testimony of our political master that how much are they serious to equip our air warriors. I am not interested in discussing its financial and political bungling but I am interested in its availability on any cost because the sanity of national security, which does not permit me to put my finger on calculator. The Rafale will be available to IAF after 36 months and will close after 66 months from the date contracts is made. I am happy that the jet fighter is equipped with state-of-the-art missile like Meteor and Scalp that will give the Indian Air Force a capability that has been sorely missing in its arsenal. The good part of the deal, which Narendra Modi led Bharatiya Janata Party did is its further production in India. This means business worth at least three billion Euros for Indian companies, both big and small and generating hundreds of jobs in India through offsets. Indian military aviation experts especially serving and retired experienced fighter pilots selected Rafale from the available bunch of equivalent aircrafts like Eurofighter Typhoon, Swedish Gripen from SAAB, Russian MiG-35 and American F-16 and F-18 jets. After extensive technical trials in all weather conditions, the expert rated the Rafale as the most suitable aircrafts in Indian environment. The Life Cycle Cost (LCC) of Rafale is also better than the others. Along with India's decision to buy Rafale, Egypt and Qatar also made deal with France's Dassault Aviation to buy it.

For light weight air interception role, India has designed and developed Tejas with power plant (Engine) from USA namely the F404-GE-IN20 by GE Aviation. Since it is a single engine aircraft it can be aimed and accordingly configured for multi role operations and support the heavier Sukhoi-30 aircrafts during mission. Hindustan Aeronautics Limited(HAL) and its associates from DRDO are in the process of designing and developing mark II version of Tejas that will have greater engine and related performance abilities. But all this is not immediately available and it will take time beyond prediction of 10 years and is delayed considerably due to lack of foreign collaboration, main contender being Saab from Sweden. India also plans to develop a fifth generation Advanced Medium Combat Aircraft (AMCA), but this will also not be available before prediction period of 20 years. No doubt Rafale will fulfill of IAF's urgent requirement of single medium range all weather multi role combat aircraft that would fulfill air superiority, air to ground deep strike and naval combat operations. Rafale deal is significant for India but its availability is critical because after 36 aircrafts, when India will be making it available to its arsenal, is a big question mark? In eighties, India purchased Mirage -2000 from France. Because of less number, its Life Cycle Cost became more and same fate may repeat with Rafale if its supply is restricted to 36 only. It should be

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increased to another 36 or more aircraft to avoid the more burden of Life Cycle Cost (LCC). Since fighter aircrafts operational life after one or two technical extension is expected to be at least 35-45 years. It may be more so as the case of MiG-21 is, which was signed with the then USSR in 1963, was inducted in 1966 and is still flying even after 50 years and not 100% obsolete.

For an effective production line, it has to attract dynamic and motivated researchers, scientists, technocrats, engineers and managers. Our Indian Institute of Technologies (IITs) has produced if not rich then best possible reservoir of technical knowledge. Unfortunately our best brain board the plane just after getting the degree. Blame is always on "brain drain" or lack of state-of-the-art facilities in native country.

The government's present decision to 100% Foreign Direct Investment (FDI) was necessitated due to our poor performance in defence production. It may give boost to the domestic defence industry especially aerospace industries, which is highly capital intensive and save valuable foreign exchange since India imports more than 70% of its air force equipment. Make in India move has invoked maximum response from major players like Dassault, Boeing, SAAB and BAE Systems who all have expressed interest to do business in India. But they are not comfortable in making joint ventures with state run units like DRDO and DPSU. These foreign investor are more interested to make a joint venture with private players like the Reliance, Tatas, Birla, Mahindra and Taneja Aerospace. Thus, state run DRDO and DPSU will have tough competition with these global defence giants. What has to be seen is whether these foreign companies will really transfer the technology along with their product or not. Experience says that foreign companies will never give India their first grade of technologies even if one is ready to pay from its nose. Defence production needs long term and large investment, cutting edge technologies with very low economics of scale. We have seen the output of our DRDO and DPSU, which failed to fulfill the demand of armed forces. Let us try our defence demand to be fulfilled by private players as private defence industries in the Europe, Brazil, Israel, Mexico and USA are doing well with the full support of their respective governments. If so, Modi's NDA II regime have to motivate and assure full financial and political support to these prospective private defence industries to meet the requirement of national defence and security.

Defence procurement during the UPA regime was riddled with allegation of corruption, middleman commission and bureaucratic red

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tapism. The naysayer for Modi's 100% plan point out that it puts the national defence and security at risk and makes it vulnerable to foreign powers. Once foreign power or body dominates the defence production output of India, they may hold the keys and decide to shut down or downscale the production during an international crisis. No doubt, the increase in the FDI cap will certainly benefit and strengthen our defence especially military aviation. Nevertheless, India has to simultaneously develop its indigenous industry, improve Research and Development under its own flag and reduce our dependence on foreign aerospace industries. Furthermore, off the shelf purchase of Rafale directly contradicts India's plan to promote "Make in India" especially in civil and military aviation. Thus, Indian defence planners are caught between the decision to buy Rafale in larger quantity in India or the take the risk of investing in AMCA projects, which will not only take time but also will not be technically superior and cost effective over any foreign aircrafts in quality control, strict tolerance required, standard, and state-of-the-art sophistication. In all these counts and comparisons, will Indian defence products be able to compete with top international defence product or not? That is tough to predict.

Thus, Indian Air Force modernization plan and infrastructure development should be in sync with its venture to retain "Combat and Capability Edge". It should enhance its capabilities to meet various multi-dimensional and multi-front threats that are likely to be the situation in the future. This includes induction of modern combat platforms, enhancement of airlift capability as well as up gradation of its Air Defence grid through integration of modern sensors and weapons in a networked environment. Concurrently modernization of the Operational and Technical Infrastructure would be undertaken to provide the desired air power support.

To conclude, I can safely submit and urge that only a fully budgeted and developed IAF can really be effective in any future war. Today, the IAF is a modern, technology intensive arm of the nation. It has to embark upon a modernization programme to successfully perform its chartered role assigned by the nation. Higher Defence Organization has to plan innovatively and effectively to maintain as well as enhance IAF capability. It should envision as a credible air power, which is capable of meeting the challenges of the 21st Century. Last but not the least, all political parties must sit together to work out a collective air strategy to safeguard the nation in case of collusive threat from our traditional enemies.

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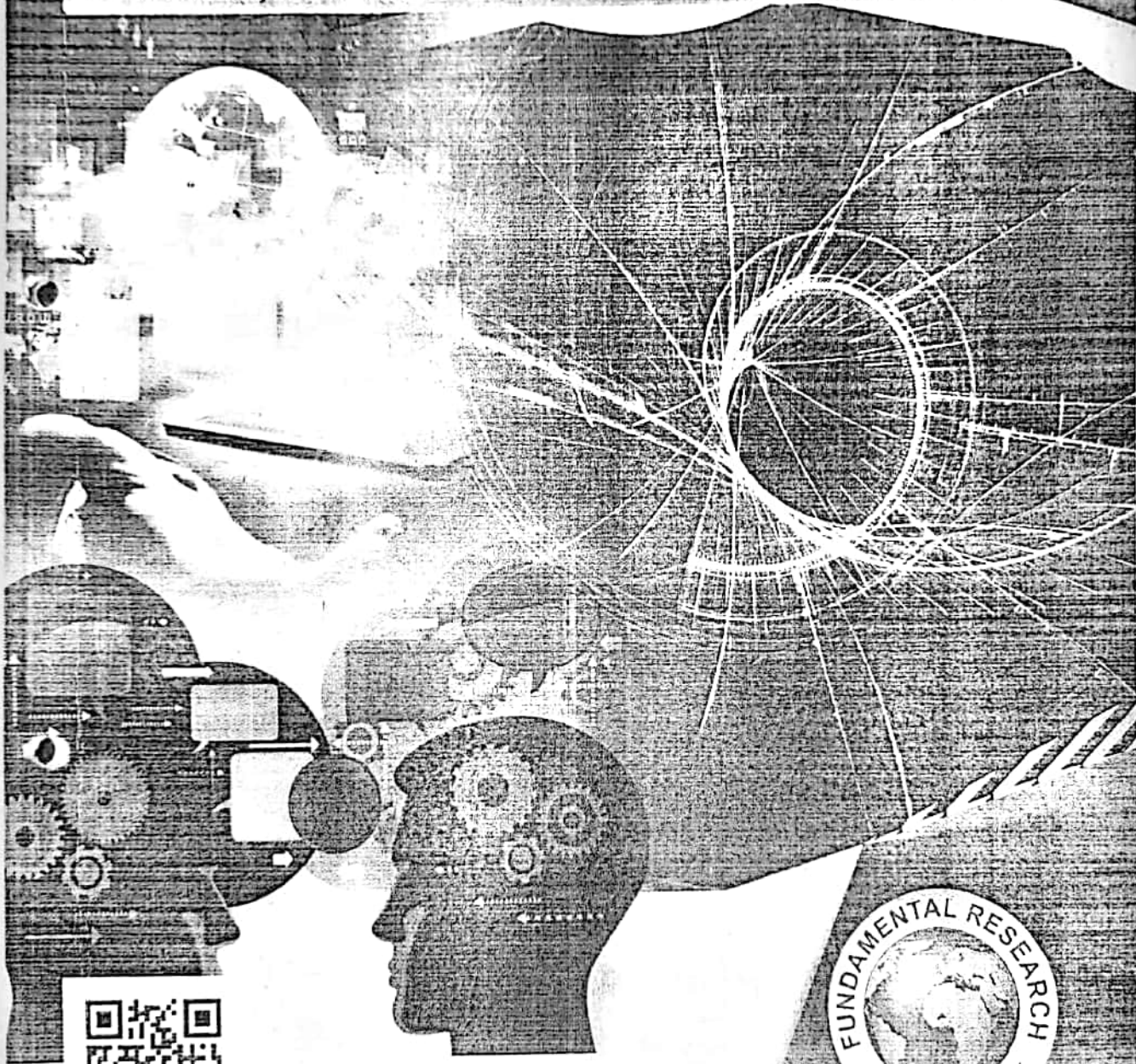
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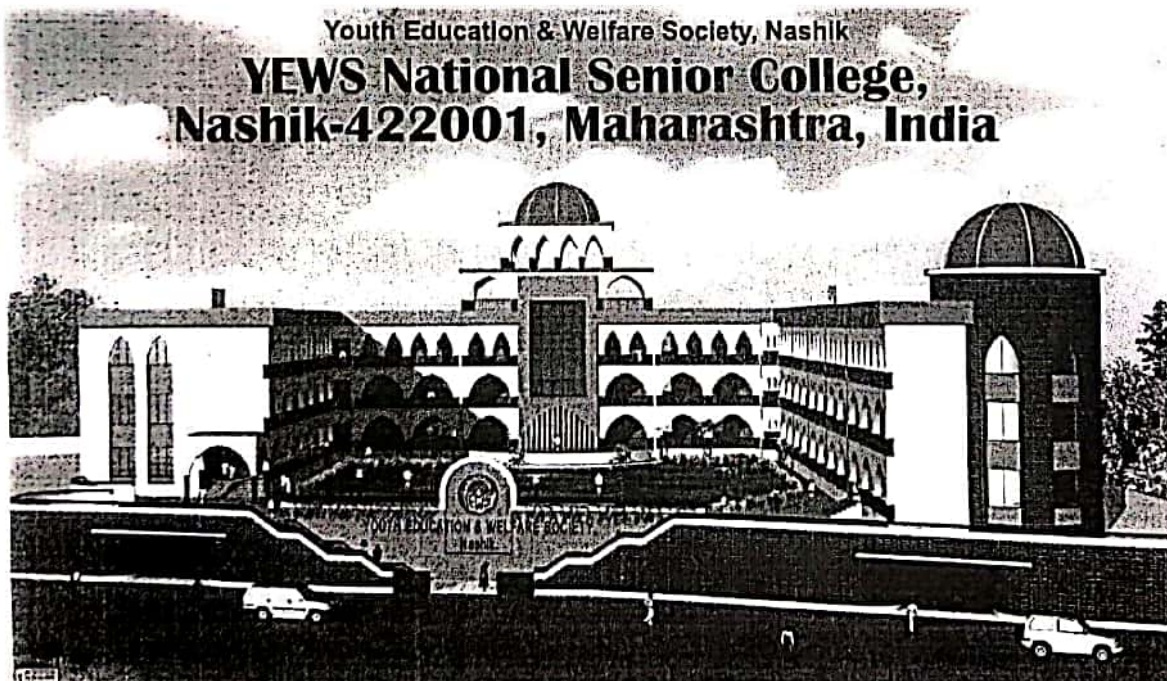
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“NEW TRENDS IN DEFENCE MANAGEMENT”

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Introduction:

Defence forces play a very important role in nation building by safeguarding its territorial integrity against internal and external threats. As a sovereign nation amongst the world community, India has to sustain its strength in search of military security needs. A fast changing dynamic international environment prevailing today calls for continuous introspection of our military strengths. The innovative changes in military technology, belligerent nuclear policy by some nation states, ethnic wars and regional conflicts, economic and military sanctions, global terrorism and fundamentalism and talk of the global village etc have all added a new dimension and new trends to the security environment. Pakistan and China are sure to continue troubling us directly and indirectly. India, as a nation, has witnessed the consequence of laxity and negligence. Thus, it is time to review the adequacy of organizations, course of actions, systems and procedures for managing the nation's defence and security mechanism to meet the challenges that stretch out to the forefront. The world has witnessed comprehensive changes in the system, which call for a comprehensible sensitivity of these challenges and their impact on the security environment at large and the overall development of the country in particular has never been larger than today. These changes have profound and direct relationship on the state of our Defence Services. Fundamental changes in respect to Higher Defence Organisation are required for a more effective direction to management of defence related issues. In most of the cases conceit and complacency takes over and lesson learnt are lost sight of. The much talked of integration of Service Headquarters with the Ministry of Defence remains unimplemented. This too has remained pending for too long. The need for joint operations calls for a genuine integrated approach at the level of defence hierarchy and chain of command.

Management of intelligence and information poses a major challenge. Cyber wars have broad implications for military organizations and doctrine. Armed Forces also need to prepare itself to effect smooth and gradual changes in technology management. In the present socio-political and socio-economic environment, there is an ever-lurking danger of erosion of values affecting the military environment too. Guarding the armed forces against this peril is a litmus test for the present and future senior military leadership. With the nuclearisation of the sub- continent, large-scale conventional wars are likely to be rare.

The conventional tactical approach and doctrines, therefore, need to be reviewed in favour of smaller multi-role, highly mobile and lightly equipped skilled and capable forces. With complex technologies and intricacies of the future battlefield, be it land, sea or air, there is a need to synergise extensively dispersed resources. Clearly, money or budget is the most critical resource. We have to rely on optimization techniques to achieve greatest “Bang for the Buck” by integrating the planning processes of the three Services.

The cost of creating and maintaining a military infrastructure such as ours is extraordinary. Hard decisions with respects to roles and missions, force level and acquisitions, therefore, need to be taken without compromising the net military worth and its significance. Another immediate requirement that must be undertaken simultaneously is that of a radical restructuring of the defence apparatus in order to eliminate existing wasteful expenditure. Such an effort by itself could generate considerable saving that would provide funds towards modernization and other programmes. There is much duplication and even triplication of resources and manpower that can be eliminated, if there is a will to do so. Some of the areas that need focus will be duly researched and worked out. Application of economic concepts and techniques of resource management poses a mammoth challenge.

Aims and objectives:

Aims and objectives of the intended study is to examine and analyze the various facets of armed forces and to emphasize the importance of management in the services with their associated complexities.

Significance:

All organizations – be they for business or some social or national or political purpose – are essentially groups of individuals. These groups exist for the realization of some definite objective. For any organization comprising groups of men, a central directing and controlling agency is an imperative requirement. As Robinson says, "No business runs itself, on momentum.... Every business needs repeated stimulus." And the management provides this. The management plans the works, organizes the enterprise, directs and controls the men, machines and methods, and obtains the results. In the words of Peter Drucker, "The manager is dynamic, life-giving element in every business. Without his leadership, the resources of production remain resources, never become production." A further clarification in this direction is made by Urwick, "No ideology, no ism, no political theory, can win greater output with less efforts from a given complex of human and material resources; only sound management."

The above analogy is equally applicable to the defence services. Unlike the other services in the civil, within the armed forces itself; there is a lot of diversity. With the kind of weaponry armed forces hold, the quantum of men, it lead and the responsibility bestowed upon them by the nation, management per se is of great importance for the defence forces. Some salient aspects peculiar to the defence services are increased size, complexity of organisation and assigned task. The word "management" is a holistic term, though there is a wide misperception about this word in general and the term **Defence Management** in particular. The true meaning of "management" is to be able to lead, guide and capitalize on the present while providing for the future. They operate across a wide spectrum of terrain and utilize an infinite variety of equipment and technology. The very scale of resources and the criticality of the objectives to be achieved by war managers make the concept of defence management markedly different from the concept as viewed in other fields such as business or industry. The output of our management endeavour is operational effectiveness to meet the short and long term threats to national security. Defence Management, therefore, addresses the security environment that the nation faces and the stringent economic constraints within which defence capabilities must be built and sustained. It examines the far-reaching complexity and inter-relatedness of the future battlefields and its impact on leadership and organization.

Conceptual Framework:

Since WAR is a heavy consumer of resources, thus, **Defence Management** is a new concept and with the advent of this concept, military leadership has started trailing against the concept of crisis management in modern context. Earlier armed forces used to command, not managed. The ideal model of military professional was not the techno managerial leadership. There was an irreducible component of a heroic posture in his professional self-image, for he was prepared to face the danger. But the High- tech war and scarce resources of today have brought a radical change in its conduct and the process of techno managerial change still continues. The military profession, which had centered on the self-conception of the warrior type, cannot deny the incorporation of new roles, namely the "High Tech War Manager and Information Warrior". Also in view of the economic policies of the government, allocation of scarce resources to different compelling alternatives, are the factors, which affect the organizational climate of armed forces in this age of "Push Button Warfare". War now days are more influenced by the science of economics and technology than the art of strategy.

In order to develop an effective combat potential, there is a need for good leadership and management (optimum utilization of resources). To these extent leadership skills at the functional level and strategic thinking at conceptual level assumes great importance.

At functional level, Standard Operation Procedures, drills, judgment and decisions could be relied upon for a deep understanding of human behaviour, motivation, team spirit and personal example; while group dynamics, change management, organizational climate matter at directional level. At the conceptual level, organizational effectiveness, design and development, restructuring and creating learning and performing organizations need attention.

India is involved in military action (border conflicts, wars and insurgencies), almost without a break. At each instance, our territorial integrity and national security is incessantly at stake. Protection of national interests calls for a National Defence Policy as an instrument that clearly defines the national security objectives and strategy. **Defence Forces all over the world are feeling the pinch of sharp budgetary decline and we are no exception.** In India, national compulsions have been the main cause of debates on "Gun Vs Butter" or 'Defence vs. Development'. Most of the external cum internal threats which confront us today appear well set to continue for a long time. For a variety of reasons, the uncertainties of the security environment affecting defence have increased. "Kargil" has compelled us to redefine and reprioritize our national compulsions. It is inspiring that public debates on defence related issues have at last begun in India. Defence and Development have to go hand in hand.

To meet the modernization requirements of the armed forces, they need to be allocated long term financial commitments, thereby eliminating adhocism, piecemeal planning and decision making. The resources that a country can devote to defence are constrained by the pressure of the competing alternative uses towards development needs. When a nation is economically hard pressed for resources like India is, it may begin to wonder whether it can use the abundant resources and disciplined manpower of the armed forces for more gainful employment in peacetime. Also, economic development calls for an environment of stable external and internal security. The nation and the Defence Services need to find a balanced equation between the two concerns.

Research Questions and Hypotheses:

1. Whether defence management encompasses application of military leadership theories and management techniques to garner and control human, physical and informational resources for achieving the aims of national security?
2. Whether the incredible advances in science and technology, enormity of resources, complexities of human behaviour and international relations have all added new dimensions to defence management?
3. Whether there is a necessity of having a genuine integrated approach at the highest level to formulate a joint planning doctrine where actual execution by respective services could be decentralized by synchronization and orchestration with the other service's action to achieve synergy?
4. Whether a mutually supportive and appreciative civil- military relationship at all levels is essential in building up a strong support base for the defence forces?
5. Whether defence and development can coexist with Techno Managerial leadership and defence expenditure is not a burden in nation building process?

Finally' with the above research questions, hypothesis leads to:

"WAR NOW- A- DAYS IS MORE INFLUENCED BY THE SCIENCE OF MANAGEMENT OF RESOURCES THAN THE ART OF STRATEGY"

Research Methodology:

(a) Coverage:

From the foregoing discussion it would be evident that the existence of defence forces is itself due to the felt need of the environment that has a continuous influence on it. The basic management principles and practices of the corporate world are equally applicable to the armed forces with only a subtle difference in their emphasis in practice. A true understanding of the management science would, therefore, not only lead to meeting the national security objective but also reduce the human and financial costs. The broad understanding about the concept of defence management should lead us to analyze the various challenges that face the defence forces today. A systematic study of these challenges should lead us to bring out workable solutions that would enable us to continuously perform optimally towards realization of our prime objective of national security; at the same time safeguarding the interests of the people serving towards achievement of this objective. Ever since we have entered the new era of information warfare, a thoroughly researched perspective planning for the security scenario 2035, based on our past experience

of 50 years, is perhaps immediately needed. We need to look into this and all other related issues, both at the macro and micro level.

b) Data Collection:

In the business world the type of resources described are M⁶I men, money, material, machine, meter (space), minutes (time) and information. These resources are utilized to achieve the organizational goal of earning profit by producing goods or services. Likewise, in the defence services the resources can be grouped as human (command, staff and others), physical (weapons, equipments, materials and finance) and information in terms of intelligence. The organizational aim in respect of defence services is the net military security. A unique source of data collection is the environment in which the defence forces function. Competitions and market forces being the driving forces in the corporate sector, in the defence services the organization is mostly threat-driven. Setting up objectives and evolution of suitable strategies to meet the perceived or potential threat within the national and international environment, yielding to the pressures of the political, social, economic and technological objectives is another source of data collections.

(c) Data Analyses:

In the case of defence services, the government provides resources. The political establishment seems to have always been functioning with a mind-set of low military funding and the services in-turn crying hoarse for additional funds. Though the defence budget has gone up as much as 85 % since 1980, but the increase in real terms has been about 14 %. In the corporate sector, management is accountable to shareholders based on bottom line concept. It is not such a simple case with defence forces. The public is not privy to the rationale of spending. The services themselves have only a qualitative feel of the operational effectiveness, which in any case gets truly tested only in times of war. So, the only way to overcome this is to make extensive use of quantitative techniques to assess the net military worth before giving qualitative assessment.

Findings:

In India like most other countries, till recently matters pertaining to defence and security were rarely made public, and one did not question it, as weapon systems and combat strategy by their very nature, warrant confidentiality. Secrecy in such matters was an accepted norm. Rarely was an informed debate held in public or political forum. Our planners were not overtly concerned with costs and showed little concern to get real worth of the expenditure. However, in the recent past, defence expenditure has become debatable and defence forces have been the focus of some academic interest by intelligentsia of the country.

There is yet another dimension. The breaking up of erstwhile USSR has led to the end of the Cold War era and the emphasis has now shifted to peaceful co-existence. India's successive Prime Ministers are leaving no stone unturned to have peaceful relations with immediate neighbours. Every new peace initiative and consecutive visits of Pakistan and China is another testimony to the fact. Over and above, India was quite close to war with Pakistan not once but twice i.e. January 14, 2002 and June 10, 2002 after the Pakistan sponsored terrorists attack on parliament on December 13, 2001. Our decision makers have avoided the war. Even our former Defence Minister Mr. George Fernandez in 2002 and Prime Minister Narendra Modi in 2017 have changed his stand on China. It is very clear that India is not intended to recapture its lost territory by using force. As usual it will depend on peaceful means only for solving any disputes with China and in case of Pakistan; it may go to repeat Kargil like skirmishes. Thus, resulting in having a re-look at the size of the defence services and ongoing trends in the practice of management, we need to address ourselves to have a proper balance between development and defence.

Suggestions:

Defence forces, which play an important role in the maintenance of sovereignty and territorial integrity, would need to be more effective to justify the consumption of resources, which would otherwise be utilized for nation building, in turn enhancing national security. The issues of effective and affordable defence forces need to be addressed jointly by the three services to have an optimum mix of their net

military worth. It may please be noted that Ministry of Defence is returning the money to the Government of India since Tahelka scam. Since the armed forces have not afforded any surgical method to control cost, the politicians resort to amputation. They block funds for modernization and training. This is why the Defence Ministry returned Rs. 6,000/- crores from budget of 2002.

Conclusion:

The armed forces utilize a large slice of the nation's resources, be it human, material or financial. The country currently spends an average of Rs. 1,50,000/- crore per year on defence, yet it is no more secure as security is never ending objectives. Only utopians would want to dismantle the armed forces but there is a need for a bottoms-up review of the country's security establishment. Therefore, it is only appropriate that we apply appropriate management practices and new techniques to help us get the most out of these resources – where material and financial resources are at a premium. There is also a need for constant introspection on the size, structure, role and functioning of the defence forces. In order to rationalize and reduce defence expenditure, various restructuring options are possible. While arriving at relevant figures individual service needs ought to be pragmatic, getting rid of narrow service interests for short-term goals.

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STRATEGY OF WAR AND PSYCHOLOGY



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SOCIAL –PSYCHOLOGY OF MILITARY SERVICE

By: Dr. J A Khan

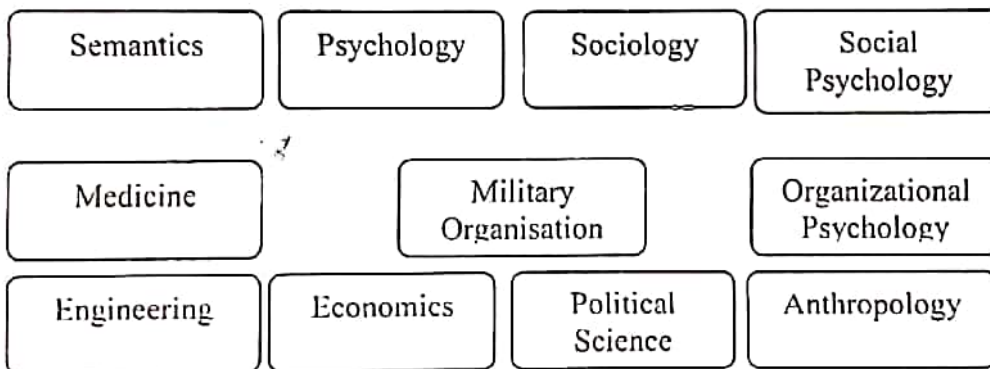
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1. INTRODUCTION

ARMED FORCES as a sub-system of the country taken as a system operate in a given environment. The term "Environment" refers to the totality of all factors which are inherent to it and beyond the control of armed forces. Environmental factors vary from country to country and these may also differ over regions within a country and over localities within a region. Environment may also differ overtime as well as space within a country. Since the environment is the sum of the total influence of History, Geography, Culture, Sociology, Psychology, Politics and Economics of a nation, it is important that any study of the armed forces is done in totality and in overall context of prevailing **Socio-Psychological factors**.

Conceptualization and hypothesis of this paper is based on "if there is no human activity without the application of psychology then how military activity is possible without the application of psychology." Paper is based on my two Major Research Projects related to subject, my 15 years with the armed forces and 26 years of teaching of Military Psychology.

2. CONTRIBUTING DISCIPLINES TO MILITARY ORGANIZATIONS



With regard to "Organizations" there are two important concepts to be considered. Firstly, organizations are social systems; people see organizations holding important place in human society serving and helping them to reach their goals. Secondly, organizations in turn need people to attain organizational goals and most relevant to organizational behaviours are "Psychology" and "Sociology". Other behavioural disciplines such as Anthropology, Political Science, Economics, Engineering, Medicine and Semantics also contribute to the synthesis of organizational behaviour of

Armed Forces. Psychologically most men do not want to get involved in fighting and destruction. Yet anthropologically, sociologically, economically and politically they do get engulfed in the vortex of war and soldiering.

Psychology

It is normally defined as the study of behaviour, which seeks to study, understand, measure, explain and most probably change the behaviour of human beings. This includes detailed descriptions of particular behaviours - for example, how we learn? It may also include some analyses to seek to relate- why and how these behaviours happen in a different way. By looking at underlying structures and hypothesizing about the effects of previous experience and the existing environment, we try to understand questions. Why do people choose to do different things? Why do decisions change? Why does someone reject this course of action when the previous person did not? Psychology usually tries to account for the behaviour of individuals and interpersonal perceptions, functioning of personality, effects of training and includes study of fatigue, boredom and monotony.

The particular branch of psychology relevant to maintaining human resources is "Organizational Psychology". People working in this area apply the findings of psychology to work organizations. Psychology as the study of man has wide-ranging application in military field. Physical harm involved in fighting war manifests itself in death, disability, destruction, hunger, thirst, fatigue, wound and such other physical inflictions. These have a direct bearing on the mind. Psychological fallouts are war-psychosis, fear, apprehension, uncertainty and mental disorder during combat etc.

Organizational Psychology

As mentioned earlier, this is an application of psychology to working situations. Psychologists study the effects of environmental influences on people at work; of organizational influences, such as effects of different leadership and management styles; of social relationships within an organizational setting; or of sources of stress and strain. Hence, this discipline is of vital importance to an organization to look at its image, representation and reflection. A sensitive analyst will be able to determine accelerator and mood of the soldier, and venture at the time for the spark of dissatisfaction to appear so that corrective action is taken and remedial measures are established. Thus organizational psychology helps to study and understand individual reactions to existing organizational climate. It includes selection based on scientific and psychological tests, study of mental health as affected by physical organizational environment and its impact on human performance.

'Military Psychology' which is an offshoot of organizational psychology dealing with Armed Forces came into common parlance during the Second

World War. **Military psychology is the application of psychological principles to the development of military aptitude tests and classification procedures for the selection and training of officers and men; to the simplification of military operating procedures; to the problem of abnormal personnel; and to the psychological warfare, morale and human attitudes.** Recent addition to the field of military psychology is the concept of "brain-washing". The Chinese are credited with its extensive use. However, the greatest amount of effort has gone into choosing the right man for the job, training and motivation etc. On that basis, it is being seen that various psychological factors affect military personnel and their fighting and sustaining capacity in the battlefield environment of the present and foreseeable future. Therefore, a study of the psychological factors, affecting individual to join and soldiering in military organization is a most rewarding experience. **War and soldiering concern themselves with moulding soldier's mind and psyche to resist enemy attack and retaliate. War, fighting and soldiering need a great deal of steadiness and uniformity in response. The combatant is to undergo all those mental convulsions under fire, yet he has to be prepared to fight and fight with spirit and rage.**

Men exchange blows and fight in war not only with a great variety of machines, but also with a great variety of skills and abilities. Without skilled men the machines are useless. Without the special skills and abilities of men for operating the machines and for performing all the other complex operations of war, the Armed Forces would be helpless. In other words, the Armed Forces, in a very serious and specific manner, have to take entire account and description of human nature. Most human skills are however, not inherited but learned. Men are at variance in their ability for learning. The great task of crafting good military personnel is mainly a task of careful selection and then training. It is necessary to choose the men who already have the needed skills or else to train them. The Armed Forces, in so far as they seek to use men for the military purposes have to take into account all the psychological functions. Officers responsible for selection and training of military personnel have to understand their possibilities and limitations in order to make the most of the available human resources. **According to Edwin G Boring**, as a practical matter, the psychological business of the Armed Forces with which the discipline-Psychology is concern breaks down into the following fields.

- 1. Observation-** the limits of accuracy in perception and the rules for getting the most accurate perception.
- 2. Performance-** action and movement, the acquisition of skills, efficiency in work and action.

3. **Selection-** classification, the choice of the right man for the right job.
4. **Training-** teaching and learning, the transformation of aptitudes into accomplished skills
5. **Personal adjustment-** the individual's adjustments to military life, his motivation, his morale and his reaction to stress and fear.
6. **Social relations-** leadership, the effects and control of rumour, the nature of panic, the relations of peoples of different races and customs
7. **Opinion and propaganda-** assessment of public opinion and attitudes, psychological warfare.

Sociology

Sociology is concerned with the social, group and institutional aspects of human society. What institutions are most dominant in society? Does nature of the community affect the individual's choice of career? How do bureaucracies work? What distinguishes a profession from other professions? Are there different sorts of conflict? What are the effects of different cultures? As society developed different segments undertook different social tasks. Weapon wielding and military parading progressively gained prestige, aura even a romantic touch. It became fashionable to include its form in social ceremonies. Bridegrooms carrying swords, weapons being worshipped on the occasion of *Dashera*, guard of honour to foreign dignitaries are all indicators of the same. In India, "MARTIAL RACE THEORY" had worked, is working and will work provided it is not politicized. Thus, soldiering is a manifestation of the civilization, culture and social order in its ideals, ambition, vulnerabilities and way of life. Outlook, pledge, commitment and venture of military organization in any society depict society's superlative- means such society is unmatched, unbeatable and untouchable. Military organization is a social group within society and any social contemplation of the interface between Armed Forces and Society is indispensable.

Military sociology is one branch of general sociology, therefore, the relations between the two is the closest. Military sociology acts as entirely **new section of knowledge** to human mind. The present military society cannot be understood without reference to such knowledge. The symptoms of military society are gradually appearing in India and now falling within the ambit of applied sociology. Modern age is an age of science. Science is the method to find out cause-effect relationship in a particular area. Military society requires such a scientific knowledge for understanding. The safety and security of every progressive nation rests upon its military organization. Military progress is a general index of the progress of a nation. Military progress, however, requires certain conditions. Besides, it requires solution of military problems. Military sociology studies institutions of military

society, their social control, social changes, group dynamism, interactions problems and remedies. Thus, military progress is not possible without the knowledge of military sociology. Though, dynamism is a necessary characteristic of a military society, yet, some sort of stability is also a condition for the well being of military organization. Military Sociology finds out conditions influencing human personalities in Armed Forces. An important characteristic of military society is division of labour and specialization. Military sociology refers to the methods, which may be utilized for scientific differentiations and specializations. Before, the decision makers goes for welfare measures, they should have a sound knowledge of military sociology

Social- Psychology

While Psychology deals with individual behaviour and Sociology deals with group behaviour. Social- Psychology examines interpersonal behaviour. Social Psychologists are concerned with inter group collaborations, group decision-making and integration of individual needs with group activities. Another area under investigation by social scientists is the effect of "change" on individuals and how people adjust to "change" both as individuals and in-group context. The very word "social-psychology" points out the fact that this discipline occupies a specific place in the system of organizational behaviour, which emerged at the interface between psychology and sociology. Many social phenomena has psychological aspect because the laws of the society are manifested exclusively through the activities of people and people act consciously, are guided by their own consciousness and will power.

Anthropology

This discipline deals with the study of different human societies- Martial and Non-Martial races. Anthropology involves a particular emphasis on social structures and belief systems. Anthropologists study societies to learn about human beings and their activities, their work on cultures, environments, cultural impact on individual behaviour. Anthropologically, religious activity centres round installing and developing mental attitudes and their toning. The expression of religious feeling, physical bravery and life's fantasy are reflected in art, paintings and sketches of fighting. Sculptures of warrior and war scenes depict great dynamism, flow, fervour and strength. Socially, politically, technologically and intellectually human being might have come a long way, but anthropologically he remains where he learned to throw the first stone to another human being.

Political Science

Politics dominates every organization to some extent. Politics being people's game of power sharing and furthering of its interests, with the help

of military where necessary, the military organization has to be aware of political system involved in the game. The causes of various insurgencies are socio-economic or socio-political but our ruling elites are seeking and applying military solutions knowing that gun is not only answer to this. The concepts, which affect organizational behaviours, are political manipulation, allocation of power, conflict and conflict resolution. Also, according to Clausewitz, **"war is politics with bloodshed and politics is a war without bloodshed"**. Hence military organization implies a consideration of the use and role of force in international relations. Strategic issues in international relations depict how the capacity for armed coercion is being applied.

Economics

Human resource base comprises of wealth occurring due to natural resources, the man-made capital resources both real and financial and finally the demographic base including skilled and unskilled manpower. In view of these economic policies of the government, allocations of scarce resources to different competing alternatives are the factors, which affect the organizational climate of Armed Forces. It is said, **"War now-a-days is more influenced by the science of economics than the art of strategy"**.

Engineering

A highly skilled soldier, sailor and airman armed with most modern weapon are the boon of the scientific and technological advancement. The military profession, which had centered on the self-conception of the warrior type, cannot deny the incorporation of new roles, namely the **"High Tech WarManager"** and **"Information Warrior"**. Also in view of the economic policies of the government, allocation of scarce resources to different compelling alternatives, are the factors, which affect the organizational climate of armed forces in this age of **"Push Button Warfare"**. Science and technology is now giving way to war strategy.

Medicine

It is perhaps the newest field affecting organizational behaviour of the Armed Forces. The primary area of interest is work related stress, strain, tension and depression. Most of the military organizations in the world have established "Institute of Aviation Medicine". Indian Air Force has such Institute of Aviation Medicine at Bangalore. Thus, study of causes and consequences of stress due to various military operations and use of medicinal drugs to ease stress is fast becoming a significant area of study.

Semantics

It is also one of the newest and most important disciplines, that helps in the study of the communication within the military organizations. Misunderstood and misdirected communication or simply lack of communication or communication gap may create some behavioural

problems. In this age of information war, total, correct and properly understood communication is indispensable in effective and efficient performance of Command, Control, Communication, Computer, Surveillance and Intelligence (C⁴SI).

3. Behavioral and Functional Characteristics of Armed Forces

Understanding Organizational Behaviour

By and large, military life marked off by three major characteristics:

1. To kill another human being is one of the major functions of a soldier.
2. He is required to operate in an unusual jeopardous condition and is subjected to various deprivations.
3. The soldier is also required to conform to particular norms and values and to acquire certain special skills and knowledge, which will assist him in performing his duty.

Therefore, military organization is a special kind of organization, which can never exist entirely in the present. It keeps in view a future moment, which rarely comes but which may be assumed as constantly impending. Hence it builds its routine on the abnormal and its expectations on the unexpected. As a consequence of these characteristic and structural properties of military organization, the adequacy of their decision-making system is dependent on their capability to function in condition of far less than perfect information. Thus, performing in the atmosphere of uncertainty is one of the characteristics and feature of the Armed Forces.

One salient aspect of the military profession, which marks it as distinctly different from other 'occupation' is the immense responsibility that the nation places in its military organization for providing "**Security to the Country**"- by resorting to combat and this may lead to the inevitable death of a soldier in the line of the duty. Thus, professional responsibility in an institutional military is tremendous- the nation has full confidence, firm faith and sense of certainty in the military to guard its freedom, sovereignty and liberty. This commitment is, probably, a distinctive characteristic to the profession of arms. The sense of self-sacrifice and valour is what has been defined as an attitude of "**Death before Dishonour**" goes with the institutional military. The commitment towards such as **Duty, Honour, Country** conveys the highest values that the society expects from its military organization.

Military life starts with the motto "**Safety, honour and welfare of your country come first always and every time. The honour, welfare and comfort of the men you command come next, your own ease, comfort and safety come last**". This awareness matures through an attitude of "**Service Before Self**" or "**Selfless Service**" throughout one's career and

culminates in the battlefield where one plays with iron and blood. Hence, self-sacrifice is the foundation of this ethos in which the national cause and organization are far more important than individual.

Some of the factors, which govern the organizational behaviour of Armed Forces, are as follows:

Authoritarianism

The Armed Forces are the only institution where his superior can send his subordinate to his death, legally. The conditions of war demand instantaneous compliance, and to ensure this, military officers have been vested with certain specific authority, by the state. A military leader has to be obeyed, whether his orders are right or wrong. While issuing an order, it is not an obligation on the part of the superior to seek advice from juniors or clarify its justification. Though such authority is necessary, but over the years, a debate has started on such leadership, which has had some ramification. Apart from few exceptions, it has been found that an authoritarian leadership is very much required to tackle an emergent or crisis-ridden situation, which is very inherent in the functioning of Armed Forces. Also the harsh experience of military life has placid effect on authoritarianism and the higher sense of responsibility on the part of a superior serves as a counter weight against authoritarianism. The mere fact that the military requires an authoritarianism type of organization where **"Not to question why?... But always to do and die... is the inherent requirement of military organization"**.

Conformity

The Armed Forces have unique character, which put emphasis on the need for conformity and accord. In the Armed Forces, conformity presents an essential denotation and organizational meaning. Uniforms, haircuts, brass buttons and lanyards, all dole out to take away individual differentiation. This in itself may be opposite to the inherent and inbuilt natural diversity, since variety has always been appreciated, in the human face, paintings, flora, interior designs and cookery. The premium on conformity in the military profession is, therefore, distasteful to human nature.

Fundamental Rights

The constitutional position of military personnel is one of dual liability. A person subject to military law stands in two-fold relation; one in his relation towards his fellow citizen outside the Army and the other is his relation towards the member of his organization. The Fundamental Rights that guaranteed in Part III of the Indian Constitution apply to every citizen. In the case of military organization, Fundamental Rights are restricted or abrogated under the provisions of Article 33 of the Indian Constitution. According to this Article, Fundamental Rights of the serving armed forces

personnel have been restricted. Defence personnel cannot communicate with the press or with any person not authorized to receive the information. Inter-alia it means that the Armed Forces personnel have no right to freedom of speech, of life and liberty and religion. Many Officers have been admonished by the Defence Ministry for having contacted and access to the Press.

Closed Society

Military as a group does not mix freely with other groups of society and stays aloof from them. It possesses distinctive characteristics, norms and modes of behaviour, which single it out from the rest of the society. The basic necessity for the isolation lies in the very nature of their profession. The confidential characteristics of this profession demand this organization to be separated from the civil groups, as every policy and every action of defence has to be of secret in nature. The nature of professional training requires the members to be away from the civil groups for most of the time. Free mixing with the society, with its democratic way of living is not permitted in Armed Forces.

Legal System

The Army, Navy and Air Force Act 1950, ensures that all personnel's are governed under military jurisprudence and thus, strengthening institutionalism. Justice in military is normally in hands of institution. In fact, military is the only profession, which provides executive and juristic power to a senior over his subordinates, adding to the strong institutional bias in military organization. Resorting to civilian courts of law by military personnel is often the last resort. However, the trends towards frequent recourse to civil justice and success in litigation therein, are a clear occupational trend. This had resulted in negative reaction in military authority of not taking full cognizance of an offence, an alarming pointer towards the future.

Realism in Training

In military organization during peacetime, one spends almost a third of their life attaining training courses, of every description. Unfortunately, these courses prepare them to fight the last war and not the one in future syllabi are updated based on the lessons from previous campaigns. The training is rigid, unrealistic, unimaginative and stereotyped. The stress is always on strict adherence to accepted doctrine, which soon turns into dogma, and new ideas are rarely encouraged. In other professions, such as in industries, training is more imaginative and realistic, because it is based on existing and likely technical knowledge of future.

Career Management

Owing to pyramidal structure of hierarchy and no full time career opening at higher echelons get reduced in inverse geometric progression and

Suppressions at various levels of promotion is an inevitable reality. Failure of large numbers of military officers to make the grade for promotion is attributable to comparatively low performance vis-à-vis their peers. As a result, resentment is developing among its numbers. There is no 'horizontal' professional movement in military organization, whereas as a corporate worker one could possibly join another firm with better privilege. On the whole, military career is not a full time career and after retirement one loiters for second times to be employed.

Organizational Setup

Coming to the specific of its construction, military is an organismal not (mechanical or robotic) quantum of force, a sum of physical, material and psychological force. It has an organization of tremendous strength, cohesion, effectiveness and flexibility. It has a range of weaponry and equipment designed to cause desired damage and destruction. It has **hierarchical** leadership blend of both heroic and managerial brands. It has an ethos of internal behaviour and societal utility, with a rigid code of conduct. It develops its own halo of societal service and aggressive exterior, its own awesome image of brutal cohesion and destructive demeanour. It is held together by strict discipline and camaraderie sustained by high morale and sense of sacrifice, and driven forward by obedience and motivation.

Line of Communications

Another aspect of military organization like any other structural group is the stabilization of lines of communication among its members. In an organized social system like that of military organizations, each individual member is free to communicate with other member of the group, but the process of group interaction involves systematic utilization of these communication channels. In military setting, individual soldier does not interact equally with the other individual soldier because of its formalized structure permitting communication only through specified channels connecting specific positions. In other words, communication network in military organization are 'chain' type at all levels.

Cohesiveness

Operating environment, which includes various social, cultural, technological and other influences impinging on the organization itself, is another structural property, which characterizes a particular organization. Military organization is comparatively more cohesive and as such organizational climate of military groups, by and large, is more congenial. In combat groups all emotional attitudes become secondary to the need to be strong, protected and united against the enemy. The equal threat of injury produces a high degree of cohesion so that personal attachments become intensified. Friendly terms are set even between those who might never have

been compatible in civil life. Common hardship and dangers give birth to altruism and generosity that transcend ordinary individual self-interest. Normal prejudices and diversity in background (religious, racial, class etc.) and outlook, which cause social differences and dissension in civil life, have little or no relevance in military organization. The feeling of 'we' in such organizations is so effective that strict hierarchical distinctions tend to lose its meaning. While on 'missions' the members are so motivated that they sacrifice even their lives for the success of the task entrusted to their group. **Life in Armed Forces is unique; there is true feeling of brotherhood since there is no distinction of caste or creed. It is indeed like one big family where every one works in harmony, sharing happy and sad moments together.**

Motivation in the Armed Forces

The effective functioning of military organizations is due to its characteristic capacity of maintaining control over its members. To fulfill its control function these organizations distribute rewards and sanctions according to performance. Whose performance is in line with the organizational norms are rewarded e.g. promotion to next ranks, posting at key position and awarding of various medals etc. and those whose performance deviates from these norms are penalized. There is only one approach to the motivational phenomenon to ensure and boost performance in Armed Forces. This is the **"stick approach"** and this approach compels performance through threats of punishment for failure. Military leadership believe that might is right. With stick in hand, the superior controls his juniors. There are instances of subordinates being punished maximum for minimum. In Armed Forces, one is completely under the thumb of his superior, subject to arbitrary overtime, arbitrary punishment, arbitrary fines and arbitrary dismissal. In effect superiors tell the juniors, **"You do what I tell you, otherwise I will sack you"**.

4. Socio - Psychological Background of the Defence Personnel

The class composition in our Armed Forces is a product of history. Not only social but also psychological considerations have influenced the social backgrounds of Indian soldiers. Its origin and history of socio-psychological consideration can very well be related to our caste-based society, in which the profession of arms was assigned to one class that is *"Kshatriya"*, and others had different vocations. While, the political considerations can be related to the British Imperial interests. British organize the Indian Army, to achieve their politico-military advantage by socio- psychological base of Indian on soldiering .

British started propagating the 'Martial Race', theory, based on *Varna* (class) system of Indian society. This concept took a socio-political

turn. The British sought to justify their martial race theory in the plea of 'Physique' and also the caste, which was more loyal to keep the British legacy in India. The socio-political consideration in recruitment develops a system of 'check and balance.' The 'check and balance' was more inclined in not allowing anyone class regiment in the Army, except for Infantry (which is existing as on today). The check and balance gave chance to *Sikh, Jat, Rajputs, Ahirs, Mahars, Gorkhas, Garhwalis, Punjabi Muslims and Muslim Rajputs. Muslim Rajput are the same Hindu Rajput who proselyted Islam.*

Independent India pushed back the so-called martial race theory. The new nation felt that defence must be made a truly national endeavour and responsibility should be shouldered by the entire nation, without any racial discrimination. After independence, recruitment to the Armed Forces was made on all India basis, and further quota was fixed for all states (province) in proportion to their population.

Infantry is equipped with fixed and one class Army whereas rests of the Armed Forces are of mixed class. The policy of Infantry recruitment has its genesis in the colonial British Indian Army. Policy systemized the exaggerated cultural and socio-psychological distinction among the various societies and created a number of battalions (like *JAT, SIKH, RAJPUT, DOGRA, KUMAON, MARATHA AND GORKHA* etc.), which were formed on the basis of caste and specific regions and such formation gave them a separate identity not only within the military but also within the society.

We should be more practical in recruitment and I am submitting my argument on the basis of gallantry. Maximum gallantry awards have been won by Punjab followed by Uttarakhand, Haryana, Maharashtra, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi and Himanchal Pradesh. In the second category, states like Kerala, West Bengal, Tamil Nadu, Karnataka and Andhra Pradesh comes. In the third category, states like Madhya Pradesh, Bihar and entire seven sisters of the Northeast come. Though Nepal is not the part of India yet they have also won maximum gallantry awards of India and for which we all must be grateful to them for displaying highest courage and bravery for India. And I request **Gujarat to take some leafs from the gallantry record of Nepal. Gujarati being business oriented community are failed to opt soldiering and no gallant feather in their cap.** It is also a biological fact that God has not gifted everyone with the 'adrenal' to face the bullet on their chest.

5. MILITARY SOCIAL ORGANISATION

INSTITUTIONAL VERSES OCCUPATIONAL CONCEPT

SR. NO.	VARIABLE	INSTITUTION	OCCUPATION
1.	Legitimacy	Normative Values	Market Place Economy
2.	Social Regard	Esteem Need On Notions of Service	Prestige Based On Level Of Compensation
3.	Legal System	Military Law	Civil Law
4.	Reference Group	Vertical Within The Armed Forces	Both Vertical And Horizontal As Well
5.	Loyalty	By OATH System	No OATH
6.	Recruitment Appeals	Officer Like Quality(Military Leadership)	Manager Like Quality(To Run Business)
7.	Appraisal	Subjective,Holistic And Qualitative	Objective, Segmented And Quantitative
8.	Compensation	Much in Non- Cash form	Salary And Bonuses
9	Conformity	Yes	No
10.	Leadership	Authoritarian	Participative
11.	Intellectualism and Creativity	Anti	Encourage

6. A COMPARISON IN % OF RESPONSES ON CARD SHEET ON VARIOUS OPPORTUNITIES (attitudinal response)

SERIAL NO.	OPPORTUNITIES	MILITARY ORGANISATION	NON – MILITARY ORGANISATION
1	Opportunity to use my special abilities, aptitudes and technical skill is available more in	52	48
2	Chance to earn more money is possible in	44	56
3	Opportunity to be more creative is possible in	12	88
4	Scope to attain social status and prestige is possible more	31	69
5	Opportunity to work with people rather than hierarchy (rank) system is possible more in	26	74
6	Assurance of ease, stable and secured life is possible more in	08	92
7	Great chance to exercise leadership in	21	79
8	Opportunity to be useful to the nation as a whole is possible in	80	20
9	Opportunity to be useful to the society as a whole is possible in	79	21
10	Scope of advancement in career is possible more in	19	81
11	Work that involves variety is possible more in	32	68

7. WHY THE MILITARY CAREER IS ATTRACTIVE?

In India, there is no exercise of "CONSCRIPTION" for Military Service. It is totally volunteer. But the glitter of badges on olive green depends on tradition of gallantry in Indian Culture, demographic liking and disliking of "Soldiering". All are not born to put their finger on trigger. All cannot advance to receive the bullet on chest. Factors, which make it attractive, are: Disciplined Life, Socio- economic Attainment, Good Health, Lot of Sports Activity and Adventurous life, Cultivate abilities to meet a variety of challenges, Life Long Canteen Facilities, Reservation to Children in Educational Institutions, Life Long Medical Facilities, Pensions and no ban on Defence Pension after 2004, Chances of Second Career, Affordable

Housing Scheme, Creating Camaraderie and Deep Friendship, Group Dynamics and Team Spirit and finally Pride in Soldiering.....

8. WHAT PSYCHOLOGICAL FACTORS MAKES SOLDIERS TO TICK?

Why soldiers make supreme sacrifice? This is because of psychological relation of war with religion and full faith in religion, Initiative and Espirit de Corps, Self Glorification, Sense Of Conformity and Complacency. Self Discipline, Commitment (true to salt- namak halal), Patriotism, loyalty , Value based & Courageous Soldiering and Quality of Leadership to Extreme Sacrifice.

9. WHY THE MILITARY CAREER IS NOT ATTRACTIVE?

Besides many positive factors, prospective career seekers are reluctant to join the armed forces on the following factors, which are: Nature of Selection, Frequent Posting, Duty ,Decline in Image, Poor Matrimonial Market, Fundamental Rights, Code of Conduct, Elitism and Discrimination, Strict Hierarchy System, Closed Society, No job Satisfaction, Appraisal System, Limited Career Prospects, Concern for Subordinates, Constraints of Service, Civilian way of disarming the armed Forces ,Availability of ,Better Avenues in non – Military Organisation, Poor Public Relation, No Mistake Syndrome , Lack of Adventure Spirit in Youngster, Promotion Battle, Environmental Factors and Changed Values

10. HOW THE BEST CANDIDATES WITH BEST BRAIN CAN BE PUT INTO THE BRASS HATS OF TOMORROW?

It is said that first grade material is not joining the armed forces. In this age of high- tech war, nation needs to induct best material. For this, Armed Forces have to:

- Promote Military Ideology And Patriotism
- Arrange Motivational Lecture By Chiefs Of Army, Navy And Air Force
- Create a Good Image by Media
- Provide Congenial Atmosphere To Adjust
- Provide Better Career Opportunities
- Exercise Transparent Appraisal System
- Encourage Creativity And Remove "No Mistake Syndrome"
- Increase Job Satisfactions
- Improve Quality Of Life
- Give Recognition
- Avoid Discrimination
- Extend Some Autonomy
- Some Lateral Induction
- Promote Adventure Activities In Colleges
- Provide Commanding Status to Technocrats

- Give No Reservation To Non Technocrats In Defence Services Staff Colleges(DSSC) National Defence College(NDC) And College Of Defence Management(CDM)
- Improve In University Entry Scheme
- Avoid Saying Tail, Call Them "Brain"
- Stop Brain Drain
- Restore Group Solidarity

11. CONCLUSION

Every suggested measure is psychological booster as these are psychologically governed by the individual to substantiate the military organization to deliver. Psychologically, military credentials look for a greater organizational commitment. The governing and contributing factors central to an institutional ethos are character, leadership, camaraderie, prestige, professionalism, moral, motivation, morale and a sense of extreme sacrifice. A soldier is an appellation of character, military spirit and personality. A leader is heart and soul of military organization and they are equipped with the value of "performing leader" and not "performing manager". Camaraderie acts as araldite (an adhesive) in maintaining the institutional value of military organization. Institutional prestige comes from its prestige (Izzat) and status in society. Professionalism in Armed Forces means excellence in performance. In military professionalism, there is no scope of error. Therefore, "No Mistake Syndrome" or "Zero Mistake Syndrome" is the organizational practice in Armed Forces because military professionalism is a game of not centimeters but of millimeters. **Psychological toughening** is virtuous in conduct, morally it distinguish between right and wrong. Motivation stimulates interest of soldier in organizational activity. High degree of morale will increase the degree of confidence and determination of soldier in visualizing the military objectives. Sense of sacrifice and its *Jazba*- enthusiasm is the ultimate attribute of institutional military and is the ultimate value, which can never be compensated by any attributes of occupational trends.

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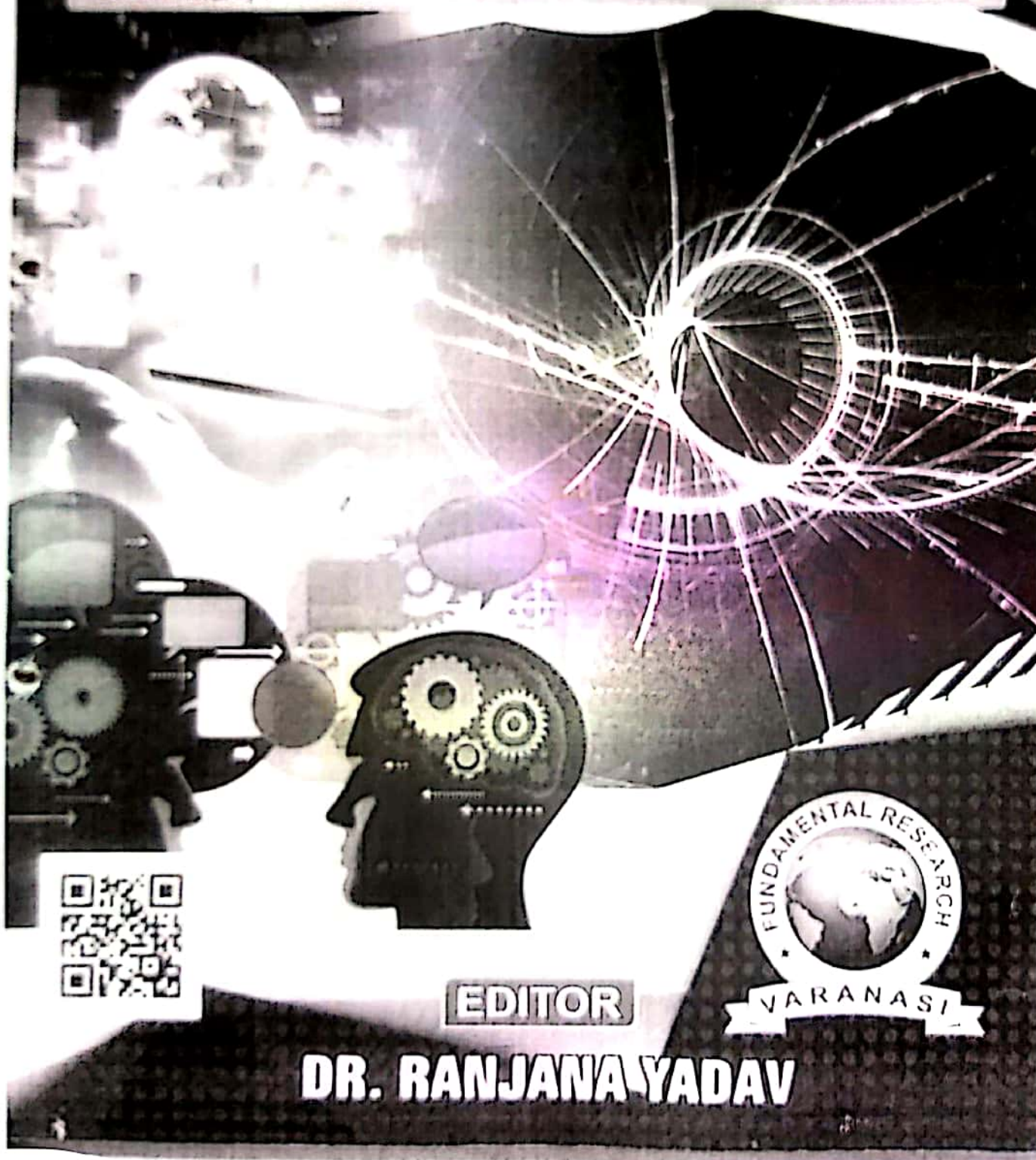
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ROLE OF ARMED FORCES IN DISASTER MANAGEMENT
(AN EMPHASIS ON TRAINING AND EQUIPPING ITSELF AND THE OTHER ORGANISATION
INCLUDING CIVIL POPULATION)

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ABSTRACT

Armed Forces must be involved in planning, preparation and coordinating process for coping with disasters. District and State plans should incorporate the roles expected from armed forces so as to make their deployment smooth and quick. Armed Forces training programme should include disaster specific training to the personnel for Emergency Support Functions requiring their assistance. Vast pool of trained ex-servicemen and NCC cadets and other volunteers are ought to be included in the national disaster management structure and assigned appropriate role in the response mechanism.

1. Introduction

India has been traditionally vulnerable to natural disasters on account of its unique geo-climatic conditions. Floods, droughts, cyclones, earthquakes and landslides have been recurrent phenomena. About 60% of the landmass is prone to earthquakes of various intensities; over 40 million hectares is prone to floods; about 8% of the total area is prone to cyclones and 68% of the area is susceptible to drought. In the decade 1990-2000, an average of about 4500 people lost their lives and about 30 million people were affected by disasters every year. The loss in terms of private, community and public assets has been astronomical.

"Disaster" means a catastrophe, mishap, calamity or grave occurrence in any area, arising from natural or manmade causes, or by accident or negligence which results in substantial loss of life or human suffering or damage to, and destruction of, property, or damage to, or degradation of, environment, and is of such a nature or magnitude as to be beyond the coping capacity of the community of the affected area.

"Disaster Management" means a continuous and integrated process of planning, organising, coordinating and implementing measures which are necessary or expedient for –

- a) Prevention or danger or threat of any disaster;
- b) Mitigation or reduction of risk of any disaster or its severity or consequences;
- c) Capacity-building;
- d) Preparedness to deal with any disaster;
- e) Prompt response to any threatening disaster situation or disaster;
- f) Assessing the severity or magnitude of effects of any disaster;
- g) Evacuation, rescue and relief;
- h) Rehabilitation and reconstruction.

Notwithstanding the fact that an elaborate disaster management structure has been put in place and it is mentored by the National Disaster Management Authority (NDMA) under the Prime Minister, the level of response of central and state agencies left much to be desired. The fact is that, except for the NDMA, even after 12 years of the enactment of the Disaster Management Act, State Disaster Management Authorities are yet to be established all over the country and made operational. In some states, the department for disaster management is the changed name of the department of relief and rehabilitation, home guards and emergency fire services with ad hoc personnel.

Thus, the level of preparedness for disaster management at the Centre and in the states is extremely uneven and requires considerable strengthening. The concept of handling disasters with appropriate programmes on disaster management based on the fundamental elements of prevention, mitigation, preparedness, response, relief and recovery is of recent origin although the responsibility for coordinating disaster response and relief operation is that of the home ministry, it is the armed forces under the defence ministry that are called out to assist and manage the situation. Generally, the armed forces respond to disasters as a part of their mandate to aid civil authorities during calamities. Their involvement, however, was meant to work on the principle of being the 'last to enter and the first to leave'. Conversely, in most post-disaster operations, the armed forces have been the first to enter and the last to leave.

There is no denying the fact that the Armed Forces specially the Army are also located in most remote areas where natural calamities are frequent. For instance, when the tsunami hit the Indian coast on December 26, 2004, the Indian Armed Forces, co-coordinated by the Integrated Defence Staff (IDS), efficiently handled relief, rescue and evacuation work. Whether it was the Kashmir earthquake of 2005, the tropical cyclone in Bangladesh in 2007, the flash floods in Ladakh's capital Leh in

2010, the Sikkim earthquake of September 2011 or the Uttarakhand tragedy in June 2013 or Flood relief Operation of Kashmir in 2015, the Armed Forces have been at the forefront of disaster management.

The involvement of the armed forces in disaster response and relief operation is an important issue in civil-military relations. In the Indian context, their role is primarily in response to the immediate requirement of human resources and technical equipment for rescue and relief operations by the civil authorities of the affected area. However, in view of the fact that the disaster management system of the civilian administration is yet to become operational, the civil authorities will continue to depend on the armed forces for disaster response.

There are two views on the role of Armed Forces in disaster management. One view is that the armed forces need to focus on their core competence of war fighting, since training for both as an individual and a collective is a time consuming process. Engagement of the armed forces in disaster management will lead to a shift of focus that may even dilute the effectiveness of the armed forces for war. The other view supports the status quo. In view of these two divergent views it is important to reassess India's disaster management preparedness and the role of the Indian Armed Forces for secondary tasks like disaster management.

When the Disaster Management is viewed in the light of phases of intervention, it becomes clear that disaster management is a vast subject dealing with a host of issues and problems requiring a very much high degree of expertise in each of them. Because the secondary role of the armed forces is to assist the civil administration in handling internal threats, maintenance of essential services as also to assist the national and state governments during natural and other calamities. Thus, it becomes indispensable to train and involve other agencies and civil population to face the challenging situation.

2. A Survey of the Work Done and the Need for More Research

A large amount of research work has been done with respect to the basic aspects of disaster management cycle of prevention, mitigation, preparedness, response and relief and recovery. Other areas of research have been on disaster preparation, concept and guidance; application of information technology in natural disaster; risk management; role of telecommunication in disaster management; ethnicity, caste and community in disaster prone areas; development and evaluation of leadership training programme and legal aspects of employment of the Armed Forces in disaster management.

Although some research work has already been carried out on the role of armed forces in disaster management in India and abroad, yet there is ample scope to carry out in depth study of various facets and options for employment of Armed Forces with focus on specialist training, equipment for the Armed Forces as also training of various other agencies like NDRF,

Para Military Forces, State Police, Home Guards etc. There is also ample scope and necessity of training the civil populace/public.

Disaster Management Act 2005, which is supposed to be an important instrument to rationalize the role and functions of various establishments and a tool to bring in the sense of accountability and responsibility, merely includes the mention of "deployment of naval, military and air forces, other armed forces of the Union or any other civilian personnel as may be required for the purposes of this Act" under the heading "Measures by the Government for Disaster Management". There is no amplification or mention of the role of the armed forces with a view to offer legal support and back up. The Act is surprisingly silent on the aspect of assigning a well defined role and responsibilities to armed forces. Thus, the aims and objectives of future research should be to find out:

- A well-structured strategic framework so as to enable completion of complex group tasks in time.
- A creative environment to permit the armed forces to develop their energies to completion of their task with expectation and confidence that will make a difference.
- Risk Culture to enable a team process to integrate people's inputs and ideas. This is with the aim to create awareness among the masses and making them more conversant with disaster, its effects and response to the same.
- Strong organizational knitting to create the environment of intuition and 'gut-feeling' so as to provide the elusive vital 'human factor'

3. Revisiting the Role for Clarity

It may not be entirely incorrect to assume that armed forces, even in the absence of an explicit formal and legal support would continue to remain an important stakeholder in national endeavour to manage and fight disasters. Seeking a larger and proactive role in any of the other spheres of prevention, mitigation and long-term rehabilitation of disaster management may not be rationally justifiable as these basic functions fall in the realm of civil administration as function of government. The armed forces should continue to perform their traditional role of rescue and relief in support of the civil administration.

We may discourage over-enthusiasm, may dampen response and may decide to be the first responders as last resort but our response should never become ineffective and inefficient. Hence, we should continue to train and equip ourselves for a befitting response. Within the confines of the subject, the proposition that needs to be made is that organizing, training and equipping a force or establishment without role clarity may not be a sensible proposition. It is hence necessary to first lay down, in an explicit manner, a well defined role that the armed forces are expected to perform in disaster management. Role clarity would significantly contribute towards better preparedness and hence will help responding effectively and efficiently.

Training. In this era of super-specialization and expertise, organisations need to focus on the core competencies and skills.



etc. There is an obsession with learning skills that are otherwise readily available with other establishments as their core-competencies. Outsourcing is the outcome of such an endeavour. Armed Forces must put an end to the temptation to become jack of all trades. The new organizations in the form of National Disaster Response Force at national level and composite task forces with armed police, fire services, engineers and medical teams being raised at state level should be provided specialist training, as already planned. Assistance in terms of providing training to impart select skills to para Military forces, civil defence teams, home guards and the teams from the corporate organisations could also be offered. Training in some of the aspects like slithering and counter-measures with respect to radiation, biological and chemical related disasters should also be imparted. Assistance in terms of providing equipment, advice and other resources has been rendered in the past and will continue to be available in future too.

to enable performance of our stipulated role in disaster management. Broadly the policy should include the following:-

- Training goals and measurable objectives.
- Institutionalization of training.
- Curriculum and course structuring to include general and specialized training.
- Joint training.
- Mock up drills, exercises and rehearsals.
- Performance assessment and appraisal.
- Qualification and certification standards.
- Implementation of systems approach to training.

Own Capacity Building. The introduction of NBC weapons has created a new environment in which the armed forces will have to operate. At the same time, the same force is also expected to secure the civilian population. It is expected that with slight modifications it would be able to handle chemical, biological, radiation, and nuclear (CBRN) disasters. But, whether the armed forces will be able to handle such a scenario without extensive capacity building is in doubt. Capacity building for CBRN disasters is much needed with the field formations deployed in the rear and border areas.

Assistance Towards Capacity Building. Efforts should be made for using the expertise of the armed forces for bolstering the capacity of the civil authorities, including the disaster response forces. It would enable the latter to achieve self-reliance and thus reduce their dependence on the armed forces. Enhancing capability for risk reduction in urban as well as rural areas and having suitable legislative and regulatory mechanisms to promote safe buildings should be encouraged as part of the civil-military relations programme. Specialised workshops and seminars also need to be conducted at the various command levels.

Conventional Role. Indian Armed Forces does not need legislation to offer aid, that too humanitarian in nature, during

disasters. But, of course, the planning at national level must include the scope and limitation of the assistance. The Armed Forces can, however, contribute towards mitigation as intrinsic part of immediate response to arrest and prevent escalation in loss of human lives and damage to property by being better trained and prepared for an effective and efficient post-disaster rescue and relief operations.

4. Framework of Research In Disaster Management

There is no possibility of experimenting with disaster, as the intensity of horror is beyond the reach of any calculator. Also, sanity does not permit such experimentation. The only avenues available, therefore, are studying management of disaster at the following stages of emergency support functions:

- > Prevention and Precautions
- > Situations Analysis, Help Lines and Mitigation
- > Planning, Preparation and Communication & Media
- > Multi-Organizational Resource Management and Inter-agency Coordination
- > Search, Rescue and Relief; Evacuation and Handling of Casualties; disposal of dead; public health & sanitation; and food
- > Logistic Support, Donations & Relief Supplies and Rehabilitation
- > Reconstructions of shelter - public works and engineering

The focus of any research on disaster management should be to identify not only the role of armed forces but also Business sector entities, which also have large untapped potential in managing and providing relief in disasters. It is not a solution that can be obtained by utilising a quantitative approach of measurements and experiments. The kind of research conducted should focus on a qualitative analysis of the material available in public domain and otherwise obtained via properly authorised channels of information gathering. In order to answer the problem, each of the sub-problems mentioned previously, should be individually researched. The analysis of each is expected to generate information and conclusions which can be utilised to provide concrete input to disaster management.

The future researcher especially from the armed forces (as lot of service officers are on study leave and maximum chunk of them is in Defence and Strategic Studies department of Universities) should aim to identify the training that armed forces undertake as part of their professional education. Military training is being provided with the intent of allowing them to carry out tasks as efficiently and quickly as possible. At the same time, the role played by various organisations in disaster relief situations will be clearly outlined. Their role will be analysed and cross examined in relation to the training analysis and conclusions drawn. Once the task of researching each of the sub-problems is complete, a theoretical framework for the case will be drawn up on the basis of the research results obtained. These results will be of a factual and incidental nature which will serve to support the argument. At the same time, an understanding of organisation and infrastructure within specific armed forces will be obtained. Similar studies will also focus on the civilian

agencies at national and state levels. Comparisons will be carried out on the disaster relief approaches taken by these distinctly separate groups in order to better understand the differences and similarities. Based on this analysis, results will be utilised to provide an answer to the disaster management.

5. Conclusion

Of the attributes described above, the armed forces have strong organizational knitting, efficient tactical capability, accountability and measurable performance objectives as well as a risk culture in its team members. It is no wonder, then, that the Armed Forces are the first preferred responders to a major disaster almost everywhere in the country. Whereas other administrative organs of the central and state governments are responsible for managing the strategic aspects of disasters, which are concerned with prevention, mitigation, rehabilitation and reconstruction activities. The armed forces play a leading role during the tactical intervention, which basically concerns itself with effective rescue and relief operations after the occurrence of a disaster. Since effective response for rescue and relief operations will not be possible without proper preparation and training, the armed forces have to also get involved in this important phase of the disaster management cycle.

India is and likely to remain most prone to disasters in the foreseeable future. The Government of India has recently taken a holistic approach to disaster management in the country and accepted in principle, the recommendations of the High Powered Committee on the subject. However, pending major legislative inputs and restructuring of the system, states continue to be responsible for actual action for prevention, mitigation, planning and preparation and response to all types of disasters. In this scenario, the armed forces in general and the army in particular, will continue to play a lead role in rescue and relief operations in the wake of major disasters and therefore, training and equipping the other organisation is the need of the hour.

As of now the armed forces form the core of national response immediately on occurrence of any major disaster. The government functionaries have surmised that with raising of National Disaster Response Force, training of Para Military Forces, civil defence, home guards, police and restructuring the Fire Services, and with other initiatives being taken by the central and state governments, the pressure on the armed forces will be reduced. However, the credibility of these forces, as of now, is suspect, until proved otherwise.

Dedicated organization with a vision, missions and objectives would be ideal for tasks involved in rescue and relief work. Importantly, we need to re-organise, restructure, train and equip the existing Para Military Forces, civil defence, home guards, police and fire services. Although, it would not be easy for these organisations to shed the work culture that they have been used to in the past. Motivation, zeal and enthusiasm are also important issues besides training and equipment. The non military organizational values and attitudes also need to be changed.

It is unlikely, that the role of the armed forces will ever become redundant or the pressure is ever going to reduce because of other resources being prepared to deal with the crises emerging on occurrence of major disasters. It is believed that armed forces with its inherent culture and capabilities would continue to perform a vital and crucial role in search, rescue and relief operations during all major disasters, in support of the national endeavour to contain the loss of lives and property. However it is important to emphasise that the role of the armed forces is secondary - in support of the civilian administration; and secondly, it has no role otherwise in prevention, long term mitigation and rehabilitation or in the developmental process linked with disaster management in a larger and more inclusive perspective. Armed forces should be one of the many but not the only tool used by the government for the purpose of managing crisis. Why? Because armed forces bring expectations on to unexpected situations and bring normalcy on an abnormal situation.

Preparedness to respond effectively, in adverse situations, should not be relegated in importance. Training and equipping hence should become a key result area and significant part of training objectives of units and formations, and when earmarked for the role. Since it would be an emergency response there will be no time for even orientation and hence the preparedness on a routine basis is a critical requirement, especially for those teams and task forces that are required to perform a specialist's role. The training for search and rescue should be institutionalized. It should follow a systematic approach with an effective feedback for improvement. Training should be standardized and there should be a foolproof process. There is also a need to develop adequate infrastructure for training including buildings that are collapsed or semi collapsed for training in search and rescue operations involving collapsed structures.

The equipment should be organized and the stores located at various centres as planned. The units and formations earmarked for response should always be holding separate stocks for training and for use during disaster relief for purposes of ensuring the availability, reliability and maintainability of the equipment, as is practiced for operational equipment stores for war by the armed forces. Separate additional personnel should be maintained at depots spread all over the country located in hazard prone areas. Rehearsal and mock exercises should involve mobilization, collection of stores and equipment, reporting at the planned departure area, move to incident site, establishment of base and launching of search and rescue operations and organizing relief and short term rehabilitation of the affected people.

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Theoretical Frame Work

Armed forces are an important organization of nation state system. It should do well in any eventuality of its own without depending on imports. No solution could be advocated because of lack of a conceptual framework to conduct an open discussion. If basic weapons and equipment shortfalls that the defence sectors face are to be addressed, then Indian defence planners need to use the DEFENCE ECONOMICS INFRASTRUCTURE framework to make India a self-reliant in its defence production.

Research Methods

It is a qualitative study. Historical, descriptive, subjective, empirical and analytical methods are applied to justify the study. Collection of the study material and related information and data is from primary and secondary sources like Live News Bulletin, books, journals, reports, documents, articles, research paper/s of seminars and some materials have also been referred from internet.

Discussion

That any such dependence on foreign sources is detrimental and does not have to be emphasized and explained that why it is unwanted and disadvantageous from the commerce point of view. Commerce encourages self-reliance and self-sufficiency, less import and maximum export with nominal and insignificant dependence on outside. Anyone can see the danger of supplier countries, for political reasons of international politics and equation in balance of power or whatever, turning of the tap at a critical juncture, thus jeopardizing our fighting capability and compromising our freedom of military action and manoeuvres.

Security Council of United Nations may be trying to bring peace and security at international level, but the threat scenario in Indian-sub-Continent hold the saying – NO FAREWELL TO ARMS. We should not dream in the day and in turn must visualize the threats to India's National security from China and all time enemy-Pakistan. War had been and will be fought with the stockpile of weapons and ammunition already held and the very strength of our defence production line to support, arm and equip the soldiers to put his finger on trigger. Should a war get prolonged as the case was with Iran – Iraq and both the World War, it will be sustained by indigenous capability only.

I agree that no nation is completely self-sufficient in defence production. But to a large extent developed nations are self-sufficient in its defence production and almost 75% of their GDP is fulfilled by exporting the defence hardware to 'Third World Countries'. Within the very concept of self-reliance, it leads to plead – **Minimize dependence on imports**. In India's situation and scenario, the combat readiness depending on imported arms and equipments, which go into indigenous defence production must be accepted and along term defence planning should be adopted to fill the gap where commercial considerations militate against it. The very problem with India's defence production is its poor level of quality control, low standard and strict tolerance deficiency. If the product is not superior from various measurements then it will not be able to commercially compete in international market. As a result our user army, navy and air force will hesitate to go with it. More or less they will be keep on applying for foreign weapons to get cutting edge over enemy in case of any eventuality, which is always in offing.

No doubt, the Ordnance Factories (OF), turn out to be an array and good range of military hardware in sufficient quantities to meet the greater part of the training and operational needs of the armed forces. But it work in a protected setting and under a cloak of secrecy which is not the case in developed countries. In developed countries, defence production unit invites the expert from time to time to modify and improve their product not only for internal defence requirement but also for external commercial requirement to export and to earn profit out of its defence product. Every taxpayer who contribute to nation building has no means of knowing whether they are professionally,

resourcefully and finally commercially run, whether the maximum output of requisite quality is being obtained from the given quantity of resources or not?"

India is a developing country and still not able to compete with its defence production globally. Why? This is because of plant and machinery of widely disparate vintage, varied product mix and diverse technologies, there are bound to be production and capacity utilization problems, which the best commercial talent would find hard to overcome unless political support and will power from related ministries are extended.

The annual report of the Ministry of Defence, every year, inter alia states that vital areas as computer aided designing and related blue print, production planning and control, management information system (MIS), material management with new trends in defence material, project management, quality control and its assurance are the need of hour and it is being incorporated. The problems of Defence Public Sector Undertaking (DPSU) is better known to public. Performance of both DPSU¹ and OF proportionately depends on the performance of Defence Research and Development Organisation (DRDO), but it has delivered duds so far.¹ Designing after well researched aspects of individual product depends on its related research and development (R&D). There are about 52 DRDO, which have not delivered the way money and time is invested on them. Whether it is DRDO, or OF or DPSU- all are far away from required track record. Presently, they are not able to meet the local requirement such as snow boot, snow clothing and other requirement of inhospitable mountainous warfare. In 1962, during Chinese aggression, Time Magazine published that Indian army is short of everything except courage.² Today, after 55 years, the situation has not improved much. If we remember, India has imported Coffin (*Taboot*) during Kargil War and it was much debated for two things. One was kickback in deals and the next was that why such Coffin can't be designed and manufactured indigenously.

Hindustan Aeronautics Ltd (HAL) and its Light Combat Aircraft (LCA): as a case study:

HAL have had its quota of problem- especially it has to live with an uneasy single customer i.e. Indian Air Force (IAF). of major significance to the future development of India's aerospace capabilities is the light combat Aircraft (LCA) project which has in the beginning of eighties entered the project definition phase. The programme is being managed by the Aeronautical Development Agency (ADA), a body, which draws engineering resources from HAL and several DRDO establishments, including the simulator facilities at Bangalore.

The requirement is for an agile 200 km – range fighter optimized for battle field air superiority in a tropical climate but capable of under taking secondary ground attack roles. This aircraft was planned to be inducted into service in the mid 90s could have bestir the giant public sector undertaking as no other project has done before. The aircraft has to have good survival characteristic and the most modern avionics utilizing advanced concepts in aerodynamics, control system and material technology. It will have beyond visual range capabilities and latest types of missiles.

LCA could not be produced according to schedule. But being claimed that it would be totally Indian light combat aircraft developed by Indian experts with marginal expertise obtained from foreign collaborators according to normal system. All eyes of aircraft designer were on the successful test flight of the Light Combat Aircraft (LCA), as much noise had been made about it since its conception. Many countries are watching its progress carefully. What is on the Indian drawing board is the world's smallest, light weight aircraft for combat. Multi-role, multi-mission and tactical features

¹ No Bang for the Buck ... <https://www.outlookindia.com/story.n>

² TheINFANTRY india, JUNE 2017, Page 31

have been built into the configuration. For the scientists and engineers, LCA could also stand for "learning challenging application".

The LCA was "rolled out" on 17 November 1995.³ Much has gone into it since then. The first test flight and crossing the threshold of sound barrier has now been completed. It has also been christened as "*Tejas*" by our Ex. Prime Minister *Shri Atal Bihari Vajpayee*⁴ and expected to bring glory to our aero-space industry. Major features in the design are now too well known. The proof of the pudding is in the eating; proof of the LCA will be realized only when it does a successful attack mission.

This is the irony in the LCA outcome that six major systems of LCA including Power Plant (Engine) are imported from various countries. India's Gas Turbine Research Centre (GTRE) as on today could not design a suitable power plant for its LCA. How can it be christened as indigenous aircrafts once it is assembled with imports of six major systems from abroad?

HAL's Predicament:

It needs new understanding by the government and the HAL to take benefit of the international aerospace prospects to meet India's strategic and commercial needs. To realize this, HAL must be unchained from the attitude of a public sector undertaking. With the theory and practice of corporate management and commercial approach, HAL should be made optimistic to put itself forward in the international market-place. If this is done then the civil and military requirement of aircrafts and avionics will automatically will materialized indigenously.

Surely, Indian leadership could not visualized and lacked dynamism in hiring the brain, whereas western nations and even Asian giant China dealt with some high-profile aircraft's designers from Russia to enrich their aerospace industry. These designers were available at low price as Soviet Union was disintegrated and they were without job. As the IAF phases out the obsolete Soviet aircrafts (especially MiG Versions), if not today but after some time, the limited utility of the HAL will also disappear. It is well acknowledged that with waning IAF orders, there is a considerable redundant facility within HAL. Also, the very low level of production and export orders are pointer to structural weaknesses that do not augur well for HAL's future and in turn for IAF. The Indian government while treating HAL as security related defence public sector undertaking has done nothing to prepare it as a vital industry to face emerging challenges. Unless the government evolves a strategic policy for HAL, aerospace being the most important, nothing can change. Public postures necessitating the adoption of unrealistic targets, unhealthy concern with short term results at the expense of long term, corporate and commercial goals, soft personnel policies and lack of functional autonomy are some of the factors afflicting the performance of many of these undertakings.

After independence, when India embarked on defence industrialization, it was on the basis of license production and transfer of defence science and military technology. Licenses were obtained for a variety of selected items from which ever country offered the most suitable weapons and equipment on acceptable terms and conditions. India has a good support of Sweden, Germany, Britain, France, Japan and the then Soviet Union. In many cases defence production remained dependent on imported technical know-how along with the material and component. This arrangement could not be sustained for long after the licensor country discontinued the production line owing to one or other reasons. In India Initially for a newly independent country, such support would had acted as a "WALKER" to reduce the crawling period but the lack of commercial

³ Times of India, Mumbai, dt. November 18, 1995 . Page 1

⁴ Times of India, Mumbai, dt. May 4, 2003 . Page 1

intuition in defence production has retarded the progressive defence production to take our flag in international arms market

Findings

Long lead time for design and development and fast changing technology are the twin big bearers of all commercial planning of defence production. By the time a new item can be productionised, the user's specifications get upgraded and related costs escalate; these in turn require technological forecasting. More effective products may meanwhile enter the armament markets and the dictates of defence preparedness would not be satisfied with what is under indigenous development without international level of commercial requirements. Unfortunately there is no short-cuts for coming to grips with the problems. According to principles of commerce & trade and if a nation wanted to stand first to dominate global arms market then it has to gather as much pace as it can till it catch up.

Suggestion

Not only military but also civil industrial base in India is also largely license ridden and keeps R&D in the bottom drawer of its table of priorities. There are two ways in which it can support defence production to compete commercially in global arms market. The first is parceling out of defence works, including development orders, to private industry in order to create secondary capacity. In this the defence ministry department of defence supplies should be able to nurture several civil manufacturers, and supplies materializing from them will contribute to nation building. Second, there is clear scope in "Start Up India" and in "Make In India" programme of BJP government for aggregation and coordination of defence and civil demand in areas like aircrafts, marine vessels, transport vehicles electronics and communication equipment. Some recent official statement and association of the *NitiAayog* with defence production planning reflect a welcome awareness of the need, so often voiced, of an integrated commercial approach to defence production and real development planning.

Any organization needs human resources for its perfection and to take the organization to compete with others. Most of India's venture towards self-sufficiency is due to the shortage of first grade technocrats, designers and related researcher. India is equipped with almost 10 Indian Institute of Technology (IITs). 75% pass out of this premier institution board the plane just after getting the degree and working in foreign civil and military sectors. Such "Brain Drain" must be stopped in national interest to work for 5-7 years in the country as their study is very much sponsored by nation and its tax payers.

Conclusion

At last it is time we revised our ambivalence towards the question of armament exports. Once India is in the arms production business then there is no need to act coy in tapping exports markets wherever this is not in direct conflicts with our national interest. As per the rule of "Trade and Commerce" by encouraging exports, India's defence production will get a boost with an internationally suitable competitive and cutting edge. Further cost consciousness will be fostered and research and development effort will automatically be stimulated. As fallout, growing pockets of dependence on the arms and ammunitions made in India will give the country a heavier clout in international market, which will substantiate India in world affairs.

Not to worry The country can justifiably be proud of its accomplishment in defence industry and application of related civil and military or dual use technologies. An infrastructure now exists capable of now producing a wide variety of military hardware of the requisite quality and in sufficient quantities to fulfill the major requirement of our armed forces. Yet, any euphoric complacency would be unwarranted in view of the continuing dependence on imports of material, component and

accessories and of advanced and sophisticated technology. Design capability, material technology and finally well exercised commercial approach are among the challenging areas requiring special attention in our climb towards "Real Self- Reliance."

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Information Warfare: An Emerging Warfare

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Introduction:

War is a hostile contest between two or more nations, whereas warfare is a method and technique to conduct the war. Information warfare (IW) is a concept involving the battle space use and management of information and communication technology in pursuit of a competitive advantage over an enemy. The expression 'global village' is no longer meaning lessness in terminology or expressions. It is a reality, and we all must be thankful to the up-and-coming Information Technology (IT). Most of the developing nations failed to notice the full impact of the first Industrial Revolution, but is now overtaken by the information revolution seen all over the world, globalization having unbutton the access wide to mysterious manipulation in this horizon. The First Industrial Revolution took time, nay centuries to spread to different areas of the world. But the technical revolution marshaled in by information technology, in almost every walk of life, has rapidity and quickness made achievable by the knowledge related, interrelated and connected to it. The print media, paperwork and big box files are on the way out after the arrival of silicon chips and other semiconductors which have made access to information with an unimagined speed and efficiency. The television, cell phone and the computer have now acquired feasibility with every human endeavour and enterprise of the time.

Literature Review:

1. Information Warfare: Second Edition: Winn Schwartau -

<https://www.amazon.com/Information-Warfare-Second-Winn.../dp/1560251328>

Deals with the Infrastructure of Information warfare.

2. Information Warfare: Second Edition Paperback – November 1, 1996. ... Schwartau closes with a practical chapter for military organization seeking to ward off snoops and electronic trouble makers.... A general reader will find Schwartau's Information Warfare more appealing.

3. Strategic Information Warfare: A New Face of War ... <https://www.amazon.com/Strategic-Information-Warfare-New-Face/dp/0833023527> An excellent overview of the subject . . . Highly recommended for a variety of subject areas, particularly military science and information technology.—AcademicLibrary Book Review An excellent overview of the subject.

4. Information Warfare and Security: Dorothy E. Denning - Dorothy E. Denning, a pioneer in computer security, provides in this book a framework for understanding and dealing with information-based threats: computer break-ins, fraud, sabotage, espionage, piracy, identity theft, invasions of privacy, and electronic warfare.

5. The Art of Information Warfare: Insight into the Knowledge Warrior ... The Art of Information Warfare: Insight into the Knowledge Warrior Philosophy [Richard Forno, Ronald Baklarz] ... The first part of the book covers the fundamentals of the Chinese "knowledge warrior philosophy" and details the many facets of corporate information systems that must be secured.

6. Popular Information Warfare Books -

Goodreads

Cyber war: The Next Threat to National Security & What to Do About It (Hardcover) The Pentagon's Brain (Hardcover) War: War and Peace in the Information Age (Hardcover) Operation Mincemeat: How a Dead Man and a Bizarre Plan Fooled the Nazis and Assured an Allied Victory.

Aims and Objectives of the Paper:

The basic aims and objectives of this paper are to understand the innovations, modifications, changes and transformations in information technology and its impact on the conduct of information warfare.

Statement of Problem:

In this paper, the problem statement is the ongoing development in Information warfare and its impact on India's socio-economic development and national security.

Research Methodology:

Hypothesis;

Conceptualization of military doctrine has undergone profound alteration associated with the incorporation of information technology for the purposes of waging war.

War has become a hi-tech business.

Information is increasingly considered, as strategic resource knowledge for the national affairs- be it military or non-military in character and in its very nature.

The organization of the military forces and the information revolution, which reflects the advance of computerized information, communication technologies and associated developments in organization and management theory, represents the latest wave of evolution in nature of warfare.

Research Questions:

Whether Information Warfare will diminish the role of conventional warfare?

Whether Revolution in Military Affairs (RMA) is being substantiated by Information Technology?

Whether Information Hacking will be the

order of the day in today's warfare?

Significance:

Information has always been an important asset in international interaction, relations, politics, governance and military affair. Information has now become decisive in many sphere of human activity, which in turn has two sides. One is that efficiency and effectiveness have increased and the other is that with greater reliance on information for yielding the output, susceptibility to interruption in the flow and quality of information has emerged. It is this state of affairs that has been conceived and information warfare is delivered as a result of such conception.

Theoretical Frame Work:

Science is a systematic knowledge and its application is technology. As a result of the information technology application many nations throughout the world are very much dependent and fully reliant on their information based technology systems to develop national wealth, richness, affluence and prosperity; and along with other things, to develop and deploy military capabilities with latest systems of defence preparedness.

Though, emerging technological trends is the nucleus of the contemporary Revolution in Military Affairs that we witness and see today. It is the synergistic combination of technology, systems, operations, organization and strategy , which changes the nature and characteristics of warfare.¹

Research Methods

It is a qualitative study. Historical, descriptive, subjective, empirical and analytical methods are applied to justify the study. Collection of the study material and related information and data is from primary and secondary sources like Live News Bulletin , books, journals , reports , documents articles , research paper/s of seminars and some materials have also been referred from internet.

Four technological innovations are at

the foundation and very base of this transformation and drastic change; change of all mechanical, electric, and electrochemical systems to electronics, miniaturization, digitalization, and software. The collective effect of microprocessors, electronics, satellites, and sophisticated software is to bring about a comprehensive and wide ranging transformation of all aspects of socio-economic socio-commercial, politico- military and scientific – technological- industrial life. The vital fact is that the new technology is not a separate domain that the label 'high tech' seems to imply, but a set of modifications that pass through all aspects of the social order and reorganize older interaction. The swiftness of technological change is changing tectonic plates of national sovereignty and global power relationships and communications.²

Military strategists have always recognized the importance and implication of information as a war-winning factor because information warfare involves collection and denial of tactical information. The last 30 years have witnessed a remarkable development in the field of information technology (IT), leading to innovations, modernizations and transformation in operation of computers, miniaturization, digital communication, e-mail, reconnaissance, surveillance and precision guidance. This knowledge has also been applied in different military operations. Thus, war has become a hi-tech business. Throughout military history, the organization of the military forces and the conceptualization of military doctrine have undergone profound alteration associated with the incorporation of information technology for the purposes of waging war. The information revolution, which reflects the advance of computerized information, communication technologies and associated developments in organization and management theory, represents the latest wave of evolution in nature of warfare. The revolution brings a great

change in the collection, storage, processing and communication of information. Now, information is increasingly considered, as strategic resource knowledge for the national affairs- is it military or non-military in character and in its very nature.

Science is a rich reservoir of technical and systematic knowledge and its use and application is technology, which means the incorporations of scientific knowledge. As a result of the information technology application many nations throughout the world are very much dependent and fully reliant on their information based technology systems to develop national wealth, richness, affluence and prosperity; and along with other things, to develop and deploy military capabilities with latest systems of defence preparedness. Upshot of this reliance is now being seen in the capability of a nation to project its might in this technological sphere. Thus, national power today is being progressively more predisposed and prejudiced by the very potential of the nationwide information technology infrastructure. A country's economic competitiveness and national security now depends on its capacity to apply information technology resourcefully and swiftly. The massive financial flows across national boundaries causing cataclysms in the international economy are aided and supported by this technology. Markets are no longer contained by geographical locations; they have been reduced to information networks connected by dots on a screen transmitted from anywhere in the world. Thus, Command, control, communications, and intelligence that are the bedrock of national security depend on information technology.

As nations become more reliant on their information resources, naturally their exposure to severe damage due to an enemy attack on its national information infrastructure is now a potential threat. This new threat has conceptualized the Information Warfare (IW).

In such a conflict, the objective would be the control of all or part of another nation's information infrastructure, and hence potentially most of their information generating mechanisms. As a result nation needs to assess and reassess periodically the vulnerability of their information infrastructure and take suitable measures to defend it; and also strengthen the capability to inflict comparable damage to an enemy. Information has therefore become a strategic asset and positive feature that needs to be guarded and exploited for own advantage and enemy should have no access to it. When applied in a military milieu, the transformation of these means and methods has been expressed as **Military Information Operations (MIO)**. Thus, IW meant a war where information is the potent tool and also has the existing capacity to guide to immobilizing and disabling by protecting, manipulating, mortifying and denying information.

Manifestation and Strategic Significance of Information Warfare:

Information has always been a significant asset in international interaction, relations, politics, governance and especially in military affair. Information has now become decisive in many sphere of human activity, which in turn has two sides. One is that efficiency and effectiveness have increased and the other is that with greater dependence on information for acquiescent the required output, susceptibility to interruption in the flow and quality of information has emerged. It is this state of affairs that has been conceived and information warfare is delivered as a result of such conception. Information Warfare will dominate the twenty first century conflict as has been witnessed in GULF WAR I & II and ELECTRO-MAGNETIC military superiority will be a combined role of electronic and information dominance. To the existing dimension of warfare – the land, sea, air and space, a fifth dimension of warfare has now been added. As technologies

progressed, the speed at which information can be knobbed in all stages of its processing; acquisition, coalition, synthesis, analysis, propagation, storage and denial have radically changed. Today, with the propagation of the Internet facility, it is very much feasible to access information transversely. Also, such seamless access has also made it feasible and practically possible to deactivate information infrastructure and related networks from far away.

To inflict damage, one needs not to physically cross the geographic boundaries of any nation. The consciousness and strategic importance of the information systems and its vulnerability conceptualized the information warfare, a nasty and vicious type of warfare that can be conducted accurately both in peace and war as well. The armed forces were quick to recognize the significance of Information Warfare and its proposition where it is seen mainly as an tool to get into the decision making process of the enemy and paralyze him even before the blood spattered war is started.

The computer has facilitated development of an altogether new species of weapon- the intelligent weapon. Let us call precision-guided munitions (PGMs), smart bombs and the like, these weapons are capable of seeing the world around them and steering themselves to the target. They were first used by the United States in Vietnam³ and finally came full-blown during the Gulf War. The Gulf war of 1991 brought an end to the Cold war and bio-polar world order as the then Soviet Union was disintegrated into 15 countries. It became evident to USA led allied forces that information systems were vital element for the prosecution and further accomplishment of an effective military operations. They(USA) had demonstrated that information is the governing and deciding factors to the ultimate victory in modern warfare, strategically, operationally, tactically and technically and new Information Technology applications would endow with the

spin off to hold on to the cutting edge of military superiority.

The media spectacle of the Gulf War I & II is generally supposed to have signaled the arrival of a new revolution in military affairs (RMA) characterized by Alvin and Heidi Toffler as Third Wave Warfare. Whereas, First Wave War was a function of conflict between agrarian groups and is fought over land, and Second Wave War was an industrialized process based on mass production and mass conscription and mobilisation, Third Wave Warfare is and will be fundamentally about information and co-ordination of high-tech electronic systems. Industrialization of war continues apace and we can witness wars being fought at all three levels, or at a combination of them. Increasingly, however, warriors in highly industrialized societies look to the latest technological fixes from the weapons laboratories to give them a cutting edge.

Not only British or Germans but also Russians have always considered themselves as masters of Information Warfare in the pre-computer era through its KGB (Secret Service). The disinformation section set up in 1959 under KGB had the task of discouragement and undermining the willpower and national determination of the government and people in the North Atlantic Treaty Organization (NATO) countries and of encouraging and influencing prospective allies and followers by placing disinformation. They had remarkable accomplishment in this field and have had a good gratitude of the improved characteristic of Information Warfare. China, especially its PLA, had immediately conceived the strategic significance of Information Warfare. The Chinese found the Internet as a potent and powerful apparatus of electronic sabotage and potential damage against its existing and probable enemies, the relationship with whom has been always of distrust and disbelief. To the Chinese, information in the civil is as important as in the

military sector and they decided to impound and guard the Internet. Thus, safety of data and data code is indispensable for any in the age of information warfare.

Today, information is considered as a strategic advantage⁴ and the hypothesis⁵ that information is a means with the supremacy of combat weaponry is a verified and tested veracity of this genuineness. The threats to the information infrastructure are universal truth, precisely complicated and increasing. The entire threats hover over not only military but also civil information infrastructure. The threat may be from individuals and groups provoked by military, political, social, cultural, racial, religious or private advantages. They may come from information thugs who overrun the system for the buzz of it and to show their knack. This all can be invaded and will go off anytime. Effects of electronic sabotage may be designed with a delayed or as an immediate consequence to mortify. The invasion or sabotage may thus take any shape varying from loading malevolent software in the system to the physical destruction of the infrastructure.

Information warriors will try to create an 'information gap' by attacking information-gathering agencies. 'Information strikes' against computing, financial and telecommunication systems can completely paralyze civilian and military life of a country that has high societal connectivity. When sensitive security documents, energy and power systems, stock exchanges, emergency stock, bank and other financial accounts, mutual funds and other investments financial portfolios, credit and debit reports, medical and remedial histories, socio-cultural security and law enforcement files, transportation systems and library holdings are computerized, when such information strikes could be a devastating and destructive. The relevant weapons would be not only precision-guided munitions, but also computer viruses, electromagnetic pulses, and microwave beams,

which will inflict damage to our development and security. Subversion and treason might be more devastating than simple old-fashioned destruction.

Thus, information warfare can be conducted against countries military as well as its non-military organizations to accomplish the strategic advantage. The possible military application could be command and control warfare, intelligence based warfare and electronic warfare and against non- military it could consist of info- economic warfare and cyber war. General denominators of information warfare for the military and non-military would be propaganda, misinformation and half truth computer hacking. Therefore, a sound security is the all time indispensable requirements to one's own infrastructure. Nation has put its destiny in Central Processing Unit of a system, which is accessible by pressing one simple button of key board should not be jeopardized.

Strategic Application of Information Warfare:
Strategic Applications of Information Warfare are as follows:

1. Command and Control Warfare:

Command and control system of military organization is enriched by digital system of Information Technology. This warfare is in practice since conflicts began in society. The concept of decapitation is in the priority list of military planners, as they would prefer to kill or capture the dynamic leader because the forces under his command time and again failed to operate from one theatre of war to another comprehensibly. Let me quote the 1971 India – Pakistan War, in which Indian armed Forces got the hold of Lieutenant General A A K Niyazi of Pakistan army who surrendered along with 91,549 Pakistani armed combatant soldiers. After surrendering Pakistan was neutralized to zero and immediate East Pakistan was converted into Bangladesh.

Military Commander or very central statesman can be traced precisely and precision

munitions can be applied to gain the strategic advantage. All together, by inserting malicious and wicked software, Command and Control Systems can be neutralized as it happened during Gulf Wars. Iraqi Army in January 1991 and in March 2003 found that its communication networks with many field formations is not responding and have stopped functioning. It was suspected to be a case of system being affected by malicious software introduced by the US called a "time- bomb" a type of virus that remain dormant as per digital instructions and getting activated far from external instruction.

2. Intelligence Based Battle Dyanamism:

The verity that technology has made it possible to accomplish situational alertness as the dynamism of battlefield has altered the way in which upcoming war is likely to be conducted. Three crucial and critical elements go into situational awareness knowledge of our own position and exact location, knowledge of position of friendly forces, and knowledge of the enemy's position as USA has designed it in its Strategic Defence Initiatives (called SDI but yet to come). In recent times, knowing your location and that of the friendly forces was in itself a gigantic task. Precision position with new locating technologies such as the navigation and direction finding technology based on the Global Positioning System (GPS) has eased those problems to a great extent. It was seen in locating and getting hold of Osama Bin Laden by US Intelligence Forces. Knowing the exact position of the enemy has also been made possible to a large degree through deployment of military reconnaissance and surveillance technologies. The important factor, of course is, that this information (or knowledge) can now be rapidly made available through communication technology to the commanders, their staff soldiers on the battlefield, sailors at sea, pilots in the air, and for cueing weapons for precision strike. Reconnaissance and surveillance⁶ functions are also moving towards the use of

sensors from spectra such as infrared, ultraviolet, auditory, visual seismic etc. and fusion of data from these to formulate a comprehensive and complete picture of ongoing war scenario. A sweeping change that is taking place is that intelligence collection, which has essentially been a bottom-up process is shifting to a top-down one with the emphasis on collection by common assets at higher levels of the force structure. Thus, information of enemy's whereabouts is most essential to drag out the enemy in the upcoming battlefield.

Chipping is like a Trojan Horse, where a microchip manufacturer can modify and suitably adjust the design of a microchip, exported to another country, so that system fails, whenever the system is being used against a friendly target country or when certain parameters are met, for example target co-coordinating etc. The intelligence system, be it of a weapon, communication or information would fail at a critical time, thus, this threat is most significant to countries who import microchips in search to substantiate their own development and expansion intelligence programmes. According to Australian Navy Report in August, 1995, the Australian Navy ordered an enquiry into an incident in which when new software produced by a US company was commissioned, the computer transferred some of the electronic files to the headquarters of the company in the US. It was suspected to be a case of malicious software called "a Trojan horse" which carries out clandestine tasks programmed by the producer without the knowledge of the user.

3. Electronic Warfare:

Electronic warfare is a set of digital actions taken to deny the use of electromagnetic spectrum to enemy forces while retaining the ability to exploit it for own and friendly forces. Primarily electronic warfare aims at denying, degrading, delaying or disrupting information in order to create misleading information to mislead the enemy's war actions. Hence,

Electronic Security' is the need of hour and it can only be ensured by the masters of Information Technology.

4. Propaganda in Psychological Warfare:

The means and methods of propagating the false information have been newspapers, radio, television, and distributions of leaflets. Present state of information technology facilitates the effective propagation of propaganda. One can see that India is defeating China only on its Electronic NEWS CHANNELS such as Z-news and not in practical. This is a way and mode of enhancing our morale and decreasing enemy's morale. Prominent amongst these technologies is satellite television technology. While cable television itself has led to the "CNN" factor which can mobilize the opinion for or against the government depending on the politico-military issues involved. The direct to home television broadcasting is likely to alter the manner of conducting the information war. Even through Internet, customized news can be delivered to the individual desktop computer. Customization of news has an important connotation for practitioner of propaganda. In this information age, continuing morphing of psyche will yield better results than the old style of propaganda.

NEWS, Grapevine Communications and other misinformation on Face book and WhatsApp are the tools of propaganda to destabilize the enemy morally.

5. Computer Hacking:

A large number of computer networks that are involved in routine tasks of administration, manufacture, design, engineering, medical and research could easily be the task of computer hacking. Computer hackers possess the capability to affect military and civil society if they begin creating havoc through altering or destroying information stored in the systems. In October 1995, operating from a terminal in Moscow, an unemployed mathematician and computer expert managed to break

into the computer network of a bank in New York and electronically transferred a large amount to the account of an accomplice in a third city. A day later, the accomplice withdrew the amount and disappeared from the city. On detecting the breach, the security officer of the bank decided to lay a trap to identify and catch the culprit. He did not change the security drill and lulled the hacker into believing that his crime had not been noticed. A few days later, the culprit in Moscow again broke into the New York bank network and electronically transferred another large amount to the account of an accomplice in a difference city. When the accomplice went to the bank to withdraw the amount, the police were waiting for him. The entire gang was arrested and sentenced to imprisonment in January 1996. This was a simple case of electronic criminal trespass and theft in New York carried out by a hacker from a computer terminal in Moscow without ever having set foot in US territory.

Such hacking is very much possible with military networks, its command and control and other important strategic data to prosecute the war. Hence, entire system on which military is intended to operate must be kept under strict protection to avoid any penetration.

6. Info- Economic Warfare:

The socio-economic analyses of information warfare tend to suggest that conventional military forces are outmoded in their present manifestation. This perhaps is some years away from understanding as the aspects to think about it whether information warfare will replace other forms of warfare or not? If information warfare has transformed the world into a global village, then one might need to think over over the contemplation whether information warfare conducted at the interstate level constitutes a global war since in the age of economic independence attacks on one might have a domino effect (something not expected) beyond the intended victim.

7. Space Warfare:

Presently, space effort is dedicated to non- military tasks such as intelligence gathering especially for meteorological data and input to guess the behavior of weather and other climatic conditions and predict them accordingly. However, strategic reconnaissance and surveillance is also now tasked to specific satellites, which are designed to function on the spectrum of information technology. STAR WARS is in offing in days to come and enemy will substantiate it with information Technology. Thus, it will be difficult to christen and baptize it as space warfare or information warfare.

Suggestions and Conclusion:

Information warfare is more complex and difficult than traditional warfare. Thus, the nation and the armed forces are progressively more focused on quantum reliance on Information Technology and its related technology for weapon systems, reconnaissance, surveillance, precision attacks and command and control. The fact that unlike conventional armed conflicts, information warfare could be conducted at any time without physical proximity or destruction may even lead to a re-examination of the implication of war on national and international level. Over the years both Pakistan and China have been developing their own Information Warfare capability and pose a credible threat to Indian information systems. Thus, as a national and military strategy, India has also started signifying information warfare and it has formulated a national and joint services strategy. The army, navy and air force collectively and in an individual capacity have formulated their own doctrine for application of this potent weapon both during peace and war. But, now there is a compelling need to establish a new Command within existing Headquarters and Command System to coordinate the activities related with Information Warfare. A new Command will integrate the existing separate systems into unison. Now the advent of Information Technology has changed the traditional concept

of defence management and management of battlefield and its dynamism. The discipline Defence Management has to be reoriented in the light of information warfare. Both offensive and defensive warfare will have a different feature; more or less will be governed and dominated by information technology.

For more serious than Pakistan is the long-term threat posed by China. While Pakistani cracker groups are mainly adolescents who receive encouragement and infrastructural support from Inter-Services-Intelligence (ISI), China's People's Liberation Army has successfully integrated the latest C4ISRT (Command, Control, Communications and Computers Intelligence, Surveillance, Reconnaissance and Targeting) and information warfare techniques into its people's war doctrine. PLA's offensive and defensive info war capabilities are now next only to North Atlantic Treaty Organization's (NATO's). India's Information centre has to be cautious in recruiting data entry operator, who could be from Pakistan and working in India by falsely converting their name and religion. Also the employee from native can act as spy and information passer to enemy.

The People Liberation Army of China has conducted several field exercises. An 'informatics people's warfare network simulation exercise' was conducted in Etching district of Hubei province. Five hundred soldiers simulated cyber attacks on the tele communications, electricity, finance, and television sectors of Taiwan, India, Japan and South Korea. Ten functions were rehearsed in another exercise in Xinjiang Military Region: planting information, reconnaissance, changing network data; releasing information, bombs; dumping information, garbage; disseminating propaganda; applying information deception; releasing clone information; organizing information defence; and establishing network spy stations.

At last, it may be noted that the emerging information warfare is set to

revolutionize the very concept of warfare. It will supplement the conventional method of war and thus, will dominate the battlefield scenario. In this century, information warfare will provide a more lucrative alternative to nullify the enemy's war potential. Apart from the military battlefield, information warfare as such has now been extended beyond the conventional military theatre into the walks of usual national schedules. Arrival of computer revolution and all relevant sub-technologies of information Technologies, multiplication of satellites, proliferation of electronic networks, databases, faxes, direct to home (DTH), Cable TV and scores of information handling and distributing technologies that enables the enemy and potential adversaries to obtain information, intelligence and data of strategic importance, leading to "virtual war" without actual combat and bloodshed. Now a nation has to train its computer engineer and electronic technocrats in war games of information warfare. A nation and its military has to be prepared to keep its pace in the race, otherwise, it will be caught behind the wicket.

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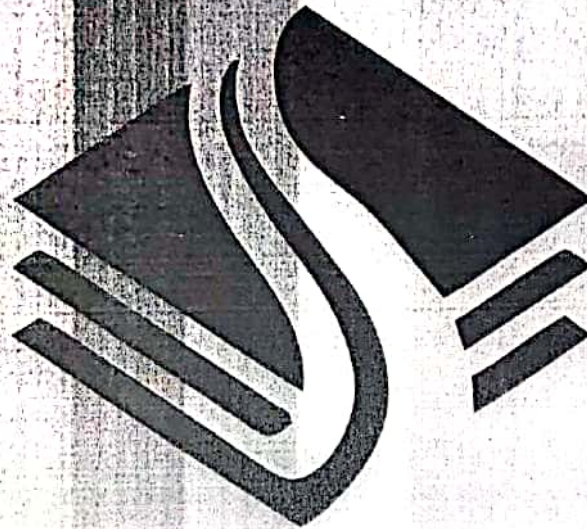
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Conclusion

Tendulkar presents the changing reality of contemporary society with a realistic touch to Indian society in background. His genuine concern for the oppressed and his awareness of social evils has originated from his true understanding of society. It seems that he does not certainly approve of the waywardness of Benare but he tends to sympathize with her. Tendulkar does not offer any solution to the problem but leaves it to the discretion of the readers. The treatment of the theme, characterization and the structure of the play reveal his artistic excellence. More over the play is widely appreciated for its technical experiments, textual compactness, sharp dialogue, skilful art of characterization and brilliant plot construction. The use of irony and satire and the symbols such as the green cloth parrot and the locked door certainly enhance the dramatic effect. The combinations in the dramatic narrative of the tragic and comic, spitting contest and ear picking during the court proceedings show artistry and creative skill of the playwright. Above all the title metaphorically indicates the silence imposed on women in Indian society. On the whole, Vijay Tendulkar's *Silence! The Court is in Session* has become creative treasure in the world of Indian Drama in English.

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05

WHAT IS WRONG WITH PAKISTAN AND HOW TO DEAL WITH IT ?

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Introduction:

Security of a nation comes from much greater and deeper appreciation of what the nation does, feels and projects about its own security in the environment in which it exists. How a nation is being perceived by those who live around it. Who are those creating trouble and challenging to meet at the end of a particular road? Unfortunately, India is surrounded by troubled neighbours. Few are friendly and some of them are searching every scope to weaken us by creating pitfalls. Out of all neighbours, Pakistan is a traditional enemy to India and a biggest threat to its national security. So far, Pakistan has attacked India not one time or two times or three times but four times. India has only reacted to it and responded to Pakistan in a very friendly manner. The testimony of India's soft approach to Pakistan is the treaties, agreements and no war pact after 1947 Kashmir Operation, 1965 and 1971 wars and in the aftermath of arms race between both in eighties. India has always been magnanimous to Pakistan. Even India has committed in its nuclear doctrine "NO FIRST USE POLICY". We don't bite the dog when it bites us and the testimony to this is that we have released 91,549 Prisoners of War (POW) on the single call of Pakistan Prime Minister Mr. Zulfikar Ali Bhutto on 12 January 1972. Otherwise, India would very well

have bargained with Pakistan that first it should vacate Pakistan Occupied Kashmir (PoK) and then talk about its Prisoners of War. Pakistan has come to know that it will not be able to win over India militarily in open war but by sponsoring and abetting terrorism on India's land to score over and keep the enmity live.

Literature Review

In this context of cross border terrorism and its impact on India's development and security, some literature has been reviewed. The India- Pakistan Relationship -(UK...<https://www.uk-essays.com>...), which talks about the strained relationship of each other against the other.

India -Pakistan Relations in the Current Environment: The way Ahead ... www.IndianDefenceReview.com. 15th Dec. 2015 states that civilian government of Pakistan may like to have friendly relations with India, but the all powerful army, which survives on anti India rhetoric doesn't want that peace should prevail...

Contradiction in India's foreign policy by Pavan K Verma in Lokmat Times dtd. 14.1.2018 states, "India need to review its earlier policy of suspending the formal dialogue process with Pakistan, India should do so in a carefully calibrated manner."

Aims and Objectives of the Paper

The basic aims and objectives of this paper are to understand the reasons, causes and other factors existing between India and Pakistan for cross border terrorism and how India should deal with this menace.

Statement of Problem

In this paper, the problem statement is the ongoing cross border terrorism in India by Pakistan and its impact on India's socio-economic development and security.

Research Methodology

Hypothesis

India-Pakistan relations retains popular interests among people due to its conflictual nature. In case of any discussion on Indo-

Pakistan strained relations, there is no dearth of hypothesis. Any researcher need not hesitate to pre-suppose or make an assumption on the situation between the two nations. Every hypothesis, every pre-supposition and every assumption will come true to any test bench. For academic convenience, hypotheses are as follows:

Main Hypothesis- Discernible Hypothesis
KASHMIR IS THE SOLE REASON FOR THE INDO-PAK RIVALRY.

Hidden Hypothesis

PAKISTAN WANTS TO REPLACE INDIA.

Sub Hypothesis-

➤ Division of Indian sub continent took place on "Two Nation Politics" and not on "Two Nation Theory".

➤ British opted "Divide and Rule" Policy to rule on Indian sub continent then and after.

➤ Pakistan has been a looser in the "Dynamics of Geo-Politics."

➤ Kashmir is a "Religious Identity" to Pakistan.

➤ Kashmir is a "Secular Identity" to India.

➤ Kashmir is legally an integral part of India.

➤ Pakistan has failed to grab Kashmir Militarily.

➤ Pakistan does not own army but Pakistan Army owns Pakistan, including despicable ISI and the various terrorist outfits sponsored by them..... Mullah and Military in Pakistan understand that their significance lies in anti India rhetoric.

Research Questions

➤ Whether USA is also responsible in creating a "Sanctuary of Terrorists" in Pakistan?

➤ Whether Pakistan will continue with its "Game Theory of Cross Border Terrorism" to score points to come to parity with India?

➤ Whether Pakistan is enjoying some positional advantage and automatically scoring points (support) over India? Let me submit it as "Enemy of Your Enemy is Your Friend."

Significance

Kashmir is not a disputed territory and, thus, Pakistan has no legal claim on it. Trigger Happy Generals and Hawkish Leaders of Pakistan should take immediate measures to stop sponsoring terrorism in India as it establishes the most serious threat to the security and development of India. Pakistan and its government should think out of the box and honour India's result oriented sincere dialogue and honest approach to bring peace in the region and work on "Live and Let Live."

Theoretical Frame Work

Pakistan has never exercised 'Idealism' practically with India except when it was in India's clutch especially after 1971 war. Thus, the most appropriate theory, which can be related in this study, is 'Realism'. Why? Because Pakistan as an Islamic nation/state, is a hard entity and very much selfish. For its self interests, it prefers violence in dealing with India. 70 years of history is testimony that Pakistan directly and indirectly initiate and inflict war and proxy war on India and don't want to see India should prosper and develop.

Research Methods

It is a qualitative study. Historical, descriptive, subjective, empirical and analytical methods are applied to justify the study. Collection of the study material and related information and data is from primary and secondary sources like Live News Bulletin, books, journals, reports, documents articles, research paper/s of seminars and some materials have also been referred from internet. Now, let us dig the history to know why Pakistan wanted to score over and continue to exist in enmity with India?

Brief History of India and Pakistan's Independence:

Indian sub continent was under colonial rule for 200 years. Freedom movement in India started to get rid of British rule. Revolution of 1857 has shaken the British Government and it

opted a policy of "Divide and Rule". Meantime, Muslim elites who ruled India for 800 years thought that British Raj will be replaced by Hindu Raj; hence, they started demanding a separate land for Muslims under the very name of Pakistan. The name PAKISTAN coined by Chaudhary Rahmat Ali, 'The land of Pure'; besides its alphabets 'P' standing for Punjab, 'A' for Afghanistan, 'K' for Kashmir and 'istan' for Baluchistan. The genesis the bilateral relationship can be traced to the pre-partition period when there was animosity between the All India Muslim League and the Indian National Congress. Its Political organization – Muslim League under Mr. Liaqat Ali Khan was formed in 1906 and overnight Mr. Mohammed Ali Jinnah became the champion of Muslim Cause and he too pressurized Gandhi to create Pakistan on the concept of "Two Nations Theory". British became weak after the World War II and decided to leave India, but the dirty minds of the British, initially took the advantage of this and delayed the freedom movement and later on carved out the Pakistan from main land of India. Thus, Pakistan was not born from natural delivery but from an induced delivery with lot of genetic birth problems of hate and abhorrence with India.

Factors responsible for Cross Border Terrorism in India by Pakistan:**1. Syndrome of Profit and Loss in the Dynamics of Geo Politics in Indian Sub Continent:**

The mid of August 1947 had brought a cartographic change in Indian Subcontinent. It was the British India, which was liberated as Pakistan (West and East) and India. Around 564 odd Princely States were given a choice of joining either Pakistan or India keeping geographical congruity in mind or opt to remain independent with its status quo. 549 Princely States merged with India and 12 merged with Pakistan. 3 (Jammu & Kashmir, Golconda / Hyderabad and Junagadh preferred to remain independent¹. Later on, on 27th October 1947² Maharaja Hari Singh signed an "Instrument of

Accession" with India when he had failed to resist Pakistani attack on Kashmir. India attacked on Golkunda on 13th September 1948¹ and in a 5 day war, King of Golkunda surrendered to India on 18th September 1948¹. King of Junagadh escaped to Pakistan. Like this, India got the hold of 97.87% of Princely States and Pakistan was to satisfy with 2.13% of it including PoK.

In 1961, India attacked on Goa and got it liberated from Portuguese, thus, Goa became the integral part of it. In 1975, on the behest of Shrimati Indira Gandhi, the Himalayan Kingdom 'Sikkim' merged with India. Thus, Sikkim became the integral part of India. In 1971, Pakistan has lost its own land East Pakistan to Bangladesh. After working on simple mathematics on 564 princely states and other cartographic changes and development, it is clearly visible that Pakistan is pruned and reduced to size, whereas India emerged as big gainer on geopolitical front. This is one of the biggest cause of enmity against India by Pakistan.

2. Militarily Defeat of Pakistan in Capturing Kashmir and stopping East Pakistan to be liberated as Bangladesh:

What has not been done by Pakistan to capture Kashmir from 1947 till date? It left no stone unturned to get Kashmir and now using stones of primitive age to get Kashmir. Pakistan failed to advance towards Kashmir after the day Kashmir acceded to India. It failed to get Kashmir in 1947-48 and 1965. Again it failed to get in 1971 when it tried to initiate war in Western Sector after losing in Eastern Sector. The biggest defeat of Pakistan was on 16th December 1971, when 91,549⁵ Pakistani soldiers (combatants) under its Lieutenant General A A K Niyazi surrendered to Indian Armed Forces. Pakistan's military is unable to see its face in mirror after putting its hat on. Every time mirror is showing its surrendered face. Again it failed in Kargil war of 1999 to get the single inch of Kashmir. Thus, Pakistan military is searching for parity with India and trying to score by abetting terrorism

in India under the very "Game Theory" of International Politics.

3. Kashmir Itself as a Contentious Issue:

Since partition, Kashmir is one of the major pinpricks in normalization of Indo-Pak relations. The contended issue has been flogged many times both diplomatically and militarily as well. Militarily, the balance of forces on both the sides had prevented a decision and, thus, no gains can be anticipated on either side of the ceasefire line. With the legality of Instrument of accession signed on 27th October 1947 by the then Maharaja Hari Singh, Kashmir became legally the integral part of the Indian Union. But Kashmir (a Muslim majority area) adjacent to Pakistan was and still being seen as an indispensable component to vindicate and justify the 'Two Nations Theory' fabricated by separatist Pakistan.

If Muslim majority Kashmir could remain in India then religion as a basis of nationality stood questioned for Pakistan and its Two Nation Theory remains no theory. Therefore, Kashmir has become a religious issue of identity for Pakistan and a secular issue of identity for India. Thus, Pakistan still says that without Kashmir, it is incomplete and this is the reason Pakistan uses cross border terrorism in Kashmir as the justification for not allowing free run of Indo-Pak relations.

Pakistan having failed to grab Kashmir despite fighting conventional wars has resorted to the strategy of sponsoring terrorism. Today, conventional wars are expensive and the chances of achieving politico – military objectives through wars have diminished due to the development of nuclear weapons and the possible international reaction. In such a case, cross border terrorism is a low-cost and a no case option and best suited to promote Pakistan's geo-political, diplomatic, military and ultimate strategic interests, not only to wrest Kashmir but also to gain forward strategic depth (which it lacks by its geographical size).

4. An anti Indian bearing:

Since its inception, the relations between India and Pakistan have remained far from cordial and have been the world's most hostile neighbours. At no stage in the last 71 years could the relations be said to have been good. Emanating from such a fundamental hostility, regular firing at Line of Control (LOC), abetting terrorism and insurgency and keeping mistrust, Pakistan foreign policy and defence orientation has consistently taken an anti Indian bearing. Pakistan believes that Hindu India is not reconciled to the creation of Pakistan and is trying to undo the partition. This impelled the quest for security and till 1971, Pakistan sought military parity with India. Though military parity was maintained till 1965 but the death of East Pakistan and rebirth of it as "Bangladesh" and surrender of 91,549 Pakistani Prisoners of War (POW) on 16th December 1971 came as big blow and invalidated its hope of parity with India.

When India conducted its first nuclear test on 18th May 1974⁶, the then Pakistani leader Mr. Zulfikar Ali Bhutto (who was more idealist on 12th January, 1972 during Shimla Agreement) declared that Pakistan will eat leaves and grass but it will also make a nuclear bomb. When India conducted its second nuclear test on 11th and 13th May 1998⁷, just after 15 days, Pakistan had also conducted six consecutive nuclear tests on 28th May 1998⁸. Ms Benazir Bhutto also uttered that Pakistan will wage 1000 years war on India with 1000 cuts to bleed. But the fact is that even million cuts could not shake India.

5. Mullah and Military:

It is said, "Pakistan does not own armed forces but armed forces own Pakistan". There is no strong political institution and whichever are existing; they are for the name sake and survive on the mercy of Mullah and Military nexus. Pakistan is a safe heaven for world class terrorists and nerve centre of global drug trade. Since 1980, its ISI is openly abetting and imparting training to terrorist to destabilize

India. Consecutive skirmishes, violations of ceasefires at border and related casualties are the tell-tale indicators and speak about the malafide intentions of Pakistan.

A genuinely democratic government does not need any counseling from fundamentalist forces and Military Generals. It can decide its own course of action but the prospects will be limited by the content to which any Prime Minister in Pakistan has to appease the conservatives, the fundamentalists and finally, the military, whose impulses are served by an anti-Indian stand and Kashmir issue. Clandestine role of USA and China in Indo-Pak Relations is the other 'Push and Pull' factor. Thus, Pakistan has to husband many husbands and please them accordingly.

6. Certain Geographical Factors:

India has a length of about 15,000 kilometer of land border and a coast line of 7,500 kilometers. All provincial states except Haryana, Delhi, Telangana, Jharkhand, Chhattisgarh and Madhya Pradesh have an international border or a coast line. Also borders are quite complex and almost every type of extreme geography is present at different borders viz. mountains, deserts, fertile lands, swampy marshes or tropical ever green jungles. Lack of proper security in such inhospitable areas fetch easy access, which further aids cross border terrorism. During rainy seasons, shifting rivers located near boundaries further compound the problems of border management. For example, Padma and Brahmutra in the east and Ravi in north fetch an easy access to terrorist to come to India. Unsolved border dispute with Pakistan in the area of Sir Creek in Gujarat, the LOC in J&K, AGPL portion in Siachen and with China in Aksai Chin, Arunachal Pradesh and Trans-Karakoram tract further compound the problem.

7. Pakistan's Perception on India:

What is inside the mind of Pakistan? Pakistan thinks that India is a soft nation and its nuclear doctrine is a paper tiger and in no

case India will be able to launch second strike after facing the first strike. Pakistan says that Indians are known for verbosity than for actual action. Pakistan is militarily assured that it's nuclear and missile capability is acting as a deterrent against India. More important, that the gap between India and Pakistan's conventional forces is no longer what it used to be. So, any Indian talk of attack on Pakistan is just a gossip at tea stalls. With the help of western capital invested countries with it, Pakistan can diplomatically turn the table against India as it did in Tashkent (India lost its PM), Shimla (India lost the already militarily won war of 1971 on a wooden table-released 91,549 Pakistani POW and could not get its 54 POW from Pakistan) and in 2002⁹, when India mobilized its forces in retaliation of Pakistani terrorists attack on Indian Parliament on 13th December 2001¹⁰. Also, Pakistani strategic thinkers believe that acquisition of Kashmir by Pakistan's regular forces can wait. What is more militarily important is to keep the Indian army bleeding in Kashmir by deploying irregular forces in cross border terrorism. By the concept of its declared thousand cuts, it is not leaving a single stone unturned to terrorize the Indian population across the country.

Even if the Kashmir issue is resolved, there cannot be normal relations between India and Pakistan. Therefore, any dramatic improvements in Indo-Pak relations are unlikely and Indian decision makers are advised to learn from the past before landing into the future. Why? Because, Pakistan is wanting to grab India with China.

Towards Cross Border Terrorism:

It is not Islamic but Wahabi¹¹ Terrorism, which has become a global threat and India is much affected by this. Let us find out from where, when and why Wahabi Terrorism came into existence. It was created by USA after the then Soviet military intervention in Afghanistan in 1979. Wahabi militants were trained and

equipped by Pakistan with the abetment from the USA during the military occupation in Afghanistan by the then USSR. The Soviet invasion of Afghanistan and the decision of USA to make Pakistan into a frontline state in waging a military struggle against the Soviet military landed as a good opportunity for the ISI of Pakistan to apply its capabilities in underground, clandestine and semi military operations. USA poured money and required arms and ammunitions into Pakistan for ranging the anti Soviet Afghan Mujahedeen. ISI of Pakistan has trained more than 1 lakh Mujahidin and made them terrorists. In the aftermath of Soviet withdrawal from Afghanistan and the successive end of cold war with the disintegration of Soviet Union in 1990, Pakistan made full use of ISI to wheedle and abet the rise to power of the Taliban regime in Afghanistan & simultaneously ISI wanted to try and re-enact Kabul experience in Punjab and Kashmir. It is not a coincidence; Pakistan has already started training Sikh terrorists for Kahalistan movement in Punjab and Kashmiri insurgents by funding and fascinating the madrasas in Kashmir. Pakistan failed in Punjab but its achievement in overthrowing the Soviet troops from Afghanistan encouraged ISI to remove Indian control over Kashmir. It was not a cake walk for Pakistan to convert the Sufi Muslims of Kashmir to wage jihad of wahabi doctrine. Then, consequently, Pakistan opted to bloody CROSS BORDER TERRORISM by Pakistani based Wahabi-Jehadi group, such as Lascar- e- Taiba and Jaish-e- Mohammed and other similar organisations. Furthermore, there was a spread of multi-national jihadis from Afghanistan to Kashmir under the many tag and banner. Pakistan's ISI got the help of International Terrorist Osama bin Laden of Saudi Arabia and Dawood Ibrahim from India.

Since independence, India has been facing not only full scale war or High Intensity Conflicts but also insurgency/terrorism or Low Intensity Conflicts (LIC) being abetted from

across the border. But the terrorism due to radical Islam of Wahabi Muslims can be witnessed after 1990. The region with the long term terrorist and extremist activities today are in Kashmir, few part of north east states and red corridor from Pashupati (Nepal) and Tirupati (south India). North east Insurgencies in India had been abetted by China through Myanmar since 1950. The terrorist activities have increased significantly after 1980 following the involvement and direct encouragement of ISI of Pakistan and Wahabi militant groups armed, trained getting active support from Wahabi-Islamic fundamentalist groups from the neighbouring Bangladesh too. The Issue of Kashmir is being propagated by Pakistan to defame India. The bad design of Pakistan relating to India is to liberate the Muslims of not only Kashmir but also to destroy the secular fabric of India. Terrorism in India has emerged as a hydra headed monster operating trans-nationally (from Pakistan, Afghanistan, Saudi Arabia, Bangladesh, Nepal and Myanmar) dealing with organized drug cartel operating world- wide controlling Hawala operations, having nexus with international Mafia.

Security Threats due to Cross Border Terrorism:

Cross border terrorism has emerged as a threat to the very security of India. It is not only state (Pakistan) sponsored but also group (by various wahabi- jehadi organizations) sponsored terrorism and has spread its deadly acts in India. The group sponsored terrorism against India is operating on the full patronage of state abetment in which ISI of Pakistan is given the responsibility to create, train and dispatch the terrorists to India. India has been the victim of the use of cross border terrorism by the State of Pakistan. Pakistan is working against India with the following agenda:

- To create a religious divide between Hindu and Muslims;
- To make India preoccupied with its

internal problems by abetting secessionist movement in north east and naxalism in red corridor;

- To create anti - India feeling at international level;
- And finally, to annex Kashmir by any means in which sponsoring terrorism is the part of its clandestine operations;

It is against this background, we should examine Pakistan's use of cross border terrorism as a weapon to weaken India. Pakistan knows that as long as India is involved in its Counter-Insurgency or Counter - Terrorism or Counter-Naxalism and in its totality of Low Intensity Conflicts (LIC), it will not be able to concentrate on its Socio-Economic Development. When its people will be deprived of this needed development, they will stand up against its Central and State government. Once the disgruntled people stand and raise their voice against its government, it will be another strategic advantage to Pakistan.

Though Sikh Terrorist movement in Punjab sponsored by Pakistan was petered out in 1996 by gaining the population support of Sikh community is not the case elsewhere. Our irrigation canal system, oil production facilities, vital industrial sector, stock exchange and finally defence establishments are under serious attack. In the pursuance of its design against India, Pakistan says that Kashmir is gateway to India. Once it gets the hold of Kashmir, it will get the hold of Muslim in other Part of India to abet its design of breaking India in pieces to accomplish its geo-political and politico-military objectives. What Pakistan thinks is highly impossible because it is dreaming in day? It will never be possible for Pakistan to run over India. The only implication to India is that it is kept engaged militarily in Pakistan's design and unable to concentrate fully on other socio-economic front. Fighting and countering cross border terrorism may not be a declared war but it is not less than a war because bleeding in

Pakistan's vortex is the order of the day and there is no visible way to get rid of such vortex unless India leaves the policy of – "we don't bite the dog when it bites us."

Consistent Violations of Ceasefire by Pakistan:

India has become the victim of ceasefire violation by Pakistan. Pakistan use to resume heavy shelling along Line of Control (LoC) now and then. Sending terrorists into India, violating ceasefire has become their Pakistan's offensive nature. Almost every week Pakistan's High Commissioner in India is being called to be reminded that Pakistan should adhere to the 2003 Ceasefire Understanding for maintaining peace and tranquility along the Line of Control and the temporary International Boundary. As a result India's army and other Para Military Forces is bleeding and being martyred without any declaration of war. Casualties in violation of ceasefire and in unprovoked firing are increasing day by day and most of the time Pakistani soldiers behave in an inhuman nature. They (Pakistani regular and irregular armed personnel) behead, decapitate and mutilate the India's soldier's dead body.

This is a reprehensible and an inhuman act. Such actions do not take place during war because it is unsoldierly act. It is a war crime. Bodies of Indian soldiers being mutilated is an extreme form of barbaric act, which used to be in primordial period. Such act is always condemned not only by India but also by civilized societies. Pakistan hides on the name of Kashmiri extremist from either Kashmir. It is not the Kashmiri extremist but Pakistan army is carrying out unprovoked rocket and mortar firing on forward posts and civilian populations to terrorize them to leave the place so that there should be no obstruction in sending terrorists across the border.

Findings

It is a fact that Pakistan is a security headache to India and Pakistan will go all the way to destabilize India and cross border

terrorism is one of the low cost option for Pakistan to keep India bleeding. Though, India has a number of legislations being enacted to tackle terrorism, insurgencies, naxalism, secessionism and other anti national activities but they are of no much use because of much local political interference and support. The enactment of two anti-terrorist laws i.e. TADA and POTA was aimed to patch over this chink in the state armour's in counter terrorism. Unfortunately, it has also not much impact in dealing with terrorism. Now Modi Government is intended to come out with Counter Terrorism Doctrine (CTD), which may help in dealing with terrorism and it is yet to be seen.

Since 2015, the Pakistani militants have increasingly taken to high profile fidayeen attacks against the security forces. Heavily armed terrorists wearing combat uniforms use to attack on military base. Thus, repeated breaches of security put a question put a question mark on the very capabilities of our military to guard its campuses that are otherwise supposed to be secure places. The very myth of security and invincibility of the security forces is punctured by the consecutive success of such breaches.

Suggestions

Since it is proved that terrorism is today actively abetted by both external and internal enemies as well then its annihilation demands national and international action on wider front. Thus, India should immediately leave its policy of "reaction to action" or "knee-jerk reaction" and should deal firmly. I suggest the following measures to deal with cross border terrorism:

- ✓ Revitalize and modernize the state and central police forces to deal with counter terrorism.
- ✓ Speed up the trial of terrorist cases and nation should not be under any national or international pressures.
- ✓ Strengthen border fencing along with manual and electronic vigilance.

✓ The structural security elements that included high fencing walls, perimeter intrusion

✓ Promote nationalism and encourage our own people and give them prize who provide information on terrorist, their organization and ongoing Hawala (illegal money transaction to support terrorist groups)

✓ Build up an effective international Pressure on Pakistan and mobilize the world opinion against Pakistan to deal with it.

Conclusion: The only policy India has to deal with its traditional enemy is the nonexistence of policy. It is only a reactive policy to the active policy of Pakistan. "Reaction to action" has always been exercised against Pakistan but never in Newton's proposition of – for every action there is equal and opposite reaction. India is lurching from one event to another, alternating mindless boldness at one level and furtive and cautious talks on another. Can we expect our foreign ministry to formulate a strategic framework to deal with Pakistan, taking into account its internal situations, the level of ceasefire violations, the need for engagement, the importance of people to people contacts, the value of humanitarian gestures, the geopolitical imperatives, including the role of China and Russia with Pakistan and development in Afghanistan, while retaining a firm riposte to Pakistan sponsored terrorism?

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(Footnotes)

- 1 [https://www.quora.com-at the time of independence](https://www.quora.com-at-the-time-of-independence)

² Indian Express, New Delhi, dated 28.10.1947 page 1

³ The Hindu, Madras, dated 14.9.1948, pg.1

⁴ The Hindu, Madras, dated 19.9.1948

⁵ Number taken from surrendered documents of 1971 war in Ministry of Defence- GOI

⁶ Times of India, New Delhi, dated 19.5.1974 page-1

⁷ Times of India, New Delhi, dtd 14.5.1998 pg-1

⁸ Times of India, New Delhi, dtd 29.5.1998 pg-1

⁹ In India Today, December 17-23, 2002

Assistant Editor Shishir Gupta who tracked the developments within the military and diplomatic establishment for months after the attack on Parliament has pieced together "when India came close to war" of instant history. He spoke to bureaucrats, field commanders, service officer and others involved in the decision making process. Gupta has produced a gripping story of how an Indo-Pak war was narrowly averted, with the United State playing a major role. Gupta says "every in the know is very cagey talking about a specific D-days, but war was eminent. Military planners were prepared for it, the Mirage fighters were tasked with pulverizing the POK zones that had a high concentration of terrorist camps but they have been asked to fly another day. Those in operations did not go home for days, the troops were ready." Today when nuclear neighbours come close to war the world quite justifiably gets jittery. War has always been a serious business but, as this exclusive account reveals, what used to be a national security matter is now vulnerable to many external pressures.

¹⁰ Times of India, New Delhi, dated 14.12.2001 page 1

¹¹ The most reactionary and radical branch of Islam from Saudi and now all over the world to be the main source of global terrorism. In July 2013, Wahabism was identified by the European Parliament in Strasbourg as the main source of global terrorism.

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Journal of Defence Studies
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Introduction

Our country India has to maintain substantial armed forces as a part of military security to enhance its national security. Self-reliance in defence production is an essential task. Thus, self-reliance which was rightly received in 1961 (after the humiliating defeat by China in 1962), our first five year defence plan. Today, after five decades, let us introspect – whether India is self-reliant in its defence production or still relying on arms supplier countries to meet its requirement.

First of all, let us know that forty Ordnance Factories together with nine Defence Public Sector Undertaking(DPSU) Under the Ministry of Defence(MoD) formed the largest defence industrial complex in the country, accounting for an annual production of over Rs.90,000 crores worth and employing a work force of 2.9 lakh. The product range includes, clothing, small arms, ammunitions and explosives, machine guns, artillery guns, transport vehicles, tanks, warships, fixed wing conventional and rotary wing aircrafts of subsonic, sonic and supersonic speed, missile of all range of hyper sonic speed, and sophisticated electronic and communication equipment trying to meet the international standard. Very impressive as the list is, however, it has been estimated that not less than 70% of our major weapons and equipment are still being procured from foreign sources. In addition, the materials, components and spare parts are being imported by manufacturing units themselves. With new large deals like Rafale fighter aircrafts and other weapons coming through, this percentage is likely to go up.

Aims and Objectives of the Paper

The basic aims and objectives of this paper are to understand the reasons, causes and other factors existing in India's defence production as to why it is yet to be self-reliant and commercialized.

Statement of Problem

In this paper, the problem statement is the India's defence production lacking competition in international market.

Research Methodology

Hypothesis

For academic convenience, hypotheses are as follows:

- Indigenous defence hardware is always advisable for a nation's military
- India is not self-reliant in its defence production yet.
- India's defence production as a whole lacks the commercial approach

Research Questions

- Whether commercial approach is necessary to compete in international arms market?
- Whether self-reliance in defence production is indispensable for military security?

Significance

India has been the world's top arms importer with a 12% global share on imports. Nearly 50% of the capital acquisition budget is spent on imports. India's march towards self-sufficiency with more India global power to compete in the county of nation

[illegible]

Research Methods

It is a qualitative study. Historical, descriptive, subjective, empirical and analytical methods are applied to justify the study. Collection of the study material and related information and data is from primary and secondary sources like Live News Bulletin, books, journals, reports, documents, articles, research papers, seminars, and some materials have also been referred from internet.

Discussion

That any such dependence on foreign sources is detrimental and does not have to be emphasized and explained that why it is unwanted and disadvantageous from the commerce point of view. Commerce encourages self-reliance and self-sufficiency, less import and maximum export with nominal and insignificant dependence on outside. Anyone can see the danger of supplier countries, for political reasons of international politics and equation in balance of power or whatever, turning of the tap at a critical juncture, thus jeopardizing our fighting capability and compromising our freedom of military action and manoeuvres.

Security Council of United Nations may be trying to bring peace and security at international level, but the threat scenario in Indian-sub-Continent hold the saying – NO FAREWELL TO ARMS. We should not dream in the day and in turn must visualize the threats to India's National security from China and all time enemy-Pakistan. War had been and will be fought with the stockpile of weapons and ammunition already held and the very strength of our defence production line to support, arm and equip the soldiers to put his finger on trigger. Should a war get prolonged as the case was with Iran – Iraq and both the World War, it will be sustained by indigenous capability only.

I agree that no nation is completely self-sufficient in defence production. But to a large extent developed nations are self-sufficient in its defence production and almost 75% of their GDP is fulfilled by exporting the defence hardware to 'Third World Countries'. Within the very concept of self-reliance, it leads to plead – **Minimize dependence on imports**. In India's situation and scenario, the combat readiness depending on imported arms and equipments, which go into indigenous defence production must be accepted and along term defence planning should be adopted to fill the gap where commercial considerations militate against it. The very problem with India's defence production is its poor level of quality control, low standard and strict tolerance deficiency. If the product is not superior from various measurements then it will not be able to commercially compete in international market. As a result our user army, navy and air force will hesitate to go with it. More or less they will be kept on applying for foreign weapons to get cutting edge over enemy in case of any eventuality, which is always in offing.

No doubt, the Ordnance factories (OF) turn out to be an array and good range of military hardware in sufficient quantities to meet the greater part of the training and operational needs of the armed forces. But it work in a protected setting and under a cloak of secrecy which is not the case in developed countries. In developed countries, defence production unit invites the expert from time to time to modify and improve their product not only for internal defence requirement but also for external commercial requirement to export and to earn profit out of its defence product. Every taxpayer who contribute to nation building has no means of knowing whether they are professionally

Hindustan Aeronautics Ltd (HAL) and its Light Combat Aircraft (LCA) as a case study

The requirement is for an agile 200 km + range fighter optimized for battle field maneuverability in a tropical climate but capable of under taking secondary ground attack roles. This aircraft was planned to be inducted into service in the mid 90s could have been the grand public sector undertaking as no other project has done before. The aircraft has to have good survival characteristics and the most modern avionics utilizing advanced concepts in aerodynamics, control systems and material technology. It will have beyond visual range capabilities and latest types of armaments.

It is not possible to produce a light combat aircraft according to schedule. But being claimed that it would be totally indigenous light combat aircraft developed by Indian experts with marginal expertise obtained from foreigner. International Commission of normal system All types of aircraft destroyed were on the successful test flight of the light combat aircraft ITC-A. As much more had been made about it since its inception. Many countries are watching its progress carefully. What is on the Indian drawing board the world's smallest light combat aircraft for initial Multi role multi mission and tactical mission.

→ <https://www.youtube.com/watch?v=9333333333333333>

This is the irony in the LCA outcome that six major systems of LCA including Power Plant (Engine) are imported from various countries. India's Gas Turbine Research Centre (GTRE) as on today could not design a suitable power plant for its LCA. How can it be christened as indigenous aircrafts once it is assembled with imports of six major systems from abroad?

It needs new understanding by the government and the IAI to take benefit of the international aerospace prospects to meet India's strategic and commercial needs. To realize this, IAI must be unchained from the attitude of a public sector undertaking. With the theory and practice of corporate management and commercial approach, HAL should be made optimistic to put itself forward in the international market-place. If this is done then the civil and military requirement of aircrafts and avionics will automatically will materialized indigenously.

Surely, Indian leadership could not visualized and lacked dynamism in hiring the brain, whereas western nations and even Asian giant China dealt with some high-profile aircraft's designers from Russia to enrich their aerospace industry. These designers were available at low price as Soviet Union was disintegrated and they were without job. As the IAF phases out the obsolete Soviet aircrafts (especially MiG Versions), if not today but after some time, the limited utility of the HAL will also disappear. It is well acknowledged that with waning IAF orders, there is a considerable redundant facility within HAL. Also, the very low level of production and export orders are pointer to structural weaknesses that do not augur well for HAL's future and in turn for IAF. The Indian government while treating HAL as security related defence public sector undertaking has done nothing to prepare it as a vital industry to face emerging challenges. Unless the government evolves a strategic policy for HAL, aerospace being the most important, nothing can change. Public postures necessitating the adoption of unrealistic targets, unhealthy concern with short term results at the expense of long term, corporate and commercial goals, soft personnel policies and lack of functional autonomy are some of the factors afflicting the performance of many of these undertakings.

After independence, when India embarked on defence industrialization, it was on the basis of license production and transfer of defence science and military technology. Licenses were obtained for a variety of selected items from which ever country offered the most suitable weapons and equipment on acceptable terms and conditions. India has a good support of Sweden, Germany, Britain, France, Japan and the then Soviet Union. In many cases defence production remained dependent on imported technical know-how along with the material and component. This arrangement could not be sustained for long after the licensor country discontinued the production line owing to one or other reasons. In India initially for a newly independent country, such support would have acted as a "WALKER" to reduce the crawling period but the lack of commercial

Times of India, Mumbai, dt. November 18, 1995, Page 1

Times of India, Mumbai, dt. May 4, 2003, Page 1

Findings

India is not a nation that has been able to tap the potential of its defence industry. It is a nation that has been able to tap the potential of its defence industry. By the time a new item enters production, the user specifications get upgraded and related costs escalate. There is a need for technological forecasting. More effective products may meanwhile enter the armament markets and the defence preparedness would not be satisfied with what is under indigenous development without international level of commercial requirements. Unfortunately there is no short-cuts for coming to grips with the problems. According to principles of commerce & trade and if a nation wanted to stand first to dominate global arms market then it has to gather as much pace as it can till it catch up.

Suggestion

Not only military but also civil industrial base in India is also largely license ridden and keeps R&D in the bottom drawer of its table of priorities. There are two ways in which it can support defence production to compete commercially in global arms market. The first is parceling out of defence works, including development orders, to private industry in order to create secondary capacity. In this the defence ministry department of defence supplies should be able to nurture several civil manufacturers, and supplies materializing from them will contribute to nation building. Second, there is clear scope in "Start Up India" and in "Make In India" programme of BJP government for aggregation and coordination of defence and civil demand in areas like aircrafts, marine vessels, transport vehicles electronics and communication equipment. Some recent official statement and association of the *NitiAyg* with defence production planning reflect a welcome awareness of the need, so often voiced, of an integrated commercial approach to defence production and real development planning.

Any organization needs human resources for its perfection and to take the organization to compete with others. Most of India's venture towards self-sufficiency is due to the shortage of first grade technocrats, designers and related researcher. India is equipped with almost 10 Indian Institute of Technology (IITs). 75% pass out of this premier institution board the plane just after getting the degree and working in foreign civil and military sectors. Such "Brain Drain" must be stopped in national interest to work for 5-7 years in the country as their study is very much sponsored by nation and its tax payers.

Conclusion

At last it is time we revised our ambivalence towards the question of armament exports. Once India is in the arms production business then there is no need to act coy in tapping exports markets wherever this is not in direct conflicts with our national interest. As per the rule of "Trade and Commerce" by encouraging exports, India's defence production will get a boost with an internationally suitable competitive and cutting edge. Further cost consciousness will be fostered and research and development effort will automatically be stimulated. As fallout, growing pockets of dependence on the arms and ammunitions made in India will give the country a heavier clout in international market, which will substantiate India in world affairs.

Not to worry. The country can justifiably be proud of its accomplishment in defence industry and application of related civil and military or dual use technologies. An infrastructure now exists capable of now producing a wide variety of military hardware of the requisite quality and in sufficient quantities to fulfill the major requirement of our armed forces. Yet, any euphoric complacency would be unwarranted in view of the continuing dependence on imports of material component and

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Use of ICT in Teaching Learning Process in Languages

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Abstract:

21st century is known as modern era in every walks of field which is known as technical phase also. In present age of technical modernization array of communication technology in education commerce, management, languages and social sciences too. Use of ICT (Information and Communication Technology) during last decades growing fast and achieved a creditable outcome. Recent study has shown that the use of ICTs in the classroom has a lot to offer to both learners and teachers. As technology has created change in all aspects of teaching and learning process very positively. Now a days the use of this technology as a tool for teaching of English language is increasing as educators have understood its ability to create learning environment among the learners effectively. Traditional methods of teaching conveying knowledge of languages have become less motivating. Hence technology plays an important role in teaching and learning process in Languages. This paper will address modern technology as Information and Communication Technologies, which has become possible in our communities since the availability of computers.

Keywords: English language teaching and learning, ICT tools, ICT, Role of ICT, Science & technology

Introduction

An ICT (Information and Communication Technology) is accepted worldwide due to its positive impact in education's process, teaching & learning. Basically in literature teaching in various languages ICT holds it different an effective and powerful impact in teaching learning process. The power of English language is countless. English is an important language for all kinds of professional and personal goals. An ICT helps you to understand the literature and its importance of it to reach up to fluency in an easy way.

The importance of English-

1. English opens new career opportunity
2. English tests can get you into school
3. English is the top language of Internet
4. English makes your life more entertaining
5. Learning English can make you smarter

The utilization of ICT in education has recently started to appeal the potential and significance progress in language learning and teaching. ICT has been publicized as potentially powerful enabling tools for educational change and reform. The computers play significant role in learning process especially in learning language. These technological learners know well how to use technological tools without any formal instruction as such. Even if they require instruction, they would be able to clench and implement it very quickly. These learners interact and communicate with others mostly with the help of electronic mediums like mails, internet etc. They acquire most of the information from electronic devices which has made such tools a very essential component of their daily life. The use of multi-media while learning English could help in creating a long lasting impact on the learners.





Impact of ICT in ELT

There is no doubt, motivation; inspiration is the foundation in the process of obtaining or learning language, therefore learners usually have a positive attitude towards computers. No doubt they have positive influences on ELT; the following are some of them:

- Availability of material
- Student attitude
- Authenticity
- Teachers helper
- Student centered
- ICT-self assessment
- Multimedia
- Teaching literature
- Videos-
- Utilization of web technologies
- Internet

The advantages of use of ICT-

An internet saves our time and energy. We can learn English through internet anywhere and anytime. It has given instant feedback to the learners which improve the learning experience to the learners.

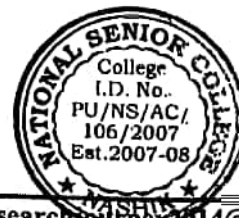
- E-book
- Audio library
- Mobile Apps
- Audio-visual aids
- Over-head projectors/slides
- Tape-recorder/Gramophone
- Television
- Film projector
- Language laboratory
- Web 2.0 applications
- Mobile phones

With all above facilities ICT helps us in an assertive manner in the following way too...

- Learners can get the required information within a fraction of second.
- Learners became more innovative with the help of e-learning.
- It provides accurate and useful information.
- It excites learners for new ways to learn.
- Learners can learn independently.

Disadvantages-

- Learners get short span to pay attention in both process.
- Online learning cannot offer human interaction.
- Learners may use it in negative manner e.g. playing games, watching unnecessary websites, videos etc.
- Intense requirement for self-assessment and self-direction.
- Need good infrastructure and trained manpower.
- Teacher is only the mediator while use of ICT.





- From the above discussions it is clear that ICT tools have changed the paradigm of English language teaching learning process. So it is essential for a teacher to be familiar with modern ICT tools and use it properly to achieve the aims of English language teaching.

Conclusion

The use of ICT in teaching learning process is reimbursement. The development in the use of technology ICT like language lab, websites, videos, satellite broadcasts, videoconferencing and web seminars have support the richness and quality of education process. It connected several opinions of academics which established the fact that ICTs are crucial tools that simplify the teaching and learning of English Language. The paper has pointed out how multimedia technologies such as the videodiscs, CD-ROMS, DVD, and power point projectors can be applied in the teaching of different aspects of English Language such as literature (plays, prose or poems), writing, vocabulary development and grammar. It has as well emphasised how e-mail, websites and e-library can be utilized by the teacher of English Language to facilitate teaching and learning. It is also beneficial to teachers to facilitate sharing of resources expertise and advice, greater flexibility where it needs. Therefore, the present paper has shown that the information & communication technologies includes several devices and manipulate appropriate for the teaching process as well as evaluation activity.

The Distribution of the knowledge and learning with more flexibility supports the slogan, "Any space is a learning space." Therefore, our schools and universities should be equipped with computers and internet services not just tools to learn a language, but they contribute to different aspects of educational development and effective learning.

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आधुनिक साहित्य के प्रारूप

RECENT VERSIONS OF LITRATURE

सहा.प्रा. रेशमा खान
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भारत की राष्ट्रीय एकता अखंडता, समानता, बंधुत्व की भूमिका निभाने में साहित्य की महत्वपूर्ण भूमिका रही है। भारतीय संस्कृति में हिंदी भाषा और साहित्य का योगदान कम नहीं है। साहित्य अपने आप में एक गहरे समंदर के मानिंद है। उसमें कई बोली भाषा शामिल हैं। इसलिए गेटे ने भी साहित्य को असाधारण बताया है वे कहते हैं कि, "साहित्य का पतन राष्ट्र के पतन का द्योतक है पतन की ओरवे परस्पर एक दूसरे का साथ देते हैं।" इससे साहित्य का सामाजिक उद्भव और विकास का रूप स्पष्ट होता है। बालकृष्ण भट्ट ने अपने निबंध साहित्य जनसमूह के हृदय का विकास में लिखा है कि "प्रत्येक देश का साहित्य उस देश के मनुष्यों के हृदय का आदर्श रूप है" ² इसमें समाज का प्रतिबिंब साहित्य में खोजने का सफल प्रयास है। वर्तमान युग में साहित्य की व्यापक प्रणाली का रूप स्पष्ट दिखाई देता है। साहित्य सृजन की इस प्रक्रिया में सभी क्षेत्र को जोड़ने का कार्य किया गया है।

वर्तमान युग में साहित्य विविध आयाम लेकर उभर रहा है। जिसमें साहित्य की नई दिशाएं रेखांकित हो रही हैं साहित्य का मौखिक स्वरूप लोक साहित्य से उभरकर लिखित साहित्य की विविध सीमाओं को लांघने में आज सफल हुआ है। वर्तमान युग में तकनीकी क्षेत्र में भी साहित्य का क्षेत्र विस्तारित हो रहा है। इसी रूप को साहित्य के विविध आयाम के स्तर पर विस्तृत किया जा सकता है। जैसे आदिवासी साहित्य, दलित साहित्य, स्त्रीवादी साहित्य, हिंदी प्रवासी साहित्य, विश्व साहित्य आदि इंटरनेट पर मौजूद साहित्य।

❖ आदिवासी साहित्य -

आदि अर्थात् पहला आदिवासी अर्थात् किसी प्रदेश के मूल निवासी। आदिवासी साहित्य का इतिहास बहुत पुराना है। इसका लिखित स्वरूप उस तरह प्राप्त नहीं होता जिस तरह अन्य साहित्य का होता है। आदिवासी साहित्य में आदिवासियों का जीवन एवं समाज दर्शन की अभिव्यक्ति है। आदिवासी साहित्य में समय के साथ साथ परिवर्तन होता गया। यह साहित्य प्रकृति के इर्द-गिर्द घूमता दिखाई देता है। शिष्ट साहित्य में मनुष्यता की कमी है। उपेक्षित वर्ग विषय के रूप में मुखरित नहीं होता। उपेक्षित वर्ग, शोषक वर्ग के अधिकारों की बात वहां नहीं की जाती। आदिवासी साहित्य में आदिवासी समाज अपने अस्तित्व का सवाल उपस्थित करता है। मुक्ति एवं संघर्ष की बात उठाता है। सभ्य समाज भी आदिवासियों पर लिखता आया है लेकिन उसके चित्रण की दृष्टि भी आदिवासियों को न्याय नहीं दिला पाई।

आदिवासी साहित्य को विस्तार देने का कार्य महाश्वेता देवी रमणिका गुप्ता, संजीव रानेद्र, गणेश देवी, महादेव टोप्पो, निर्मला पुतुल, ममांग दही, वाहरु सोनवने, ग्रेस कुजूर आदि साहित्यकारों ने किया है और कई आदिवासी साहित्यकार इसमें दिन-प्रतिदिन योगदान दे रहे हैं। "भारतीय गणराज्य में 22 अधिकारिक



मान्यता प्राप्त भाषाएं हैं। जिनमें दो आदिवासी भाषाओं संथाली और बोडो को शामिल किया गया है।¹³ आज आदिवासी साहित्य को लोक साहित्य या वाचिक परंपरा का साहित्य और लिखित (शिष्ट या आधुनिक) साहित्य के रूप में जाना जा रहा है। आदिवासी साहित्य से हिंदी साहित्य को नवजीवन प्राप्त हो रहा। रमणिका गुप्ता ने आदिवासी कौन, आदिवासी विकास से विस्थापन, आदिवासी अस्मिता का संकट, आदिवासी शौर्य एवं विद्रोह आदि पुस्तकें और महाश्वेता देवी की हजार चौरासी की मां, रुदाली, अग्नि गर्भ (उपन्यास) आदि से आदिवासियों के जीवन का चित्रण किया है। इस प्रकार यह साहित्य आदिवासियों की समस्या, संघर्ष, साहित्य, संस्कृति एवं इतिहास की बात करता है और इस समाज के आकांक्षा एवं परिवर्तन को व्यक्त करता है आदिवासियों के लेखक की क्षमता को भी प्रोत्साहित करने में अहम भूमिका निभाता है।

❖ दलित साहित्य -

दलित साहित्य भारत की सामाजिक रूढ़ियों संघर्षरत जीवन होंगे हुए यथार्थ की गाथा है। दलित साहित्य वैज्ञानिकता, सृजनशीलता, यथार्थ परकता की अवधारणा को बढ़ावा दे रहा है। अन्याय के विरोध में आक्रोश परिवर्तन की चुनौती देता उत्पीड़न एवं शोषण के विरुद्ध विद्रोह करता साहित्य है। स्त्री का विधायक रूप शोषण दमनकारी व्यवस्था दोहरे मापदंड को दर्शाती साहित्यकारों की रचनाएं आज साहित्य को नया आयाम दे रही हैं। मुक्ति की तलाश करता साहित्य आज सीमा के पार यात्रा कर रहा है। विवेक और तर्क को महत्व दे कर भाग्यवादी सोच को नकार का साहित्य सफल एवं सक्षमता से परिपूर्ण होता जा रहा है। वर्तमान समय में दलित साहित्य पाठ्यक्रमों में समाविष्ट किया जा रहा है। मानवीयता का यह पाठ पढ़ाने का यह सफल प्रयत्न है। यह सामाजिक विषमता को दूर कर समतामूलक समाज का पक्षधर है। आर्थिक एवं सामाजिक समानता ही इसका एकमात्र उद्देश्य है। जूठन आत्मकथा ओमप्रकाश वाल्मीकि, मुर्दहिया तुलसीराम, नो बार कहानी जयप्रकाश कर्दम, अछूत दया पवार, दोहरा अभिशाप आत्मकथा कौशल्या बबै संत्री, शिकंजे का दर्द आत्मकथा सुशीला टाकभवरे, ऐसे साहित्यकारों ने वेदना और भोगे हुए अभिशाप को व्यक्त किया और यह कार्य अनेक नए साहित्यकार कर रहे हैं। दलित साहित्य का प्रारंभ सन 1980 के दशक से हुआ और आज यह साहित्य परिवर्तन की क्रांति का आह्वान करता है। दलित वंचित जीवन का दस्तावेज प्रस्तुत करती पत्रिकाएं भी इस कड़ी को सक्षम बनाती हैं जैसे रमणिका गुप्ता द्वारा संपादित युद्धरत आम आदमी, नागपुर की अंगूतर अंबेडकर मिशन शंबूक पटना, अभिमूक नायक, हम दलित कानपुर, प्रजा लखनऊ आदि देश विदेश में विश्व स्तर पर दलित सम्मेलनों का आयोजन इस साहित्य की महत्ता का प्रमाण देता है। ग्रेट ब्रिटेन एवं लंदन में दलित सम्मेलनों का आयोजन किया गया था। विश्व स्तर पर दलित साहित्य पर विचार मंथन हो रहा है।

❖ स्त्रीवादी साहित्य -

यह साहित्य सामाजिक सच्चाई और अस्मिता के संघर्ष के आव्हान के रूप में सामने आता है हाशिए पर पड़े नारी अस्तित्व को फिर से केंद्र बिंदु बनाकर मानवीय गरिमा को प्रतिष्ठा प्रदान करने का प्रयास है। पुरुष प्रधान संस्कृति में स्त्री का दूसरे दर्जे पर रहने का विरोध और उसे मानवीय इकाई के रूप में स्वीकार करने की यह चुनौती है। भारतेंदु युग, द्विवेदी युग में स्त्री के समुचित जीवन दशा को वास्तविक ढंग से चित्रित करने का प्रयास किया गया प्रेमचंद युग में आदर्शान्मुख और यथार्थवाद दिखाई देता है। तो जयशंकर



प्रसाद स्त्रीवादी विचार में अधिक प्रगतिशील दिखाई देते हैं। ध्रुवस्वामिनी में पति के जीवित होने पर भी दूसरे विवाह की जो पुरुष उसे पसंद है उससे विवाह के पक्ष में दिखाई देते हैं। प्रेमचंदोत्तर युग में जैनंद्र ने मनोविश्लेषण का शस्त्र अपनाया जिसमें मानसिक समस्याओं को उठाएं। अजेय शेखर एक जीवनी में व्यक्तित्व की छवि वेदना, प्रेम को दर्शाते हैं। फणीश्वर नाथ रेनू मैला आंचल की स्त्री पात्र कमली लक्ष्मी अपनी इच्छा को महत्व देती है। रांगेय राघव कब तक पुकारूं में स्त्री दमन की कथा को चित्रित करते हैं। अधिकारों की मांग करते हैं। सुरेंद्र वर्मा मुझे चांद चाहिए आकांक्षा पूर्ति का संघर्ष दर्शाती है। लेखिकाएं कृष्णा सोबती, मन्नू भंडारी, चित्रा मुद्गल, मैत्रीय पुष्पा, मृदुला गर्ग, नासिरा शर्मा, अनामिका प्रभा, खेतान आदि स्त्रीवादी साहित्य पर अपनी क्रांतिकारी कलम चलाती हैं। महिलाओं के साथ साथ पुरुषों ने भी स्त्रीवादी साहित्य प्रचुर मात्रा में लिखा है जिसे सराहा गया है। अरविंद जैन की पुस्तक औरत होने की सजा के 8 संस्करण छपे हैं। पसंद भी किए जा रहे हैं। साहित्य लेखन में महिलाओं को आज पढ़ा जाता है लेकिन जब महिलाएं साक्षर नहीं थी तब भी वह मौखिक रूप से रचनाएं की आकृति लोक गीत लोक, कथा इसका प्रमाण है। महादेवी वर्मा श्रृंखला की कड़ियां निबंध संग्रह से स्त्री लेखन को रचनात्मक उर्जा प्रदान करती हैं। अनामिका दस द्वारे का पिंजरा, अलका सरावगी कली कथा वाया बाईपास, कृष्णा सोबती मित्रो मरजानी, मनु भंडारी आपका बंटी, नासिरा शर्मा शालमली, प्रभा खेतान पीली आंधी, मैत्रीय पुष्पा अल्मा कबूतरी आदि उपन्यास स्त्री जीवन की मार्मिकता को दर्शाते हैं। इस प्रकार स्त्री आज अपने अस्तित्व को बनाए रखने की अपेक्षा समर्थन करती दिखाई देती है। उसके लेखन संघर्ष का महत्वपूर्ण भाग आत्मविश्वास के साथ अपनी पहचान बनाए रखता है।

❖ प्रवासी साहित्य -

प्रवासी साहित्य में भारत से विदेश भेजे गए मजदूर भारत से अपनी इच्छा से विदेश गए शिक्षित और अशिक्षित या फिर सुशिक्षित मध्यमवर्गीय बेहतर भौतिक जीवन के लिए उन्होंने प्रवास किया ऐसे साहित्यकारों का समावेश होता है। प्रवासी साहित्य अतीत के परिवेश में जीना (नॉस्टैल्जिया) होता है। जैसे "प्रवासी साहित्य में नॉस्टैल्जिया या पराए पन की अनुभूति, रचनात्मक यात्रा का केवल पहला चरण है। दूसरे चरण में इस मनस्थिति से संघर्ष शुरू होता है और तीसरे चरण में अपनी नई पहचान को स्थापित करने की जद्दोजहद दिखाई पड़ती है।" प्रवासी साहित्य में सुधा ओम ढींगरा, सुषमा बेदी, जकिया जुबेरी आदि महत्वपूर्ण हैं। सुषमा बेदी हवन और मैंने नाता तोड़ा, जकिया जुबेरी का कहानी संग्रह सांकल में स्त्री मन की कशमकश को चित्रित किया है। सुधा ओम ढींगरा की कौन सी जमीन अपनी कहानी संग्रह एक सांस्कृतिक सेतु का कार्य करता है। मॉरीशस के लेखक अभिमन्यु अनंत का उपन्यास लाल पसीना भी काफी चर्चित रहा। अपने देश से बिछड़ने की वेदना यहां स्पष्ट रूप से उभरकर भावुकता प्रदान करती है। यह प्रवासी साहित्य वर्तमान युग में विशेष उल्लेखनीय माने जाते हैं। अपरिचित परिवेश में समायोजन, सफलता, असफलता, पर आए होने की अनुभूति ही प्रवासी साहित्य के महत्वपूर्ण अंश है।

❖ विश्व साहित्य -



विश्व स्तर पर प्रसारित एवं लोकप्रिय साहित्य अपने विशाल दृष्टिकोण का प्रमाण देता है। "विश्व साहित्य की अवधारणा उन्नीसवीं सदी के जर्मन साहित्यिक राजनेता और विज्ञान अनुसंधान जोहान गेटे के लेखन में पहली बार प्रकट होती है।" विश्व साहित्य समीक्षा मानवीय और साहित्यिक मूल्यों को विश्व स्तर पर जांच कर देखने की कोशिश है। अंग्रेजी भाषा विश्व साहित्य में अपना स्थान बना चुकी है। हिंदी भाषा क्षेत्र की बात हो तो साहित्य महोत्सव, सिनेमा महोत्सव, रंग एवं संगीत महोत्सव आदि का चयन हुआ है। हिंदी साहित्यकारों के विश्व स्तर के लिए इवेंट का आयोजन किया जाता है। साहित्यकारों में उत्साह की कमी के कारण हिंदी साहित्य को आज उनकी गति तकनीकी दौर में भी प्राप्त नहीं हो पा रही है। हिंदी कवि त्रिलोचन जी ने अपनी कविता में लिखा था, "हिंदी की कविता उनकी कविता है जिनकी सांसो को आराम नहीं था।" विश्व साहित्य में विविध भाषाओं के साहित्य का समावेश और उन भाषाओं का अनुदित रूप शामिल है। अनुवाद कला के विकसित होने एवं प्रिंट मीडिया के सक्रिय रूप ने आज विश्व साहित्य निर्माण को गति प्राप्त की है। विश्व की बदलती आर्थिक एवं राजनीतिक नीतियों पर भी यह निर्भर है। जर्मनी के क्रांतिकारी मजदूर नेता का साम्यवाद विश्व साहित्य की संभावना को दर्शाता है। प्रगतिशील लेखक संघ का अधिवेशन 1936 लखनऊ में विश्व साहित्य की भूमिका को स्पष्ट करने की पहल माना जाएगा। इस्मत चुगताई, फ़ैज़ अहमद फ़ैज़, अल्लामा इकबाल, सहादत हसन मंटो, प्रेमचंद, अज्ञेय, राहुल सांकृत्यायन, फिराक गोरखपुरी हिंदी-उर्दू में साहित्य निर्माण कर विश्व स्तर पर अपनी पहचान बनाई। उसके बाद आज आधुनिक साहित्यकार भी विश्व स्तर पर कार्य कर रहे हैं। आज कहानियों उपन्यासों का सिनेमा में रूपांतरित रूप का चलन है। सभी भाषा में यह सुविधा उपलब्ध कराई जा सकती है। सीमाएं लांगता साहित्य विश्व स्तर पर अपनी रोशनी बिखेर रहा है। साम्राज्यवाद और पूंजीवादी विचारधारा के विरोध में एकजुट होकर ही विश्व साहित्य में आज का साहित्य का योगदान दे सकेगा।

❖ वेब पत्रिकाएं -

विश्व साहित्य को सक्षम रूप प्रदान करने में देश-विदेश में प्रकाशित हो रही वेब पत्रिकाओं की भूमिका अहम रही है। जैसे भारत दर्शन न्यूजीलैंड सरस्वती पत्र कनाडा एच ई एल एम (HELM-Hindi Electronic Literary Magazine from UK), अभिव्यक्ति संयुक्त अरब अमीरात अनुभूति संयुक्त अरब अमीरात, अन्यथा अमेरिका, कर्मभूमि यू.एस.ए त्रैमासिक हिंदी जगत विश्व हिंदी न्यास समिति, विश्व हिंदी पत्रिका मॉरीशस वार्षिक अंक आदि द्वारा हिंदी का प्रचार-प्रसार विश्व साहित्य की शृंखला को दृढ़ बनाता है। इस प्रकार साहित्य विविध रूप है। तुलनात्मक साहित्य और विश्व साहित्य को पाठ्यक्रम में स्थान मिलना भविष्य में संभव है।

निष्कर्ष -

इस प्रकार साहित्य के आधुनिक प्रारूप साहित्य की क्षमताएं एवं प्रचार प्रसार में योगदान दे रहे हैं। हिंदी साहित्य को नव जीवन प्रदान करने में सक्षम भूमिका निभा रहे हैं। साम्यवाद को बढ़ावा दमनकारी वृत्ति का विरोध परिवर्तन की क्रांति का परचम लहराने की आकांक्षा को नया क्षितिज प्रदान करने का अदृष्ट विश्वास रखते हैं। यह प्रयास सामाजिक आर्थिक सांस्कृतिक व्यवस्था में अपने अस्तित्व को बनाए रखने में समृद्ध हो सकता है। साहित्य की शृंखलाएं विश्व स्तर पर जुड़ने के लिए आज विविध मार्ग अपना रही हैं। जिस में

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TWO DAY INTERNATIONAL SEMINAR ON

“Prioritizing Marginality: Socio-Political and Historic-Cultural Versions of Literature and Journalism.” At

MaulanaAbulKalam Azad Research Centre, Aurangabad.

22-23rd Feb 2019

پروفیسر نور محمد برکاتی (اسسٹنٹ پروفیسر نیشنل

سینئر کالج، ناشک)

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ادب، مزاحمت اور تعمیر نو

ادب اور مزاحمت یہ دو ایسے الفاظ ہیں جو ایک دوسرے سے الگ ہیں لیکن جب ہم ان دونوں کے تعلق کا مطالعہ کرتے ہیں تو یوں محسوس ہوتا ہے کہ یہ دونوں کا تعلق ایسا ہے گویا چائے اور شکر کا تعلق ہے ان دونوں کے تعلق کے بعد جو تعمیر نو کا سلسلہ شروع ہوتا ہے اسی کی وضاحت کے لیے قلم اٹھایا ہے واضح ہو کہ ادب اور مزاحمت یہ دونوں جب الگ الگ استعمال ہوتے ہیں تو ان کا رنگ و روپ الگ ہوتا ہے لیکن جب یہ دونوں ایک ساتھ استعمال ہوتے ہیں تو ان کو سمجھنے کے لیے دماغ کو نئے درکھولنے پڑتے ہیں چنانچہ سب سے پہلے ادب اور مزاحمت کو سمجھنا ضروری ہے کیونکہ ہم سے بیشتر افراد کا روز آ نہ ان دونوں میں سے کسی نہ کسی سے واسطہ پڑتا ہے۔ ادب یعنی زبان کا سرمایہ اور مزاحمت یعنی روک یا تعرض خیال ہو کہ ادبی سرمائے کا جائزہ لیا جائے تو یہ بات واضح ہوتی ہے کہ ادبی سرمائے میں جو کچھ بھی موجود ہے اس میں دو طرح کی فکر کے سرمائے ہیں ایک تو ادب برائے زندگی کا حامل سرمایہ اور دوسرا ادب برائے ادب کا حامل سرمایہ، ان دونوں سرمائے میں جب ہم ادب برائے زندگی کا تفصیلی جائزہ لیتے ہیں تو ہم پر یہ واضح ہوتا ہے کہ اس سرمائے میں جو کچھ بھی ادبی مواد موجود ہے وہ زندگی کے کسی بھی مسئلے سے متعلق ہے اور کوئی نہ کوئی سماجی مسئلے میں مزاحمت کر رہا ہے اور اسی مزاحمت کا اثر ہے کہ وہ سماجی مسئلہ رفتہ رفتہ ختم ہوتا جاتا ہے اور ایک وقت ایسا آتا ہے کہ وہ مسئلہ ختم ہو جاتا ہے۔ اسی بات کو جب ہم ہمارے مقالے کے عنوان کے تناظر میں دیکھیں تو عنوان واضح ہو جاتا ہے کہ ادب میں جو مزاحمتی رنگ ہوتا ہے اسی کے ذریعے سے نیا معاشرہ وجود میں آتا ہے یا معاشرے میں موجود برائیاں ختم ہوتی ہیں اور معاشرے کی تعمیر نو میں نیا موڑ آتا ہے۔

کچھ علمائے ادب، ادب اور مزاحمت کے رشتے پر سوال اٹھاتے ہوئے کہتے ہیں کہ ان دونوں کا ساتھ کیسا ہے؟ کیا ان کا ساتھ ادب کی صحت مند اقدار کے لیے مناسب ہے؟ وغیرہ وغیرہ۔۔۔ راقم الحروف کی اس تعلق سے رائے ہے کہ اس کا جواب اچھے یا برے کی صورت میں دینا تو شاید ممکن نہ ہو مگر اتنا ضرور ہے کہ جیسے لفظ سے لفظ جز کر جملہ بنے تو معانی نکھر جاتے ہیں ویسے ہی مزاحمت، ادب کو چھوٹے ہی روشن ہو جاتی ہے اور جب ہم ادبی تحریروں کا باریک بینی سے جائزہ لیتے ہیں تو یہ واضح ہوتا ہے کہ ادب سے مزاحمت پھوٹی ہے اور کبھی کبھی یا اکثر مزاحمت سے ہی ادب کی پھواریں پھوٹ پڑتی ہیں۔ دراصل حقیقت یہ ہے کہ مزاحمت ہی سے مزاحمتی ادب کی تشکیل ہوتی ہے اور بالفرض کسی مزاحمتی عمل سے قبل ہی ادب میں جھلکنے لگ جائیں تو اس میں بھی کوئی نا کوئی مزاحمتی سوچ کا فرما ہوتی ہے یہ الگ بات ہے کہ وہ مزاحمت، ادب کی تشکیل ہوتی لیکن بہر حال ادب کی تشکیل کے بعد وہ سوچ ادبی شدہ



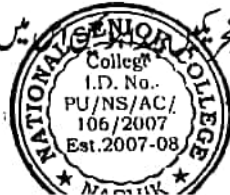
پارے میں غالب طور پر حکمرانی کرتی نظر آتی ہے۔

ادب میں مزاحمتی انداز کیوں اختیار کیا جاتا ہے؟ اس پر اگر غور کریں تو یہ واضح ہوتا ہے کہ ادبی شہ پاروں کے ذریعے جب ادیب تبدیلی، انقلاب، احتجاج یا کچھ اور بات عوام تک پہنچانا چاہتا ہے تو وہ مزاحمتی انداز اختیار کر کے اپنا پیغام آسانی کے ساتھ عوام تک پہنچاتا ہے سو واضح ہوا کہ مزاحمتی ادب کو تخلیق کرنے والا ادیب ایک مقصد کے تحت ادب تخلیق کرتا ہے اور میرے نزدیک مزاحمتی ادب مقاصد کے لحاظ سے ہرگز محدود نہیں ہے۔ اگر مخصوص مقصد سے تھوڑا ہٹ کر اس کے عمومی مقصد کی بات کریں تو بنیادی طور پر مزاحمتی ادب رائے عامہ کی ہمواری کے لیے تشکیل دیا جاتا ہے۔ اس کے بعد شعور کی پختگی کی کوشش کی جاتی ہے اور پھر عمل کا مرحلہ بھی آتا ہے جہاں رجحان سازی کی جاتی ہے۔ اس کے تحت ادیب کی کوشش یہ ہوتی ہے کہ وہ قارئین کی توجہ کسی خاص معاملے کی جانب مبذول کرے اور وہ معاملہ جس کی جانب توجہ مبذول کرائی جاتی ہے وہ کسی بھی نوعیت کا ہو سکتا ہے وہ کوئی معاشرتی بگاڑ بھی ہو سکتا ہے یا غلامی سے آزادی کی جدوجہد بھی یا کسی بھی فرد کا ذاتی مسئلہ بھی۔ غرض یہ کہ نوعیت کیسی بھی ہو مقصد ایک ہی ہوتا ہے اور وہ مقصد عوامی فلاح کا ہوتا ہے اور اسی چیز کو ہم تعمیر نو سے بھی تعبیر کر سکتے ہیں سو واضح ہوا کہ ادب، مزاحمت اور تعمیر نو کا بڑا گہرا واسطہ ہے۔

ہم دنیا بھر کے ادب سے یہ بات ثابت کر سکتے ہیں کہ مزاحمتی ادب تعمیر نو میں بڑا کردار ادا کرتا ہے لیکن یہاں صرف اردو ادب کے حوالے سے اپنی بات پر دلیلیں پیش کرنا مناسب محسوس ہوتا ہے کیونکہ دوسرے ادب کی نمائندگی کے لیے ان کے ماہرین موجود ہیں اور وہ احسن انداز میں اپنے ادب کے تئیں اپنی نمائندگی پیش کر رہے ہیں سو میں اردو کے ادنیٰ طالب علم کی حیثیت سے اپنی زبان کے حوالے سے دلیلیں پیش کرنا زیادہ پسند کرتا ہوں چنانچہ جب ہم اردو زبان و ادب کا مطالعہ کرتے ہیں تو یہ بات واضح ہوتی ہے کہ اردو کے ادبا و شعرا نے اپنی تخلیقات کے ذریعے نہ صرف مزاحمتی ادب کو زندہ رکھا بلکہ اس کے ذریعے سے کبھی احتجاج کر کے، کبھی عوامی مسائل کی جانب اشارہ کر کے، کبھی عوامی فلاح کی کوشش کر کے تعمیر نو کا فریضہ انجام دینے کی کوشش کی ہے۔

اردو ادب کے مطالعے سے یہ واضح ہوتا ہے کہ اردو ادب میں مزاحمتی ادب کے نقوش ابتدا سے ہی ملتے ہیں لیکن اس کا زیادہ اثر ترقی پسند تحریک کے زیر اثر زیادہ دکھائی دیتا ہے ترقی پسند تحریک کے زیر اثر لکھنے والوں نے اپنی تخلیقات میں جو احتجاج پیش کیا ہے اس کی مثال مشکل سے ہی کہیں ملے گی۔ اس سلسلے میں منشی پریم چند کا نام قابل ذکر ہے کیونکہ انھوں نے دیہی زندگی اور عام شخص کے مسائل کو اپنے افسانوں میں پیش کیا اور اس کے ذریعے سے سماج کی اصلاح کی کوشش کی منشی پریم چند نے حقیقت نگاری کا جو تصور اپنی تخلیقات میں پیش کیا ہے وہ ترقی پسند تحریک کا پیش خیمہ تھا۔ پریم چند کا زمانہ سماجی اور سیاسی اعتبار سے بہت اہم تھا اور یہ دور ترقی پسند تحریک کے لیے بہت ہی کارآمد ثابت ہوا۔ انور سدید لکھتے ہیں:

”یہ زمانہ سماجی اور سیاسی تحریکوں کے لیے اس لیے بھی سازگار تھا کہ عوام اب اپنی جانب دیکھنے پر مائل ہو چکے تھے اور غلامی کا جو اتار نے پر آمادہ تھے۔ روس کے انقلاب عظیم نے دنیا بھر کے نچلے طبقے کی آنکھیں کھول دی تھیں اور سماجی انصاف اور مساوات ممکن العمل نظر آنے لگے تھے۔ چنانچہ اس دور میں ہندوستان میں جو تحریکیں ابھریں ان میں کچلے ہوئے عوام کی طرف زیادہ توجہ ہوئی۔ حقیقت



نگاری کی تحریک نے زندگی کے اس بدلتے ہوئے دھارے کو خوردبینی نظر سے دیکھا اور اسے بلا واسطہ موضوع ادب بنایا۔ بیسویں صدی میں اس کی واضح نمودنی پریم چند کے ادب میں ہوئی۔“

ترقی پسند تحریک کے پہلے اجلاس کی صدارت کرتے ہوئے پریم چند نے جوشاہکار خطبہ دیا تھا اس کے مطالعے کے بعد یہ بالکل واضح ہوتا ہے کہ ترقی پسند تحریک میں ہی ہمارے ادب نے ادب مزاحمت اور تعمیر نو کی لذت چکھ لی پریم چند کے خطبے سے ایک چھوٹا سا اقتباس یہاں پیش کیا جا رہا ہے۔

”ہماری کسوٹی پر وہ ادب کھرا اترے گا جس میں تفکر ہو، آزادی کا جذبہ ہو، حسن کا جوہر ہو، تعمیر کی روح ہو، زندگی کی حقیقتوں کی روشنی ہو، جو ہم میں حرکت، ہنگامہ اور بے چینی پیدا کرے۔ سلائے نہیں کیونکہ اب اور زیادہ سونا موت کی علامت ہوگی۔“

مذکورہ بالا اقتباس تعمیر نو کے تمام خیالات کو اپنے اندر سموئے ہوئے ہے پریم چند ترقی پسند تحریک کے زیر اثر ایسے ادب کی تخلیق چاہتے ہیں جو بے فکر قوم میں تفکر کا احساس پیدا کرے، ایک غلام قوم میں آزادی کا جذبہ پیدا کرے، ایک زوال آمادہ قوم میں تعمیر کا مادہ پیدا کرے، خیالات کی وادیوں میں سیر کی بجائے زندگی کی تلخ حقیقتوں سے سامنا کرائے، جو ساکن افراد میں حرکت پیدا کرے اور سوئی ہوئی قوم کو بیدار کرے اور آنے والے وقت نے یہ دکھا دیا کہ ترقی پسند تحریک کے زیر اثر تخلیق دیے گئے ادب نے وہ سب کیا جو پریم چند نے اپنے صدارتی خطبے میں کہا تھا۔

تقسیم ہند اور اس کے بعد ہونے والے فسادات نے ہر ادیب کو ہلا کر رکھ دیا اور اس دوران ہر ادیب نے اپنے قلم کو سماجی اصلاح کے لیے وقف کیا اور جتنا ادب اس دور میں تخلیق کیا گیا شاید ہی اردو ادب کے کسی دور میں اتنا ادب تخلیق کیا گیا ہو ہر ادیب نے تقسیم ہند اور اس کے بعد ہونے والے فسادات پر الگ الگ انداز میں قلم اٹھایا۔ منٹو نے بھی ہندوستان پاکستان کے بنوارے اور فسادات کے حوالے سے تقریباً بیس کہانیاں لکھیں۔ ان میں سب سے زیادہ شہرت کھول دو، ٹھنڈا گوشت، موتری، ٹیٹوال کا کتا، گورکھ سنگھ کی وصیت، موزیل اور ٹوبہ ٹیک سنگھ کو ملی۔ ٹوبہ ٹیک سنگھ نے تو عوام کے دل پر ایسا اثر کیا کہ اس کے اثر سے کئی افراد کی اصلاح ہوئی اور انھوں نے انسانیت کے اصل مفہوم کو سمجھا اور ٹوبہ ٹیک سنگھ بھی ایسے ادب کا حصہ بن گیا جس سے تعمیر نو ہوتی ہے۔

تقسیم ہند کے بعد ہی فیض نے ایک مشہور زمانہ نظم لکھی جس کا نام انھوں نے ”صبح آزادی“ دیا اور اس میں انھوں نے یہ کہا کہ یہ وہ آزادی نہیں جس کی ہم نے توقع و امید کی تھی ان کا مندرجہ ذیل شعر توجہ کا حامل ہے۔

یہ داغ داغ اُجالا، یہ شب گزیدہ سحر
وہ انتظار تھا جس کا یہ وہ سحر تو نہیں

اسی طرح عصر جدید میں بھی ادبا و شعرا مزاحمتی ادب کے ذریعے سماجی اصلاح کرنے کی کوشش کرتے ہیں جیسا کہ راحت اندوری کے اشعار سے واضح ہے۔



نئی ہواؤں کی صحبت بگاڑ دیتی ہے

کبوتروں کو کھلی چھت بگاڑ دیتی ہے
جو جرم کرتے ہیں اتنے برے نہیں ہوتے
سزا نا دے کے عدالت بگاڑ دیتی ہے

مذکورہ بالا اشعار راحت اندوری نے مجرموں کو شک کے فائدے میں ملنے والی چھوٹ پر طنز کرتے ہوئے کہے ہیں اور یہ بتانے کی کوشش کی ہے کہ اصل میں جو لوگ جرم کرتے ہیں اور عدالت ان کو سزا نہیں دے پاتی وہی لوگ اگلی دفعہ پھر جرم کرتے ہیں چنانچہ عدالتیں مجرموں کو سزائیں دے تاکہ مجرموں کا حوصلہ پست ہو۔ مذکورہ بالا اشعار مزاحمتی بھی ہیں اور تعمیر نو کی جانب ایک اہم کڑی بھی ہیں۔ عصر جدید کے نثری ادب کا جائزہ لیا جائے تو اس میں بھی ہمیں یہ نظر آتا ہے کہ ادباء زیادہ تر مزاحمتی ادب تخلیق کر رہے جس کے تحت سماج میں اخلاقی و سماجی تعمیر نو کے راستے واہور ہے ہیں جس کی بنا پر سماجی اصلاح و نئے سماج کی بنیاد بھی پڑ رہی ہے چنانچہ آج کے ادب میں جہاں مزاحمت نظر آتی ہے وہیں پر اس مزاحمت سے تعمیر نو کے نئے دروازے واہوتے دکھائی دیتے ہیں۔



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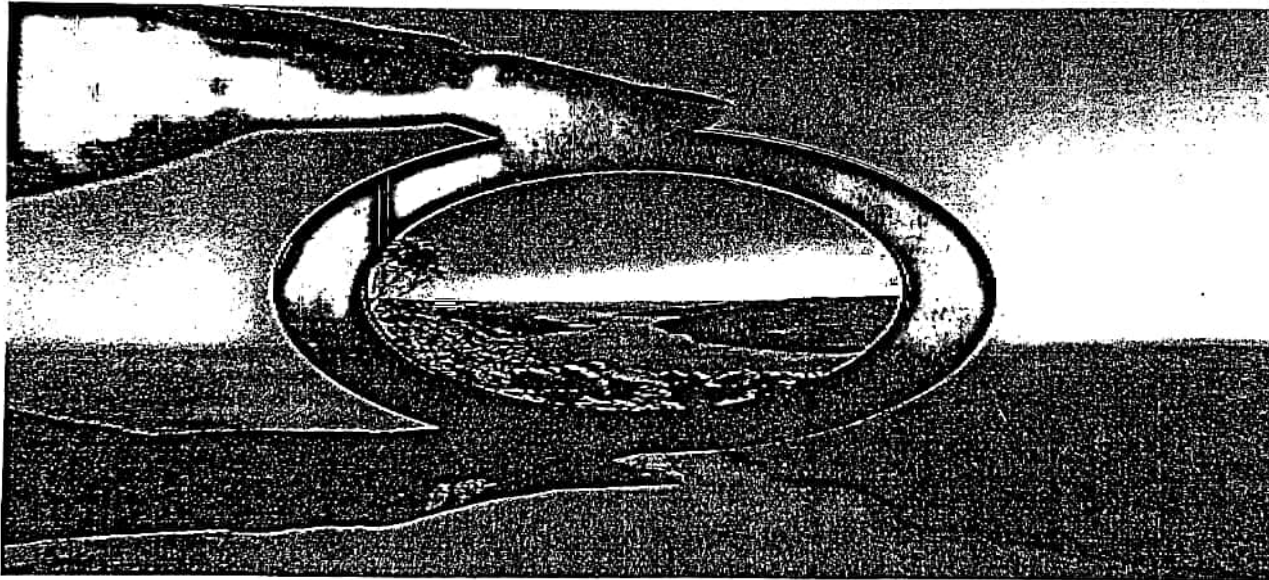
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Abstract

The purpose of this report is to provide an overview of the current state of the art in the field of computer security. The report is organized into four main sections: Introduction, Threats, Countermeasures, and Conclusions. The Introduction section discusses the importance of computer security in the context of the modern world. The Threats section identifies the various threats to computer security, including hardware, software, and human factors. The Countermeasures section describes the various techniques and technologies used to protect computer systems from these threats. The Conclusions section summarizes the key findings of the report and provides recommendations for future research and development.

Key words: Cyber security, Cyber crime, Cyber attack, Cyber defense

Introduction Cyber security is basically related to the protection of information systems. In the past few years, there has been a significant increase in the number of cyber attacks, which have caused considerable damage to many organizations. Cyber attacks are defined as any unauthorized access to, use of, or modification of information systems. The most common types of cyber attacks are malware, phishing, and denial of service (DoS). Cyber security measures are designed to protect information systems from these threats. These measures include firewalls, intrusion detection systems, and security audits.

The security of information systems is a complex issue that involves many different factors. One of the most important factors is the security of the hardware. Hardware security measures include physical security, such as locking down the system, and logical security, such as using secure protocols. Another important factor is the security of the software. Software security measures include using secure coding practices, such as input validation, and using secure libraries. Finally, the security of the human factors is also important. Human factors security measures include security training, security policies, and security audits.

Advantages and disadvantages of cyber security

The advantages of cyber security include the protection of sensitive information, the prevention of financial loss, and the maintenance of system integrity. The disadvantages of cyber security include the cost of implementation, the complexity of the system, and the potential for false positives.

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CYBER-SECURITY

Dr. Rani Somnath Sarode

YEWS National Senior College, Sarda Circle, Nashik-01

Abstract

In the age of technical modernization, array of new opportunity and potential sources of efficiency for organisations of all sizes emerge but these new technologies have also brought unparalleled threats to economy and populace all over the world. Security measures must be taken to ensure safety and reliability. Security of data and information has become almost a practice in organizations. Therefore it is necessary to understand the features of cyber security. Cyber security is described as the protection of systems, networks and data in cyberspace. It is a critical concern for all businesses. Cyber technology is documented as modern ways for investors and common people to effortlessly, economically and efficiently access ample of source and opportunities to accomplish their task. In parallel, it also attracts fraudsters to apply fake schemes. Internet media is a major resource for developing serious crime. As Internet is growing rapidly, online criminals try to present fraudulent plans in many ways. Cyber-attacks are current method of creating fear in a technology driven world.

Key words- Cyber-security, Cyber-crime, Cyber-attack, Cyberspace.

Introduction- Cyber security is basically related to the internet. Since last many years, specialists and policy makers have shown more concerns about protection of information and communication technology systems from cyber-attacks that are purposeful attempts by unauthorized persons to access ICT systems in order to achieve the target of theft, disturbance, damage, or other illegal actions. Cyber security is the detection, analysis and mitigation of vulnerabilities and diminished trust in "virtual" computer-based entities and services occurring because of globalisation of supply chains, exponentially increasing intricacy of devices and computer code, increasingly open, global networks and devices and accidental and purposeful exploitations and barriers by human and institutional actors. Many professionals anticipate the number and severity of cyber-attacks to increase over the next several years.

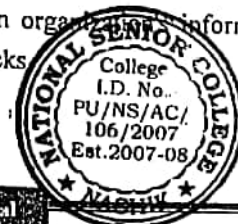
The act of protecting ICT systems and their contents has come to be known as cyber security. A broad and debatable concept, cyber security can be a constructive term. It generally refers to a set of activities and other measures intended to protect from attack, disruption, or other threats to computers, computer networks, related hardware and devices software, and the information they hold and communicate, including software and data, as well as other elements of cyberspace. It is also related to the state or quality of being protected from such threats. Cyber security is the broad field of endeavour aimed at implementing and improving those activities and quality. It has been documented in studies that Cyber security is the activity to protect information and information systems (networks, computers, data bases, data centres and applications) with suitable procedural and technological security measures. Firewalls, antivirus software and other technological solutions for safeguarding personal data and computer networks are indispensable but not adequate to guarantee security.

Advantages and disadvantages of Cyber-security-

Cyber security refers to a range of concepts including the practice protecting an organization's information, networks, computer, and resources against attacks from security and computer attacks.

Advantages-

- Improved security of cyberspace.



- Increase in cyber defence.
- Increase in cyber speed.
- Protecting company data and information.
- Protects systems and computers against virus, worms, Malware and Spyware etc.
- Protects individual private information.
- Protects networks and resources.
- Fight against computer hackers and identity theft.

Disadvantages-

- It will be costly for average users.
- Firewalls can be difficult to configure correctly
- Need to keep updating the new software in order to keep security up to date.
- Make system slower than before.

These are few ways to minimize your risk:

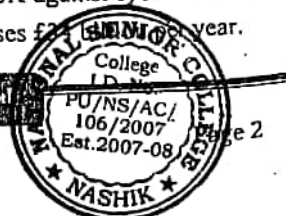
- ✓ **Always do businesses with reputable companies:** before providing any personal or financial information, make sure that you are interacting with a reputable, established company. Some attackers may try to trick you by creating malicious web sites that appear to be legitimate, so you should verify the legitimacy before supplying any information
- ✓ **Take advantage of security features -** Passwords and other security features add layers of protection if used appropriately.
- **Check privacy policies:** Take precautions when providing information, and make sure to check published privacy policies to see how a company will use or distribute your information. Many companies allow customers to request that their information not be shared with other companies; you should be able to locate the details in your account literature or by contacting the company directly.
- **Be careful what information you publicize:** attackers may be able to piece together information from a variety of sources. Avoid posting personal data in public forums.
- **Use and maintain anti-virus software and a firewall:** protect yourself against viruses and Trojan horses that may steal or modify the data on your own computer and leave you vulnerable by using anti-virus software and a firewall Make sure to keep your virus definitions up to date.
- **Be aware of your account activity:** pay attention to your statements, and check your credit report yearly. You are entitled to a free copy of your credit report from each of the main credit reporting companies once every twelve months.

1. The Importance of Cyber Security

We all live in a world which is networked together, from internet banking to government infrastructure, and thus, network protection is no longer an optional extra. Cyber-attack is now an international concern, as high-profile breaches have given many concerns that hacks and other security attacks could endanger the global economy.

A cyber-attack is a deliberate exploitation of computer systems, technology-dependant enterprises and networks. Cyber-attackers use malicious code and software to alter computer code, logic, or data, resulting in disruptive consequences that can compromise data and lead to cyber-crimes such as information and identity theft or system infiltration.

In 2015, it was reported by computer security group Veracode, that defending the UK against cyber-attacks and repairing the damage done by hackers who penetrate security systems costs businesses £2.5 billion a year.



In August 2015, the personal attack of 2.4 million Carphone Warehouse customers, including bank details and encrypted card digits, was affected by a data breach. Similarly, in December 2015, it emerged that in the previous June, the personal details of 656,723 customers of high street pub chain JD Wetherspoon were revealed, and the data was available for sale on the dark web.

By far the biggest, and most recent data breach however, happened in October 2015 when almost 157,000 TalkTalk customers had their personal data hacked into. 15,656 customers had their bank account numbers and sort codes leaked, resulting in bank accounts being hacked. As a result, the telecoms company lost 101,000 customers and suffered a cost of £60 million.

Given that cyber-crime is worryingly regular, it is no surprise that governments and businesses are seeking elevated cyber defence strategies. In 2014, the European Network and Information Security Agency held a cyber-security exercise involving 29 countries and over 200 organisations. The test simulated more than 2,000 cyber incidents including website defacements, access to sensitive informational and attacks on critical infrastructure, with software and hardware failures judged the most damaging security threats.

There are two broad categories of cyber-crime, breaches in data security and sabotage. Data security breaches refers to the theft of personal data, intellectual property or trade secrets, for example, whereas sabotage usually culminates in service attacks. These attacks flood web services with bogus messages, as well as more conventional efforts to disable systems and infrastructure.

Commercial losses, public relations issues, disruption of operations and the possibility of extortion aside, cyber-attacks may also impose companies to regulatory action, negligence claims, the inability to meet contractual obligations and a damaging loss of trust amongst customers and suppliers.

Cyber-crime is unlikely to slow down, despite government efforts and input from specialists. Its growth is being driven by the expanding number of services available online, and the increasing evolution of online criminals who are engaged in a continuous game with security experts.

With constant technical innovation, new dangers are constantly coming to the surface. For example, the migration of data to third-party cloud providers has created an epicentre of data and therefore, more opportunities to misappropriate critical information from a single target. Similarly, mobile phones are now targets, expanding the opportunities to penetrate security measures.

M2M (machine-to-machine) is used globally. This development of the Internet of Things, which enables communication between machines, is said to be responsible for a boost in information misuse. With much of the world's controlling services and critical infrastructure already depending on M2M, protecting the network that controls and carries these services is imperative, especially since decision marketing is often done without human involvement.

Cyber security should be thorough and seamless, regardless of business size or organisational standing. Computer networks will forever be the target of criminals, and it can be argued that the danger of cyber-security breaches will only increase in the future as networks continue to expand. Having the right level of preparation and specialist assistance is vital to minimise and control damage, and recover from a cyber-breach and its consequences.

Principles of cyber security: The Information Technology Industry Council (ITI) provides complete set of cyber security principles for industry and government. ITI comprise the world's leading technology companies, both producers and consumers of cyber security products and services. ITI has developed six principles to improve cyber security.

To be successful, Company must make efforts to boost cyber security through following way:



1. Organizations must leverage public-private partnerships and build upon existing initiatives and resource commitments. Through partnership with government, the IT industry has provided leadership, resources, innovation, and stewardship in every aspect of cyber security since many years. Cybersecurity efforts are most effectual when leveraging and building upon these existing initiatives, investments, and partnerships.
2. Organizations reflect the borderless, interconnected, and global nature of today's cyber environment. Cyberspace is international and unified system that spans geographic borders and traverses national jurisdictions. Countries should exercise leadership to encourage the use of bottom-up, industry-led, globally accepted standards, best practices, and assurance programs to promote security and interoperability
3. Firms must be able to adapt rapidly to emerging threats, technologies, and business models and be based on effective risk management. Efforts to improve cyber security must be based on risk-management. Security is a means to realize and make sure continued trust in various technologies that comprise the cyber infrastructure. Cyber security efforts must help an organization's ability to appropriately understand, assess, and take steps to manage ongoing risks in this environment.
4. Efforts to improve cyber security must focus on awareness. The principle of cyber security is to focus on raising public awareness. Cyberspace's owners include consumers, businesses, governments, and infrastructure owners and operators. Cyber security efforts must help these stakeholders to be attentive of the risks to their property, reputations, operations, and sometimes businesses, and better understand their important role in helping to address these risks.
5. Efforts to improve cyber security must more directly focus on bad actors and their threats. The unified, global, and digital nature of the cyber infrastructure also has presented cyber criminals with completely new crime opportunities. Security practices serve to counter these opportunities and allow cyber-based transactions and activities to occur.
6. In cyberspace, as in the physical world, adversaries use instruments to do crime, spying, or warfare. Cyber security policies must allow governments to better use current laws, efforts, and information sharing practices to respond to cyber actors, threats, and incidents domestically and internationally

Conclusion-

Cyber-security is a never-ending battle.

For the most part, cyber-security problems result from the inherent nature of information technology (IT), the complexity of information technology systems, and human fallibility in making judgments about what actions and information are safe or unsafe from a cyber-security perspective, especially when such actions and information are highly complex. None of these factors is likely to change in the foreseeable future, and thus there are no silver bullets—or even combinations of silver bullets—that can “solve the problem” permanently.

In addition, threats to cyber-security evolve. As new defence emerge to stop older threats, intruders adapt by developing new tools and techniques to compromise security. As information technology becomes more ubiquitously integrated into society, the incentives to compromise the security of deployed IT systems grow. As innovation produces new information technology applications, new venues for criminals, terrorists, and other hostile parties also emerge, along with new vulnerabilities that malevolent actors can exploit. That there are ever-larger numbers of people with access to cyberspace multiplies the number of possible victims and also the number of potential malevolent actors.

Thus, enhancing the cyber-security posture of a system—and by extension the organization in which it is embedded—must be understood as an ongoing process rather than something that can be done once and then



forgotten. Adversaries—especially at the high-end part of the threat spectrum—constantly adapt and evolve their intrusion techniques, and the defender must adapt and evolve as well.

These comments should not be taken to indicate a standstill in the U.S. cyber-security posture. For example, most major IT vendors have in recent years undertaken significant efforts to improve the security of their products in response to end-user concerns over security. Many of today's products are by many measures more secure than those that preceded these efforts. Support for research in cyber-security has expanded significantly. And public awareness is greater than it was only a few years ago. Without these efforts, the gap between cyber-security posture and threat would undoubtedly be significantly greater than it is today, especially with the concurrent rise in the use of IT throughout society.

Ultimately, the relevant policy question is not how the cyber-security problem can be solved, but rather how it can be made manageable. Societal problems related to the existence of war, terrorism, crime, hunger, drug abuse and so on are rarely solved or taken off the policy agenda once and for all. The salience of such problems waxes and wanes, depending on circumstances, and no one expects such problems to be solved so decisively that they will never reappear—and the same is true for cyber-security.

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भाषागत अध्ययन-अध्यापन में आय.सी.टी. का उपयोग

सहा.प्रा. रेशमा खान
नासिक रोड.

ICT- Information and Communication Technology सूचना एवं संचार तकनीक एक विस्तृत क्षेत्र है। यह ऐसे तकनीक है जो सूचना संग्रह ऐवम उपयोग करने में प्रयोग की जा सकती है। इसके अंतर्गत रेडियो]टीवी]मोबाइल]फोन] कंप्यूटर]सॉफ्टवेयर]हार्डवेयर आदि द्वारा सूचना देने की सुविधा की जाती है। वर्तमान युग में ICT का प्रयोग शिक्षा क्षेत्र] स्वस्थ] कृषि] प्रशासनिक-प्रबंधन आदि में महत्वपूर्ण रूप से प्रभावी साबित हो रहा है। शिक्षा क्षेत्र में शिक्षा की गुणवत्ता बढ़ने हेतु आज ICT को आनान्यसाधारण महत्व प्राप्त है। प्रभावशाली साधन के रूप में ICT को देखा जा रहा है। ICT-सूचना संप्रेषण तकनीक सॉफ्टवेयर एवं हार्डवेयर के साथ-साथ इन्टरनेट के आधार पर निर्भर करता है।

अध्यापन हेतु ICT एक सशक्त माध्यम

पाठ का नियोजन कर सचित्र उस पाठ या कविता को आसानी से विषद किया जा सकता है। आज पाँवरपॉइंट प्रेजेंटेशन में विविध पाठक्रम में समाविष्ट कहानियाँ]कविताये प्रोजेक्टर द्वाराविषद की जा सकती है। कई कहानियाँ एनीमेशन रूप में इन्टरनेट पर उपलब्ध है। हिंदी साहित्य से जुड़ी विविध जानकारी आज सुविधा जनक रूप से इन्टरनेट द्वारा प्राप्त की जा सकती है। छात्रों को रंगीन चित्र एवं आकर्षक पाठ नियोजन द्वारा मनोरंजनपूर्वक अध्यापन किया जा सकता है। पढ़ने से कही अधिक मात्र में ज्ञान प्राप्त किया जा सकता है। आज का छात्र टेक्नोसेवी है। इससे भी याद रखना अवशक है। छात्र कहानी] कविता का उद्देश समझ सके उन्हें उचित बोध हो. उहने अच्छी भाषा सिखने का सुअवसर प्राप्त होता है। व्याकरण की दृष्टि से भी देखकर] पढ़कर] सुनकर पठन लेखन की क्षमता का विकास होता है।

ICT से शिक्षा क्षेत्र में लाभ

- ❖ इन्टरनेट द्वारा वर्चुअल क्लासरूम की सुविधा जिससे हम छात्रों को अच्छी सुविधा प्राप्त करवा सकते हैं।
- ❖ इ-लर्निंग,ऑनलाइन शिक्षा सुविधाए उपलब्ध होने से शिक्षा क्षेत्र में रोचकता आ गयी है।
- ❖ WWW (world wide web) इसके अंतर्गत शिक्षा प्रधान करने की व्यवस्था को बहुत हे सुविधाजनक बनाया गया है।
- ❖ छात्रों को सूचना प्रसारण एक महत्वपूर्ण माध्यम है जिसमें ऑडियो-विडियो] विडियो-कॉन्फ्रेंसिंग, ईमेल आदि सभी सक्षम साधन आते है।

ICT ज्ञान विज्ञान का अद्भुत साधन

मानव को सभ्य और शिक्षित बनाने में शिक्षा की महत्वपूर्ण भूमिका होती है। मानसिक विकास महत्वपूर्ण भूमिका निभाती है साहित्य में कहानियों में] कविताओ में या उपन्यासों में कुछ ऐसे





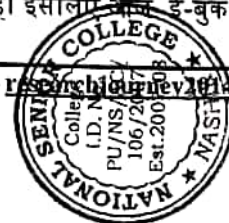
शब्द होते हैं जिसे यदि दृश रूप में दिखाया जाये तो वह सटीक ढंग से उसका बोध संभव होता है जिसे आदर्श] इन्द्रदसरी] देशभक्ति] वीरता] पराक्रम] उदारता] मानवता एवंमानवीय मूल्यों को यदि प्रोजेक्टर द्वारादृश्य रूप में समझाया जाए तो कम समय में उचित ढंग से इन शब्दों की संकल्पना स्पष्ट की जा सकती है। इतिहास की विविध घटनाओं को चित्रित कर समझाया जा सकता है। उदा - टी.वाय.वी.ए के पाठ्यक्रम में दुष्यंत कुमार द्वारालिखित नाटक ' एक कंठ विषपायी ' का समावेश किया गया है। इस नाटक के मुख्य पात्र शिव, देवी सती, दक्ष और अन्य पात्र इन पौराणिक पत्रों के चरित्र दिखाकर या इस नाटक का चित्रीकरण किया हुआ भाग यदि इन्टरनेट द्वारालिया जाए और उसे अध्यापन में प्रयोग किया जाए तो छात्रों को समझाने में सुविधा होगी। पौराणिक पात्र एवं संस्कृति-हिंदी भाषा में लिखा नाटक छात्रों के लिए कठिन हो सकता है लेकिन ICT का प्रयोग कर इसे सरल एवं सुबोध बनाया जा सकता है। छात्रों को पौराणिक पत्रों के माध्यम से आधुनिक संदर्भ की संकल्पना उचित ढंग से स्पष्ट हो सकती है। उसी प्रकार पत्र के प्रारूप,विज्ञापन के विविध उदारण एवं साक्षात्कार के उदारण हम ICT के माध्यम से बहुत उपयुक्त रूप से दिखा सकते हैं जिससे छात्र भी भलीभाँती अवगत होंगे एवं अध्यापक भी विविध रूप से संशोधन कर छात्रों तक जानकारी पहुँचाने में सक्षम होंगे। जिससे संशोधन वृत्ति का विकास होगा।

शिक्षण क्षेत्र में सिनेमा एक प्रभावी माध्यम

जो सम्पूर्ण विश्व में जनसामान्य तक पहुँच सकता है। दूरदर्शन द्वारावह प्रचार-प्रसार का कार्य होता है। पुस्तक पढ़ने में समय लग सकता है लेकिन वही बात मनोरंजन द्वाराभी सीखी जा सकती है इसलिए श्री बाबूलाल दोशी कहते हैं "आज सुधारात्मक दृष्टिकोण अपनाकर फिल्मों का शिक्षा में प्रयोग होना चाहिए. क्योंकि कई कोई भी चीज़ पढ़कर उतनी समझ में नहीं अती जितनी कि देखकर मन में बैठ जाती है। आज आवश्यकता है कि छात्रों को अपने देश की प्राचीन संस्कृति प्राकृतिक स्थलों के दर्शन चलचित्रों द्वाराकराए जायें प्रत्यक्ष नेत्रों द्वारादेखे गए दृश्यों की स्मृति उसके मन में दीर्घ समय तक रहती है।" १

इस प्रकार मनोरंजन के साथ अध्ययन महत्वपूर्ण है। जो सदैव याद रहने में मदद करता है। उपन्यास,नाटक आदि के पृष्ठ संख्या अधिक होनी है या अंक बहुत होते हैं ऐसे समय में मनोरंजन के साथ यदि इसे देखने और समझने का अवसर मिले तो आदर्शवादी]समाजोपयोगी कहानियाँ उचित ढंग से छात्रों तक पहुँचाने में ICT का एक प्रभावी माध्यम है।" इनसाइक्लोपीडिया ऑफ़ कम्युनिकेशन में यह लिखा है कि विचारों और संदेशों के आदान-प्रदान को ही संचर कहा जाता है। साहित्य इस संचार से जुड़कर ही नये मध्यमों की ओर बढ़ गया है। "२ आज का युग हाइटेक का है। कंप्यूटर का प्रयोग क्षेत्र में हो रहा है उद्योग] शिक्षा] कानून] भविष्यवाणी] चुनाव क्षेत्र] सुवास्थ संबंधी सूचनाएँ] यातायात] दूर संचार वयवस्था] पत्रकारिता आदि सभी क्षेत्र में आज जो क्रांति आई है वह ICT की भूमिका अहम मानी जाती है।

साहित्य जगत की हर सूचना आज इन्टरनेट पर उपलब्ध होती है हर लेखक से जुड़ी जानकारी कवि] नाटककार] गज़लकार आदि सभी के जीवन एवं लेखनकार्य से जुड़ी जानकारी से समस्या समाधान ढूँढा जा सकता है। संशोधन वृत्ति में सदैव कार्य करने हेतु यह मध्यम अपनी ओर आकर्षित करता है। अध्ययन-अध्यापन के लिए उपयुक्त जानकारी प्राप्त की जा सकती है। प्रतियोगी परीक्षाओं में ज्ञान- अद यावत ज्ञान प्राप्त करने में भी ICT की सक्षम भूमिका रही है। इसलिए आज ई-बुक के रूप में





हम किताबें पढ़ सकते हैं जब चाहे जहाँ चाहे ज्ञान प्राप्त कर सकते हैं। जब चाहे जहाँ चाहे ज्ञान प्राप्त कर सकते हैं। एक पॉकेट में हम सारी लाइब्रेरी को साथ-साथ ले जा सकते हैं। इन्हें सभी प्रेरणा दायी एवं उपयोगी प्रक्रिया को आज अपनाने की नितांत आवश्यकता है। ICT से जानार्जन के कई द्वार खुल गए हैं। जिससे शिक्षा क्षेत्र में लाभ अधिक है और हानी कम।

संदर्भ सूची :-

१. समकालीन साहित्य बाज़ार और मीडिया- पृष्ठ संख्या -१३५-१३६
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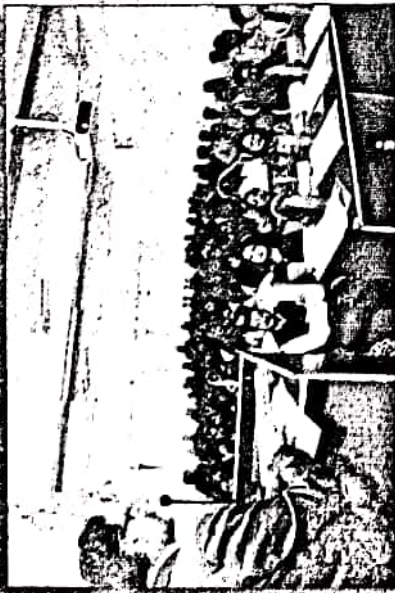
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**One Day State Level Seminar
On
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FROM PRINCIPAL'S DESK



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Dr. Rani Sarode
(Coordinator)

Multi Culturalism In Indian Armed Forces and Its Contribution In National Integration

Dr. J. A. Khan

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Introduction

Indian Armed Forces is a mosaic of multi-cultural, multi ethnic and multi social background. My 15 years with the Indian Air Force fetched me to travel from Kashmir to Kanyakumari and from Maharashtra to Mizoram. Every military station is equipped with the soldiers, sailors and air warriors from different parts of country. Every community in military station under a closed society and under a prevailing military sociology is very much supportive of multi culturalism. In particular, the multi cultural attitude is being strengthened as an organizational requirement to fight against the common enemy. Multi Culturalism implies such disciplined living as military, makes integrated society possible. It elevates moral and intellectual nature of man to understand other society and its culture. It is partially imparted by traditions, customs and law of the society and partially acquired by learning, training and experience. It is the resultant effect of this and of many more factors. It is a long drawn process and is conditioned by environment in which military operates. The interdependence and mutual interests necessitated, the acceptance of a discipline, which caused the formation of the folkways, customs, norms and values etc.- the foundation of primary cultural pattern. Certain salient features of Indian culture are coded as a reference as it has some impact on the Armed Forces.

Characteristics of Indian Culture

The Vedic people, especially, produce the remarkable sociological structure, the Varnashram, Dharma and the Purushartha. These remain the basic foundation of Indian culture. Indian culture is

deeply connected with the sense of oneness-a nation-an integrated nation. In all the fields of our activity, the impact of physical environment has thus been fully recognized. The nation is always been held as a single physical entity, from the Vishnupuran to the Anandmath. Our ancestors recorded Bharatvarsh to be a country and only one country. Within its geographical boundary, all were regarded as the sons of the Bharat. The ancients in their zeal for unification, raised patriotism to the religious heights as are evidence by numerous religious texts. One such common text reads: *Janani Janma bhoomish swargadapi Garriyasi*, which reads as, 'mother and mother country are greater than Heaven. Rishi Aurobindo, too felt the echo of it and defined patriotism as the highest form of religion. Even a clear depiction can be seen from the National Song i.e. 'Vande Mataram', which interalia depicts the worshipping of motherland. The National Anthem i.e. "Jan-Gan-Man... Also depicts the concept of oneness. *Sarejahan se achcha Hindostan hamara, hamara*, by Poet Iqbal depicts clear love to the motherland. We have accepted the country as a spiritual entity above oneself. For an Indian, the country "in his consciousness", is "always and every time" greater than self.

From earliest times to our own day, culture, we have accepted as the tune that brings concord and harmony among all sections of the society. Various outsiders, who found their way into this land, observed this tradition. With the exercise of the common culture, they were not subjected to hostile opposition, thus, integrated into "oneness". The alien rulers, who for their own interest made separate culture the wedge to divide the people,

and a mask to cover their stupidity and barbarity, did not observe the high tradition of "oneness". Over and above, Whole of India bears the impression of certain common movements of thought and life resulting in development of certain common Ideals and Institutions which distinguishes the civilization of India from all other civilizations of the world, and marks it out as a unit in the history of social, religious and intellectual development of Mankind. The effect has been that in spite of political disunion and differences of languages and customs, a uniform Sanskrit stamp was printed upon the literature and thought of all the provinces of the vast country. Thus, Indian culture is broad-based and comprehensive. It is in accordance with our geographical and socio-political conditions. It emphasizes and sustains the fundamentals of our unity and interdependence of our socio-economic, socio-religious and intellectual action.

The beauty of Indian culture is that, it is full with legends of heroes from the earliest days. Starting from the legendary heroes of the *Ramayana* and the *Mahabharatha* of ancient age to the India Armed Forces, they have played a great role in defending the country from invaders, as well as upholding the eternal values of India. From ancient times to this day, our war heroes are the testimony of valour and heroism, which has been a very natural and inherent quality of Indian culture and military tradition, where multi cultures becomes the military culture. It may thus be submitted that Indian military culture has incorporated the need of a strong will of its people and recognize the place and necessity of heroism and courage.

Traditions of Gallantry in Multi Ethnic Group

Tradition is the soul of the army. The traditions of the Indian Army were built up not only in the British regime but also in the course of centuries of warfare. The traditions of gallantry, leadership, discipline and *esprit de corps* are of

inestimable value. The Indian soldiers truly represent the tradition of gallantry. They have a proud record of brilliant achievements. They covered themselves with glory in the fields of Flanders, the deserts of North Africa and Rajasthan, the jungle of Burma, snow of Himalaya, Rann of Kutch and valley of Kashmir. The sturdy little *Gorkhas*, the indomitable *Jats*, the virile *Punjabi's*, the fierce *Sikhs*, the agile *Marathas* and *Mahars*, the valiant *Rajputs*, the intrepid *Dogras*, and the steady *Garhwali's* and *Kumaonis*, *Bihari* and *Madrasis* have earned a name for themselves by their stubborn valour and reckless courage. These valiant soldiers had disdained to surrender and had preferred death to dishonour. They fought to the last man and the last round in the wars of India. They had stuck to their post and died like heroes. Military rituals and ceremonials are derived from traditional customs and usage of service.

Social Background of the Defence Personnel

Independent India pushed back the so-called martial race theory. The new nation felt that defence must be made a truly national endeavour and responsibility should be shouldered by the entire nation, without any racial discrimination. After independence recruitment to the Armed Forces was made on all India basis, and further quota was fixed for all states (province) in proportion to their population. Commissioned Officers come from a lower-middle/middle/upper-middle class stratum of society and are no longer the preserve of well-connected or princely families, but reflect a very good combination of social background giving it secular and national character. Non-Commissioned Officers (*Jawans*) come from the rural and semi urban background. In post-independence, with all the changes in manpower planning, there is a slight incongruity as class-compositions have been a more pronounced feature in the Infantry. Infantry is equipped with fixed and one class Army whereas rests of the Armed Forces are of mixed class. The policy of Infantry recruitment has its genesis in the colonial

British Indian Army. Policy systemized the exaggerated cultural and socio-psychological distinction among the various societies and created a number of battalions (like *JAT, SIKH, RAJPUT, DOGRA, KUMAON, MARATHA AND GORKHA* etc.), which were formed on the basis of caste and specific regions and such formation gave them a separate identity not only within the military but also within the society.

Indians from all regions of all religious denominations and castes are serving with all units. It is here that the Army can claim real national integration. Homogeneity is absolutely essential for the survival of the Infantry. Each regiment for instance has its own war cry, which binds them together (various war crimes are mentioned in the Chapter Morality and Motivation) and have performed miracles in times of war and stress. The majority of the jawans in each unit is from the same region and conscious of their *Izzat*, which is what sustains them. They proudly identify themselves with the religion and mother tongue of their men and are proud of each other. Meddling with the Armed Forces would be at the peril of the forces and the country.

Changing social recruitment pattern

All out looking and modernizing societies faced the problem of finding a suitable way in which the nation can ensure the military security and integrate different social groups. The Armed Forces like other social institution play an important role in bringing the various social groups into the main stream of the nation. After independence, the Armed Forces realized that the social division between the Armed Forces and the Society must be eliminated if true social integration is aimed. In India the recruitment problem was compounded by the fact that the Armed Forces inherited from their colonial past socially skewed recruitment pattern, which still have an impact on the Infantry Units. It is evident that traditional recruiting areas continue to contribute more than their specified quota of recruits to only class-based Army (Infantry Units)

and not to the entire Army, Navy and the Air Force. But, some trends are evident and overall percentage of recruits from traditional recruiting areas seems to have gone down and newer states notably Kerala, Tamil Nadu, and Maharashtra have already become important non-traditional sources of Armed Forces recruitment. This is confirmed by more recent trend, which shows that today there are more aspirants from these states than ever before. Andhra Pradesh, Assam, West Bengal, Bihar, Madhya Pradesh, Chhattisgarh, Jharkhand and Karnataka are on the verge of getting the status of high-response area. So far high-response areas are Uttar Pradesh, Himanchal Pradesh, Haryana, Punjab and Rajasthan. There was a time when 35-40% strength of the Army used to be from Himanchal Pradesh, Haryana, Punjab and Rajasthan. It was the Defence Minister late Babu Jagjivan Ram, who initiated the quota system of each state for the recruitment in the Armed Forces.

Currently about 70% of the Army, 100% of the Navy and Air Force is organized on a mixed class basis from different parts of the country and only 30% of the Army is organized on one class or fixed class composition. Indian Armed Forces operating in a milieu of open, competitive multi-ethnic society has pursued a policy of retaining some traditional forms of organization and recruitment, while, at the same time, facilitating the induction of new classes and promoting an egalitarian institution. Sound broadening, however, has taken place.

Role of Armed Forces in Promoting National Integration

When various societies formed a group and the various groups formed the nation, the term integration appeared as national integration, and it depicts as bringing the desperate parts of the society together into a more integrated intact form and so to make out of many small societies, a closure approximation of one nation.

India is the only country on the world map to have more religions, more regional cultures, and diverse historical traditions, than any other country.

The loyalties of the people are diversified; rivalry towards other groups explodes in the form of disturbances from time to time. The lack of national integration can hamper the economic advancements, political stability and the strength of the country to stand against foreign pressures and influences. Thus, it is necessary for an ambitious India to seek rapid economic development that some solutions to achieve the goal of national integration is found. An integrated India, will emerge when its people possess a common language, culture, religious tolerance, celebrations of historical traditions and socio-political aspirations. Therefore, in a plural society like India where diversity exists in more than one area, some practical solutions have to be instituted to achieve national integration. These practical solutions may be as follows:

Presence of Reference Group (Model)

India needs reference group, which served as model or symbol of unity and solidarity. These groups helped to imbibe amongst its people all possible pre-requisite for national integration, and generate, educate enthusiasm in the rest of the society. In this context, the Armed Forces possibly qualify to be termed as reference group or a model for the rest of the society. Armed Forces are one of the important nationalizing agents, attracting youngsters of different socio-religious background. Induction in the Armed Forces is not from the one-region but from all. In the light of the Armed Forces and Society, where the discussion is affecting on Indian perspectives, the role of the Armed Forces in promoting the national integration has been investigated in this paper/s. The couplet topic has been studied in its different context. These milieu/contextes are as follows:

Structure of Armed Forces

The Indian Armed Forces consists of Officers and Men belonging to all races, regions and religions. The communal and caste minded people have no place in the Armed Forces. Today Indian

Armed Forces do not believe in the theory of *Manu*-an ancient authority on the cast system, who in the *Varna* system, has talked to the *Kshatriyas* (the martial race) to the war and soldiering. Even British applied the theory of martial race in British Indian Army to their success. The martial races who were enjoying the Armed Forces as their fiefdom is eliminated to a great extent and is not seen more than their legitimate strength in the Armed Forces after independence. All communities and societies are considered equally martial. Armed Forces is bringing all the society close to each other and promoting a feeling of national identity. Thus, Armed Forces, as a social-institution is very much congenial and conducive to promote the feeling of integration at national level. *Esprit-de-corps* plays an important part in making friends among Armed Forces personnel without any bias to caste and creed, religion and region. The highest priority is accorded to the aspect of cohesion and social-solidarity. No bias is seen in the Armed Forces, which might have influenced on race, religion or region, as compared to the civil society.

Inter-Armed Dependence

Army, Navy and Air Force are the different elements, which constitute the Armed Forces. The different wing of the Armed Forces is categorized as fighting arms, supporting arms and services. A critical study of the functional set up of all the organs reveals that these organs cannot exist and function successfully without mutual assistance and cooperation. The main punch of the strength of the Armed Forces lies in all the organs working in unison as one team. The interdependence of the various organs of the Armed Forces calls for a high degree of mutual dependence, appreciation of each other's problems and the need for extending fullest cooperation in all the operational activities undertaken to discharge the assigned task. This high level of professional association, cooperation, solidarity and understanding brings forth a sense of integration and group solidarity in their social life as

well, thus, promoting a considerable degree of integration.

Socio-Religious Integration of the Armed Forces

Family, wife and children of the Armed Forces personnel are participating in the social and welfare activities of the Unit, and emotionally involved themselves in the social life of the Unit. Not only the officers and men but their families take active part in the Unit's social activities, and this generate a sense of integration among them, and further indirectly help to become a better citizen.

The religious belief and practices followed by officers and men, value attached by them to this aspect in their day-to-day dealing or association with each other was investigated. It was found that officers and men freely invite each other to socio-religious functions. 93% reported that they were always invited to attend socio-religious functions by their friends of different socio-religious background. Stating reasons for inviting friends belonging to other religions, the respondent from the Armed Forces believed that all religions are one. Further, a vast majority of the respondent about 95%, affirm that the sanctity of the religious function was not affected if friends belonging to other religions attending it.

A living case study was carried out at Artillery Centre, Nashik Road Camp, where places of 'Prayer' of Sikh, Hindu, Christian and Muslims are located in one line. Due and equitable respect and regard is been paid to all the religious places by all. On inquiry, it was revealed that Sikh, Hindu, Christians are attending the 'Khutba' program in Mosque on certain special occasion and sharing the *Sewaiyyan* (a sweet dish) in *Eid*. Muslims, Sikhs and Christians are attending and celebrating the Hindu festivals at 'Temple'. Hindu, Moslems and Christians attend the 'Baisakhi' and the Birthday of Sikh's religious leader in 'Gurudwara'. Accordingly, Sikh, Hindu and Muslims celebrate the Christmas and Good Friday in Church. Thus, it can be seen that the socio-religious elements has rapidly moved towards

modernity and secularism. In Armed Forces, the secularism means, exercising and having faith in their own religion and respecting the other's religion.

Due to frequent switchover from one area to another and with no state boundaries as far as their postings/concern, the Armed Forces colonies/cantonment area possess cosmopolitan characteristics. About matrimonial attitude, 70% indicated that they would have no objection if their children married out of their caste. The degree of modernity is more in Commissioned Officers than in Non-Commissioned Officer, and those who are moderate their children had already gone in for inter-caste or inter-religion marriages. The prescribed pattern of social interaction amongst the Armed Forces lead to an inter-relationship among the diverse elements, bringing them closer to each other and generating a higher degree of socio-religious integration. In turn such integration promotes national integration.

Esprit- De- Corps

The Armed Forces may be considered as one of the important institutions to build up and develop a sense of Esprit-de-Corps. For Armed Forces, the professional training and the pattern of life in the social sector reduce their sectional loyalties resulting to the spirit of Esprit-de-Corps and national interest taking top priority in their minds. Training of the Armed Forces produces self-control, orderliness, obedience and capacity for cooperation for maintenance of required organizational culture in the Armed Forces. The training instills into all Ranks and Files (Officers and Men) a sense of social unity. Military as a profession put great emphasis on discipline and the Esprit-de-Corps, which is evident both in services and in social life.

Further training creates a loyalty; pride and enthusiasm for self- actualization need (the highest need in Maslow-hierarchy needs). The spirit of Esprit de-Corps percolates from the professional environment to the day today social environment

and acts as a binding force among the members of the Armed Forces. In the self-actualization need it in the military organization and generate patriotism and devotion to the national cause. When the war starts, Armed Forces fight for a national cause and for national integrity, this cannot happen if the Armed Forces do not have confidence and the mutual relationship with each other.

Conclusion

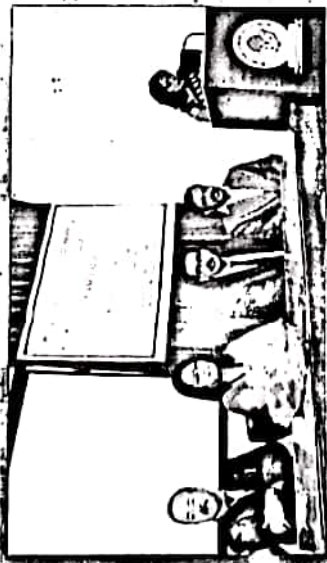
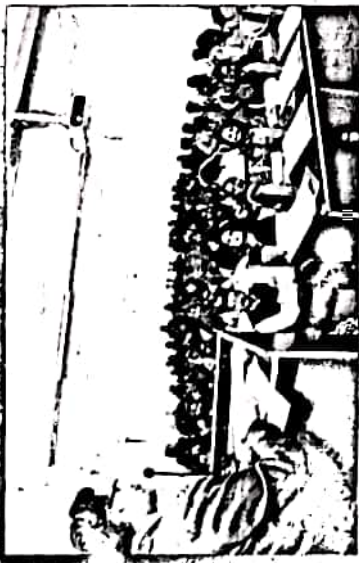
The rigorous military training not only imparts soldierly qualities but also qualities of citizenship and patriotism, thus, grooming them more responsible and devoted citizens. Not only in India but also throughout the world, military community have a reputation for national integration. It is needless to say that Armed Forces represent a similar nationally integrated groups; it's very composition is a testimony to the fact. The induction policy ensures that officers and men from all parts and corners of India are joining the Armed

makes the soldiers, sailors and airmen to take pride

Forces (except few Infantry Units), irrespective of caste and creed.

The formal structure of the Armed Forces by virtue of its organizational culture not only leads to national integration of a high order but also promotes the same feeling amongst its informal organization. A widely tribal person is likely to be cosmopolitan in outlook, military sociology cultivates an appreciation and regards for others. In fact, national integration grows in him as a special religion. Officers and men eschew parochialism. This trait and quality percolates from them to their families and to the others who comes in contact with them. The Armed Forces with its unique organizational behaviour, culture and climate stands as a well-integrated group among all other groups and easily serves as a reference group for the other groups in the society.

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On
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(Special Issue 19th) On Multiculturalism in English Literature

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Dr. Rani Sarode
(Coordinator)

Multiculturalism Ethnic Approach

Dr. Rani S. Sarode

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YEWS National Senior College, Nashik.

Introduction

Multiculturalism is a term with range of meaning in related of sociology, political philosophy and its idiomological and colloquial use. In sociology and every walks of life it's the parallel for "ethnic pluralism", with the two terms often used interchangeably, Ethnic literature is an experience of prejudice, discrimination or racism generational conflicts particularly between immigrant parents and their American-born children or grandchildren, nostalgia for or struggle to recover a lost ethnic identity, pride and celebration of one's heritage versus shame. Generic features of ethnic literature recurrent themes Hybridization mixture of styles and genres mixture of traditions from different cultures Presence of a culture bearer-older character who passes on traditions and wisdom Consciousness of a double audience- insiders from own culture and outsiders from dominant culture multi-lingual incorporation of visions, dreams or other supernatural elements.

Since ancient times, the spiritual land of India has displayed varied types of culture, religion, race, language, and so on. This variety in race, culture, religion, etc. accounts for the existence of different ethnic groups who, although, live within the sanctums of one single nation, profess different social habits and characteristics. Regional territories in India play an important role in differentiating these ethnic groups, with their own social and cultural identities. The religions that are prevalent in the country are Hinduism, Christianity, Islam, Sikhism, Buddhism, and Jainism, with the freedom for citizens to practice any religion they want to. With the governance of 35 different states and union territories in the country, there has

originated a sense of regionalism amongst the various parts, with different states

Ethnic ya multicultural identity is believed to promote group cohesiveness, particularly in communities of immigrants. Sharing ethnic identity within groups or communities provides safety to individuals who might otherwise be shunned within their host country. Over time however ethnic identity is replaced with racial identity. This replacement occurs as each successive generation begins to assimilate with the culture of the host country, which, consequently, goes from being the host country to home. Ethnic literature can no longer be ignored as these reflected the country's rich folk traditions and kept India's diverse languages alive, says acclaimed poet and translator Sitakant Mahapatra who has been honoured for his contribution to give recognition to tribal Santhali literature. The idea of a sovereign state is a myth. The state is surrounded by ethnic cultural identities and has to comprise of indigenous groups, says the 75-year-old former IAS officer known for his two decades of work in bringing tribal Santhali literature into the national consciousness. Literature is also an important aspect in the evolution of tribal people as distinct ethnic groups.

Ethnic literature is an experience of prejudice, discrimination or racism generational conflicts particularly between immigrant parents and their American-born children or grandchildren, nostalgia for or struggle to recover a lost ethnic identity, pride and celebration of one's heritage versus shame. Generic features of ethnic literature recurrent themes Hybridization mixture of styles and genres mixture of traditions from different

cultures Presence of a culture bearer-older character who passes on traditions and wisdom Consciousness of a double audience- insiders from own culture and outsiders from dominant culture multi-lingual incorporation of visions, dreams or other supernatural elements.

Ethnic literature means that literature perspective of a unique background. A person who grew up with a different set of belief from you might experience things differently. Maybe more intensely, less intensely or with a different belief set or experience. So it is a way to connect to the human experience through a different set of lenses. Sometimes, different cultures put a higher or lower weight on different values. So it is like having a telescope and pointing it to a different part of the cosmos and discovering new and interesting things. Ethnic Literature means Literature in which the protagonists or in the case of poetry the speakers are conscious of being members of a group of people sharing a common and distinctive racial, national, religious, linguistic, or cultural heritage.

Theme of ethnic literature experiences of prejudice, discrimination or racism generational conflicts particularly between immigrant parents and their American-born children or grandchildren, nostalgia for or struggle to recover a lost ethnic identity pride in and celebration of one's heritage versus shame and discomfort at being different. The feeling of being caught between two worlds, Conflicts between American values and ethnic values and the conflict and convergence of differing ethnic traditions.

What is the difference between race and ethnicity? Many people tend to think of race and ethnicity as one and the same. Often, the words are used interchangeably. Looking up the definition in a dictionary doesn't usually make it any clearer either. However, these two words do have separate meanings. Understanding their distinct significance is increasingly important, particularly because the diversity in the world is continuing to grow.

Ethnicity of India

With a population of 1,210,193,422 as accounted by the March 1, 2011 population census, India is a colourful canvas portraying a unique assimilation of ethnic groups displaying varied cultures and religions. In fact, this uniqueness in the ethnicity of the country is the factor that makes it different from other nations. Moreover, the vastness of India's nationalism, accounting to a plethora of cultural extravaganza, religions, etc. is the reason that the country is seen more as a seat for a major world civilization than a mere nation-state.

What Is Race?

Stated simply, race is the word used to describe the physical characteristics of a person. These characteristics can include everything from skin color to eye color and facial structure to hair color. This term is physiological in nature and refers to distinct populations within the larger species. Race was once a common scientific field of study. Today, however, most scientists agree that genetic differences among races do not exist.

Ethnicity, on the other hand is the word used to describe the cultural identity of a person. These identities can include language, religion, nationality, ancestry, dress, and customs. The members of a particular ethnicity tend to identify with each other based on these shared cultural traits. This term is considered anthropological in nature because it is based on learned behaviours.

Conclusion:

Multiculturalism is an ethical way the end of either a natural or artificial process and occurs on either a large national scale or a smaller scale within a nation's communities. On a smaller scale this can occur artificially and on large scale it can occur as a result of legal or illegal immigration. Multiculturalism has many positive and negative aspects. It has combination of different ethics.

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Conservative, liberal, left-liberal and critical multiculturalism are the types of its aspects which is the concept of multiculturalism recognizes the ethnic diversity within a society and has enlightened worthwhile contributions to society made by people from distance backgrounds.

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Post-modern Approaches in English Literature**Dr. Rani Somnath Sarode, Asst. Prof.**

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Introduction

The term **Post-modern literature** is used to describe certain characteristics of post World War II literature and a reaction against Enlightenment ideas implicit in literature. Postmodern literature like postmodernism as a whole is hard to define and there is little agreement on the exact characteristics, scope and importance of postmodern literature. But as is often the case with artistic movements, postmodern literature is commonly defined in relation to its precursor. For example a postmodern literary work tends not to conclude with the neatly tied-up ending as is often found in modernist literature but often parodies it. Postmodern authors tend to celebrate chance over craft and further employ met fiction to undermine the writer's authority. Another characteristic of postmodern literature is the questioning of distinctions between high and low culture through the use of pastiche, the combination of subjects and genres not previously deemed fit for literature.

Postmodernist writers often point to early novels and story collections as inspiration for their experiments with narrative and structure: Don Quixote 1001 Nights, The Decameron and Candide among many others. In the English language Laurence Sterne's 1759 novel The Life and Opinions of Tristram Shandy, Gentleman with its heavy emphasis on parody and narrative experimentation is often cited as an early influence on postmodernism. There were many 19th century examples of attacks on Enlightenment concepts, parody and playfulness in literature, including Lord Byron's satire especially Don Juan Thomas Carlyle's Sartor Resartus Alfred Jarry's ribald Ubu parodies and his invention of 'Pataphysics; Lewis Carroll's playful experiments with signification the work of Sidore Ducas, Arthur Rimbaud, Oscar Wilde. Playwrights who worked in the late 19th and early 20th century whose thought and work would serve as an influence on the aesthetic of postmodernism include Swedish dramatist August Strindberg the Italian author Luigi Pirandello and the German playwright and theorist Bertolt Brecht. In the 1910s artists associated with Dadaism celebrated chance, parody, playfulness and challenged the authority of the artist. Tristan Tzara claimed in How to Make a Dadaist Poem that to create a Dadaist poem one had only to put random words in a hat and pull them out one by one. Another way Dadaism influenced postmodern literature was in the development of collage, specifically collages using elements from advertisement or illustrations from popular novel. Artists associated with Surrealism which developed from Dadaism, continued experimentations with chance and parody while celebrating the flow of the subconscious mind. André Breton the founder of Surrealism suggested that automatism and the description of dreams should play a greater role in the creation of literature. He used automatism to create his novel Nadja and used photographs to replace description as a parody of the overly-descriptive novelists he often criticized. Surrealist René Magritte's experiments with signification are used as examples by Jacques Derrida and Michel Foucault. Foucault also uses examples from Jorge Luis Borges an important direct influence on many postmodernist fiction writers. He is occasionally listed as a postmodernist although he started writing in the 1920s. The influence of his experiments with met fiction and magic realism was not fully realized in the Anglo-American world until the postmodern period.

Comparisons with modernist literature

Both modern and postmodern literature represents a break from 19th century realism. In character development both modern and postmodern literature explore subjectivism turning from external reality to examine inner states of consciousness in many cases drawing on modernist examples in the stream of

consciousness styles of Virginia Woolf and James Joyce explorative poems like *The Waste Land* by T. S. Eliot. In addition both modern and postmodern literature explores fragmentariness in narrative and character-construction. *The Waste Land* is often cited as a means of distinguishing modern and postmodern literature. The poem is fragmentary and employs pastiche like much postmodern literature but the speaker in *The Waste Land* says, These fragments I have shored against my ruins. Modernist literature sees fragmentation and extreme subjectivity as an existential crisis, or Freudian internal conflict, a problem that must be solved, and the artist is often cited as the one to solve it. Postmodernists however often demonstrate that this chaos is insurmountable the artist is impotent and the only recourse against collapse is to play within the chaos. Playfulness is present in many modernist works and they may seem very similar to postmodern works but with postmodernism playfulness becomes central and the actual achievement of order and meaning becomes unlikely.

Shift to postmodernism

As with all stylistic eras no definite dates exist for the rise and fall of postmodernism's popularity. 1941 the year in which Irish novelist James Joyce and English novelist Virginia Woolf both died is sometimes used as a rough boundary for postmodernism's start. Irish novelist Flann O'Brien completed *The Third Policeman* in 1939. It was rejected for publication and remained supposedly lost until published posthumously in 1967. A revised version called *The Dalkey Archive* was published before the original in 1964, two years before O'Brien died. Notwithstanding its dilatory appearance the literary theorist Keith Hopper regards *The Third Policeman* as one of the first of that genre they call the postmodern novel.

Some further argue that the beginning of postmodern literature could be marked by significant publications or literary events. For example some mark the beginning of postmodernism with the first publication of John Hawkes' *The Cannibal* in 1949 the first performance of *Waiting for Godot* in 1953 the first publication of Howl in 1956 or of *Naked Lunch* in 1959. For others the beginning is marked by moments in critical theory Jacques Derrida's *Structure, Sign and Play* lecture in 1966. Brian McHale details his main thesis on this shift although many postmodern works have developed out of modernism is characterized by an epistemological dominant while postmodernism works are primarily concerned with questions of ontology.

Post-war developments and transition figures

Though postmodernist literature does not refer to everything written in the postmodern period several post-war developments in literature. These developments are occasionally collectively labeled postmodern more commonly some key figures Samuel Beckett, William S. Burroughs, Jorge Luis Borges Julio Cortázar and Gabriel García Márquez are cited as significant contributors to the postmodern aesthetic.

The work of Jarry the Surrealists Luigi Pirandello and so on also influenced the work of playwrights from the Theatre of the Absurd. The term Theatre of the Absurd was coined by Martin Esslin to describe a tendency in theatre in the 1950s he related it to Albert Camus's concept of the absurd. The plays of the theatre of the Absurd parallel postmodern fiction in many ways. For example *The Bald Soprano* by Eugène Ionesco is essentially a series of clichés taken from a language textbook. One of the most important figures to be categorized as both Absurdist and Postmodern is Samuel Beckett. The work of Samuel Beckett is often seen as marking the shift from modernism to postmodernism in literature. He had close ties with modernism because of his friendship with James Joyce however his work helped shape the development of literature away from modernism. Joyce one of the exemplars of modernism celebrated the possibility of language Beckett had a revelation in 1945 that in order to escape the shadow of Joyce he must focus on the poverty of language and man as a failure. His later work likewise featured characters stuck in inescapable situations attempting impotently to communicate whose only recourse is to play to make the best of what they have. As Hans-Peter Wagner says mostly concerned with what he saw as impossibilities in fiction identity of characters reliable

consciousness the reliability of language itself and the rubrication of literature in genres Beckett's experiments with narrative form and with the disintegration of narration and character in fiction and drama won him the Nobel Prize for Literature in 1969. His works published after 1969 are mostly meta literary attempts that must be read in light of his own theories and previous works and the attempt to deconstruct literary forms and genres. Beckett's last text published during his lifetime, *Stirrings Still* breaks down the barriers between drama, fiction and poetry with texts of the collection being almost entirely composed of echoes and reiterations of his previous work. He was definitely one of the fathers of the postmodern movement in fiction which has continued undermining the ideas of logical coherence in narration formal plot regular time sequence and psychologically explained characters.

The Beat Generation is a name coined by Jack Kerouac for the disaffected youth of America during the materialistic 1950s Kerouac developed ideas of automatism into what he called spontaneous prose to create a maximalist, multi-novel epic called the *Duluoz Legend* in the mold of Marcel Proust's *In Search of Lost Time*. Beat Generation is often used more broadly to refer to several groups of post-war American writers from the Black Mountain poets, the New York School the San Francisco Renaissance and so on. These writers have occasionally also been referred to as the Postmoderns. Though this is now a less common usage of postmodern references to these writers as postmodernists still appear and many writers associated with this group appear often on lists of postmodern writers. One writer associated with the Beat Generation who appears most often on lists of postmodern writers is William S. Burroughs. Burroughs published *Naked Lunch* in Paris in 1959 and in America in 1961 this is considered by some the first truly postmodern novel because it is fragmentary, with no central narrative as it employs pastiche to fold in elements from popular genres such as detective fiction and science fiction it's full of parody paradox and playfulness and according to some accounts friends Kerouac and Allen Ginsberg edited the book guided by chance. He is also noted along with Brion Gysin for the creation of the cut-up technique a technique in which words and phrases are cut from a newspaper or other publication and rearranged to form a new message.

Magic Realism is a technique popular among Latin American writers in which supernatural elements are treated as mundane. Though the technique has its roots in traditional storytelling it was a center piece of the Latin American boom a movement coterminous with postmodernism. Some of the major figures of the Boom and practitioners of Magic Realism are sometimes listed as postmodernists. This labeling however is not without its problems. In Spanish-speaking Latin America modernismo and postmodernismo refer to early 20th-century literary movements that have no direct relationship to modernism and postmodernism in English. Finding it anachronistic Octavio Paz has argued that postmodernism is an imported grand récit that is incompatible with the cultural production of Latin America.

American author and publisher Dave Eggers is one of several contemporary authors who represent the latest movement in post-modern literature which some have deemed post-postmodernism Postmodernism in literature is not an organized movement with leaders or central figures therefore it is more difficult to say if it has ended or when it will end. Arguably postmodernism peaked in the 60s and 70s with the publication of *Catch-22* in 1961, *Lost in the Funhouse* in 1968 *Slaughterhouse-Five* in 1969 *Gravity's Rainbow* in 1973 and many others. Some declared the death of postmodernism in the 80's with a new surge of realism represented and inspired by Raymond Carver. Tom Wolfe in his 1989 article *stalking the Billion-Footed Beast* called for a new emphasis on realism in fiction to replace postmodernism. With this new emphasis on realism in mind, some declared *White Noise* in 1985 or *The Satanic Verses* in 1988 to be the last great novels of the postmodern era.

A new generation of writers such as David Foster Wallace, Giannina Braschi Dave Eggers, Michael Chabon, Zadie Smith, Chuck Palahniuk, Jennifer Egan, Neil Gaiman, Richard Powers, Jonathan Lethem and publications such as McSweeney's, *The Believer*, and the fiction pages of *The New Yorker*, herald either a new chapter of postmodernism or possibly post-postmodernism.

Magic realism

Magic realism may be literary work marked by the use of sharply defined smoothly painted images of figures and objects depicted in a surrealistic manner. The themes and subjects are often imaginary somewhat outlandish and fantastic and with a certain dream-like quality. Some of the characteristic features of this kind of fiction are the mingling and juxtaposition of the realistic and the fantastic or bizarre skillful time shifts convoluted and even labyrinthine narratives and plots miscellaneous use of dreams myths and fairy stories expressionistic and even surrealistic description arcane erudition the element of surprise or abrupt shock the horrific and the inexplicable. It has been applied for instance to the work of Jorge Luis Borges the Argentinian who in 1935 published his *Historia universal* regarded by many as the first work of magic realism. Colombian novelist Gabriel García Márquez is also regarded as a notable exponent of this kind of fiction especially his novel *One Hundred Years of Solitude*. The Cuban Alejo Carpentier is another described as a magic realist. Postmodernists such as Salman Rushdie and Italo Calvino commonly use Magic Realism in their work. A fusion of fabulism with magic realism is apparent in such early 21st century.

Techno culture and hyper reality

Fredric Jameson called postmodernism the cultural logic of late capitalism. Late capitalism implies that society has moved past the industrial age and into the information age. Likewise Jean Baudrillard claimed post modernity was defined by a shift into hyper reality in which simulations have replaced the real. In post modernity people are inundated with information technology has become a central focus in many lives and our understanding of the real is mediated by simulations of the real. Many works of fiction have dealt with this aspect of post modernity with characteristic irony and pastiche. e.g. Don DeLillo's *White Noise* presents characters that are bombarded with a white noise of television product brand names and clichés. The cyberpunk fiction of William Gibson, Neal Stephenson and many others use science fiction techniques to address this postmodern hyper real information bombardment. Steam Punk a subgenre of science fiction popularized in novels and comics by such writers as Alan Moor and James Blaylock demonstrates postmodern pastiche temporal distortion and a focus on techno culture with its mix of futuristic technology and Victorian culture.

Sum up

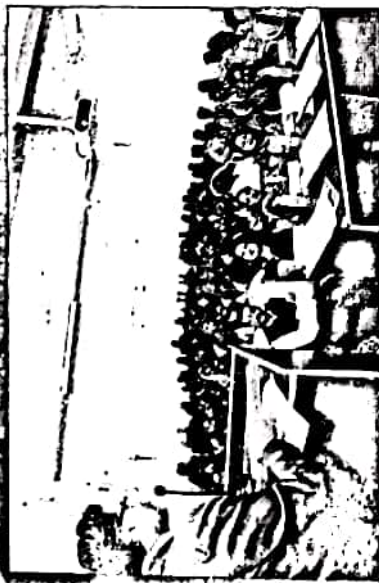
Literary minimalism can be characterized as a focus on a surface description where readers are expected to take an active role in the creation of a story. The characters in minimalist stories and novels tend to be unexceptional. Generally the short stories are "slice of lifestories. Minimalism the opposite of maximalist is a representation of only the most basic and necessary pieces, specific by economy with words. Minimalist authors hesitate to use adjectives, adverbs, or meaningless details. Instead of providing every minute detail the author provides a general context and then allows the reader's imagination to shape the story. Among those categorized as postmodernist literary minimalism is most commonly associated with Samuel Beckett.

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भूमंडलीकरण तथा भाषा का स्वरूप

श्रीमती रेशमा खान

सहायक प्राध्यापक

हिंदी विभाग

वाय.इ.डब्ल्यू.एस.,

नॅशनल सीनियर कॉलेज, नाशिक

भौगोलिक दूरी का समाप्त कर इंटरनेट ने दुनिया को एक कोने से लेकर दूसरे कोने (छोर) तक जोड़ दिया। भूमंडलीकरण (Globalization) उदारीकरण (Liberalization) और निजीकरण (Privatization) के नए आर्थिक परिदृश्य ने सूचना क्रांति की सहायता से पूरे विश्व को एक गाँव में परिवर्तित कर दिया। भूमंडलीकरण ने भारत की आर्थिक, सामाजिक और सांस्कृतिक स्थिति को भी प्रभावित किया। सांस्कृतिक परिवर्तन के साथ-साथ भाषा और साहित्य भी भूमंडलीकरण के प्रभाव से बच नहीं सके। विदेश साहित्य का अनुवाद आज हिंदी भाषा में बढ़ रहा है। लोग अनुवाद को पसंद कर रहे हैं। देश-विदेश की संस्कृति और रचनाओं के विचारों से अवगत होने का अवसर आज पाठकवर्ग को प्राप्त हो रहा है। हिंदी भाषा का स्वरूप अवश्य बदल रहा है। साहित्य भी भाषा, मनोरंजन जगत और विज्ञापन में हिंदी भाषा का प्रयोग बाजारवाद को बढ़ावा देने हेतु ही सीमित है। ऐसा होने से भाषा का मूल रूप लुप्त होने की भी आशंका बनी रहती है। परंतु इसका यह अर्थ भी नहीं निकलता कि भाषा की क्रांति में हिंदी पिछड़ जाए। समृद्ध साहित्य के बल पर भूमंडलीय चुनौतियों का सामना हिंदी सक्षम रूप से कर सकती है। इस विषय में आशावादी दृष्टिकोण का प्रमाण देते हुए महान लेखिका अलका सरावगी कहती हैं, 'यह सच है कि अंग्रेजी का वर्चस्व बढ़ता जा रहा है लेकिन साथ ही भाषा के स्तर पर एक नई शब्दावली का भी गठन हो रहा है जो आज के जीवन यवार्थ को पकड़ने में मददगार हो रही है और इस तरह हिंदी एक समृद्ध भाषा बन रही है।' ¹

पूरे विश्व को जोड़ने में हिंदी महत्वपूर्ण कड़ी साबित हो रही है। आज के युवा रचनाकारों ने भी इस कड़ी में महत्वपूर्ण योगदान देने की आवश्यकता है। विश्व के विचार एवं अनुभवों से अवगत होना और अपने पाठकों को अवगत करने के लिए महत्वपूर्ण सेतु आज का साहित्य है। आज के आभासी युग में (Virtual) भाषा का संबंध विचारों और

अनुभवों द्वारा व्यक्त करना आज के रचनाकारों के लिए अनिवार्य है।

भाषा की परिभाषा

भोलानाथ तिवारी ने भाषा की परिभाषा को इस तरह स्पष्ट किया है "भाषा मानव — उच्चारणावयवों से उच्चरित यादृच्छिक ध्वनि प्रतीकों की वह संरचनात्मक व्यवस्था है, जिसके द्वारा समाज विशेष के लोग आपस में विचार विनिमय करते हैं, लेखक, कवि या वक्ता रूप में अपने अनुभवों एवं भावों आदि को व्यक्त करते हैं तथा अपने वैयक्तिक और सामाजिक, व्यक्तित्व विशिष्टता तथा अस्मिता (Identify) के संबंध में जाने अनजाने जानकारी देते हैं।" ²

भाषा द्वारा मनुष्य अपने विचारों का आदान प्रदान करते हैं। दूसरों के अनुभव और विचारों को अपनी भाषा में समझकर अन्य भाषा में भी अनुदित किया जा सकता है। व्यक्तित्व की विशेषताओं को जानना तथा उसे अभिव्यक्ति प्रदान करने में भाषा सक्षम साधन के रूप में प्रयुक्त की जाती है। भाषा के बिना मनोभावों को व्यक्त करना आसान नहीं होता।

भूमंडलीकरण का परिचय —

भूमंडलीकरण व्यवसाय में एक उभरती हुई प्रवृत्ति है। जो विविध देशों में बनी वस्तुओं को एक स्थान पर ग्राहक तक पहुँचाने में सक्षम है। विविध देश अपनी वस्तुओं को ग्राहक तक पहुँचाने हेतु दूसरे देश में उनकी अपनी मातृभाषा में प्रचार, प्रसार कर उसकी उपयोगिता को बढ़ावा देते हैं। वस्तुओं की माँग बढ़ती है। कई विदेशी कंपनियों द्वारा बनाई गई वस्तुएँ हिंदी या अंग्रेजी भाषा की सहायता से खरीदी जाती हैं। इस प्रकार भूमंडलीकरण की व्यवस्था से भाषा प्रभावित हुई है।

भूमंडलीकरण का रूप नया नहीं है। इसके प्रारंभिक रूप को जानना अनिवार्य होगा। 'लगभग २०० ई पूर्व से १००० ई. तक पारस्परिक क्रिया एवं लंबी दूरी तक व्यापार

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सिल्करूट के माध्यम से हुआ। सिल्क रूट मध्य और दक्षिण पश्चिम एशिया में लगभग ६००० किमी तक फैला हुआ था। तथा चीन को भारत पश्चिमी एशिया और भूमध्य क्षेत्र से जोड़ता था। सिल्करूट के साथ वस्तुओं, लोगों और विचारों ने चीन, भारत और युरोप के बीच हजारों किमी की यात्रा की। १००० ई. से १५०० ई. तक एशिया में लंबी यात्राओं द्वारा लोगों में वैचारिक आदान प्रदान होता रहा।”³

भूमंडलीकरण की प्रक्रिया –

भूमंडलीकरण की प्रक्रिया में देश एक दूसरे पर परस्पर निर्भर हो जाते हैं। और लोगों के बीच की दूरियाँ घट जाती हैं। एक देश अपने विकास हेतु दूसरे देश पर निर्भर होता है। जैसे सूती कपड़ा उद्योग के लिए जापान और भारत देश अन्य देशों में पैदा हुई कपास पर निर्भर करते हैं। अमेरिका का सूचना प्रौद्योगिक उद्योग (Information Technology Industry) भारत एवं अन्य विकासशील देशों पर निर्भर करता है। भूमंडलीकरण में वस्तुओं की पूँजी (किमत) का ही नहीं अपितु लोगों का भी संचकन रहता है।

हिंदी भाषा और व्यवसाय जगत –

हिंदी भाषा के स्वरूप को बदलकर प्रस्तुत किया जाना व्यवसाय जगत के लिए वस्तुओं के खरीददारों को लुभाना हो सकता है। वर्तमान युग में हिंदी मनोरंजन के साधन के साथ-साथ विज्ञापन जगत पर भी राज कर रही इसके निम्नलिखित प्रभाव देखे जा सकते हैं।

भूमंडलीकरण का वर्तमान युग हिंदी भाषा के बाजारीकरण को प्रस्तुत करता है। हिंदी के सामने कई चुनौतियाँ हैं। जैसे वर्तमान समय की प्रतिकूल और बिकट परिस्थितियों से जूझकर अपने अस्तित्व को बनाए रखने की या फिर प्रशासकीय व्यवस्था से अंग्रेजी भाषा को मातृभाषा का ताज पहनाने का निर्णय लेना हो ऐसे में हिंदी भाषा और साहित्य के सामने समस्या उपस्थित हुई है। मनुष्य ने भाषा को अपनी सुविधा अनुसार प्रयोग किया और आज भी कर रहा है। लेकिन भाषा ही मनुष्य की सबसे बड़ी समस्या बन गई है। भारत की मातृभाषा ही एक नहीं है। अलग अलग राज्यों में बड़ा भारत अपनी प्रादेशिक भाषा को ही श्रेष्ठ बनाने में लगा हुआ है। भारत की एक भाषा के लिए कोई आज आगे नहीं आता। अलग अलग राज्यों की भाषा के लिए मोर्चे, आंदोलन अक्सर देखे जा सकते हैं। राष्ट्रभाषा को व्यापक बनाने के प्रयास होने चाहिए। उसके क्षेत्रों और विविध पहलुओं को देखना भी अनिवार्य है।

भारतीय व्यवसाय जगत में विदेशी कंपनियों के बढ़ते जाल ने हिंदी की व्यापकता की दृष्टिसे प्रचार-प्रसार को बढ़ावा

दिया है। भारतीय भाषाओं में अधिकांश गीत, हिंदी पत्र-पत्रिकाएँ, हिंदी टी.वी. चैनल आदि हिंदी भाषा में प्रचार बढ़ रहा है। व्यवसाय जगत ने भी हिंदी को महत्व प्रदान किया है। व्यवसाय जगत में अच्छी सूझ-बूझ रखनेवाली कंपनियाँ इस देश की भाषा, संस्कृति, खान-पान, मानसिकता और उनके उपयोग के अनुसार अपनी वस्तुओं का व्यापार करती हैं। उत्पाद के प्रचार हेतु वे हिंदी भाषा को चुनती हैं।

भूमंडलीकरण ने आज के नवयुवकों के विचारों में भी परिवर्तन लाया है। आभासी (Virtual) जगत में जीनेवाले और अधिक महत्वाकांक्षी युवा वर्ग को अंग्रेजी में अनूदित रचनाओं का आकर्षण अधिक होता है। वे इसे अधिक पसंद कर रहे हैं। टी.वी., इंटरनेट से आज का युवावर्ग अधिक जुड़ा हुआ है। उससे प्रभावित है। इससे हिंदी का भी नए जगत से परिचय हो रहा है। इस नई क्रांति को अपनाने का साहस भी हिंदी साहित्य जगत को सक्षमता प्रदान कर सकेगा। इस विषय में डॉ. यशस्विनी पाण्डेय का मानना है, कि “ किसी भी भाषा या धर्म के प्रचार प्रसार में संचार माध्यमों का विशिष्ट योगदान रहा है। विकास हमेशा पुरातन के मोह त्याग की माँग करता है।

बाजारीकरण (Marketization), वैश्वीकरण (Globalization), उपभोक्तावाद (Consumerism), संस्कृति को हिंदी का शत्रु नहीं मित्र समझना चाहिए।”⁴ भूमंडलीकरण पुराने मूल्यों को त्यागकर नए मूल्यों को प्रस्थापित करने की होड़ में पाश्चात्य संस्कृति के हानिकारक प्रभावों को भी अपने साथ स्थापित कर रहा है। यह भारतीयों की विवशता है कि इसे न चाहते हुए भी स्वीकार किया जा रहा है।

भूमंडलीकरण और सामाजिक परिवेश :-

भूमंडलीकरण के दौर में अंग्रेजी भाषा से व्यक्ति सारे विश्व से तो जुड़ा रहता है लेकिन भारत के शोषित, सर्वहारा वर्ग से व्यक्ति का संपर्क टूट जाता है। वैश्विक बाजार की संकल्पना ही अमीर वर्ग को लेकर की गई है। कृषि प्रधान भारत देश का निर्माण ही जय जवान जय किसान नारे से हुआ है। अन्नदाता ही यहाँ उपेक्षित है। भूमंडलीकरण और व्यवसाय से आजादी के ७० साल बाद भी किसान सक्षम रूप से जुड़ा नहीं है। आर्थिक दृष्टि से संपन्न वर्ग में वह नहीं आता। भारत में बढ़ते विदेशी देशी कंपनियों द्वारा यदि किसान और सर्वहारा वर्ग हेतु नीतियों का अवलम्ब किया जाए तो सही अर्थों में व्यवसाय, भाषा तथा भारतीय नागरिक आधुनिक प्रवाह में शामिल हो सकेंगे। देश का भविष्य उज्ज्वल हो सकेगा। नहीं तो साधनहीन सर्वहारा वर्ग कुंठित

और उग्र रूप धारण करेगा जिससे सामाजिक क्रांति भी उत्पन्न होगी। अस्थिरता बढ़ेगी। जो समाज और देश के हित के लिए अयोग्य साबित होगी।

भूमंडलीकरण की क्रांति और भाषा साहित्य –

भूमंडलीकरण की गति ने साहित्य की भाषा पर गहरा प्रभाव अंकित किया है। करोड़ों वंचितों, दलितों, स्त्रियों के संघर्ष की भाषा होने कारण देश के महान व्यक्तियों ने जन आंदोलन की भाषा के रूप हिंदी भाषा को बढ़ावा दिया। महात्मा गांधी, जवाहरलाल नेहरू, पंडित मदनमोहन मालवीय आदि कई नाम लिए जा सकते हैं। इनके आदर्श आगे स्वराज आंदोलनों में भी देखे जाते हैं। जनता की भाषा अब केवल साहित्य के पन्नों तक सीमित न होकर, केबल, इंटरनेट, मोबाइल, कंप्यूटर, फिल्मों, धारावाहिकों, विज्ञापनों, समाचार पत्रों तथा नए-नए संचार माध्यमों द्वारा फैल रही है। विज्ञापन उपभोक्ता संस्कृति है – इसमें प्रयुक्त हिंदी जनमानस के हृदय में अपना स्थान बना रही है। विमर्श की चेतना उत्पन्न कर पाने में असमर्थ दिखाई भी दे रही है। मुद्रण तकनीक में प्रगति के उपरांत हिंदी भाषा क्रांति बनकर उभरी है।

आज भाषा को मनोरंजक बनाने हेतु अंग्रेजी भाषा प्रयुक्त की जाती है। भाषा सामाजिक-सांस्कृतिक चेतना की अभिव्यक्ति होती है। साहित्य में सर्वहारा वर्ग को विषय बनाकर उनके जीवन की समस्या उजागर की जाती है। सर्वहारा वर्ग की भाषा पूँजीपतियों की हिंदी भाषा से मेल नहीं खाती। सर्वहारा वर्ग की हिंदी भाषा मिट्टी की सुगंध लिए होती है। धनी वर्ग की भाषा में बनावटी मनोरंजकता अधिक होती है। धनी वर्ग इसी भाषा में अपने-आपको व्यक्त करता है। इस वर्ग में किसान, मजदूर, स्त्री या दलित-शोषित नहीं आते। कबीर, प्रेमचंद, नागार्जुन, धूमिल की भाषा आज के नवरचनाकारों की भाषा से भिन्न है। वर्तमान रचनाकार वही लिखे जो पाठक पसंद करेंगे। यहाँ हिंदी साहित्य के महान कवि भारतेन्दु जी की काव्य पंक्तियाँ भाषा के स्वरूप को अधिक स्पष्ट करती हैं—“निज भाषा उन्नति अहै, सब भाषा को मूल बिज निज भाषा ज्ञान के मिटत न हिय को सूल।”⁵ समाजविज्ञान, विज्ञान, तकनीक पर मौलिक लेखन की आवश्यकता है। ऐसे विषय काफी ढूँढ़ने पर ही अल्पमात्रा में मिल पाते हैं। शोध पत्रिका में भी अंग्रेजी भाषा को स्थान दिया जाता है। जिन आदिवासी, दलित, शोषित स्त्रियों पर शोधकार्य किए जाते हैं। वे उनतक ही नहीं पहुँच पाते। हिंदी शोध पत्रिकाओं की संख्या भी पर्याप्त रूप से बढ़नी चाहिए।

लेखकों-नवरचनाकारों को आजके वर्तमान युग की इस अनोखी, मनोरंजक भाषा का प्रयोग करके पिछड़े वर्ग का भी उसमें समावेश करना चाहिए। वंचितों-शोषितों के साहित्य को भी इस आधुनिक प्रवाह में लाने में आवश्यकता है। केंदारनाथ अग्रवाल जी कहते हैं, “अब हिंदी की कविता न रम की प्यासी है, न अलंकारों की इच्छुक है और न संगीत, तुफान, पटावली की भूखी है अब वह चाहती है, किसान की वाणी। मजदूर की वाणी और जन-जन की वाणी।”⁶

हिंदी भाषा को रोमन लिपी में लिखकर इसे आंतरराष्ट्रीय भाषा बनाने की मीडिया कोशिश कर रहा है। कुछ देशी-विदेशी पत्रिकाएँ हिंदी के लिए वरदान साबित हुई हैं – जैसे न्यूजीलैंड की ई-पत्रिका भारतदर्शन हिंदी का प्रसार-प्रचार कर रही है। हिंदी वेब साइट, ब्लॉग की संख्या में वृद्धि हुई है। भूमंडलीकरण की क्रांति ने नवरचनाकार के सामने लेखनकार्य में विविध विषयों के समावेश की चुनौति रखी है। जिसे हिंदी रचनाकार बखूबी निभा भी रहे हैं। कई अनुवाद हो रहे हैं। नई तकनीक का प्रयोग पत्र-पत्रिकाओं में किया जा रहा है। जिससे भविष्य में हिंदी साहित्य भी नए आधुनिक प्रवाह में अपने अस्तित्व और अस्मिता की गरिमा बनाए रखेगा।

निष्कर्ष :-

भूमंडलीकरण की व्यवस्था से समाज, संस्कृति पुरी तरह प्रभावित है। पश्चिमी सभ्यता का चलन प्रतिदिन बढ़ रहा है। बर्थ-डे से लेकर फ्रेंडशिप-डे तक तथा खान-पान के तौर तरीकों में भी अंग्रेजीपन झलक रहा है। बाजार में हिंदी भाषा का स्वरूप लेबल बनकर न रह जाए। इसलिए भाषा के मूल रूप को सहज बनाना भी आज हिंदी कर्मियों के लिए अनिवार्य बनता जा रहा है। भूमंडलीकरण का बाजारवाद से संबंध है और बाजार का इस समाज में रहनेवाले नागरिकों की भाषा से, यह संबंध विकसित होता है। जिसका अटूट नाता है। जिसमें भाषा की समृद्धि का मार्ग ही प्रगतिपथ पर ले जाने में सहायक साबित हो सकेगा। भारतीय समुदायों के संस्कारों में, मूल्यों में परिवर्तन भी इसके द्यो द्योतक है। प्रिंट मीडिया, इलेक्ट्रॉनिक मीडिया में भी हिंदी भाषा का प्रभाव बढ़ता हुआ दिख रहा है। मुद्रण कला का विकास और गूगल द्वारा युनिकोड फॉन्ट उपलब्ध करवाया जाना हिंदी के लिए बहुत बड़ा वरदान साबित हुआ है। आज हिंदी भाषा भारत और चीन के सांस्कृतिक रिश्तों की प्रगाढ़ता बढ़ाने में भी सहायक हो रही है

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। चीन में हिंदी को सम्मानपूर्वक सीखा जा रहा है ।
भूमंडलीकरण और भाषा का संबंध अंतरराष्ट्रीयस्तर की प्रगाढ़ता
प्रदान करता है। यहाँ हिंदी साहित्य के महान कवि भारतेन्दू जी
की काव्य पंक्तियाँ भाषा के स्वरूप को अधिक स्पष्ट करती हैं
। 'निज भाषा उन्नति अ है, सब भाषा को मूल बिन निज
भाषा ज्ञान के मिरत न हिय को सूल'।

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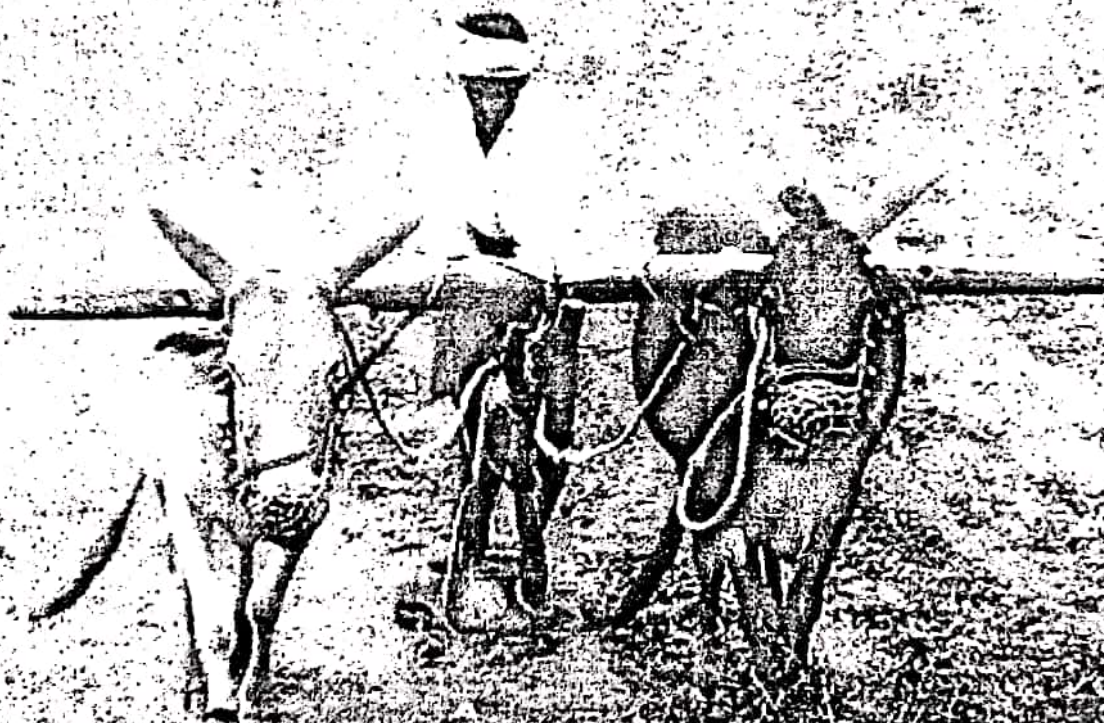
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Alteration of Underground Water Sources & Area under Cultivation In Nashik District of Maharashtra A Geographical Study: 1990-91 To 2010-11

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Abstract:

Irrigation makes very crucial role in the field of agricultural. It is the lifeline for proper growth and getting ample amount of agricultural production. The availability of irrigation facility plays a vital role in economic development and agricultural development of any region. Agriculture is the backbone of our nation. Present paper has a detailed to find out the tehsils wise changes of ground water sources and irrigated areas. Data are taken for research since 1990-91 to 2010-11 for three decades. The study has been conducted help of secondary data. The total area of Nashik district 15,330 Sq. Km. Since past few years we have seen development of irrigation area of underground water in Nashik district. Henceforth, underground water levels have been decreasing. Use of an electronic pumps and wells are also more in quantity. Comparatively, use of diesel pumps are less than tube wells, an electronic pumps, wells and hand pumps. At north region of Nashik district underground water level is decreasing and the quantity of dry wells are increasing. We found those tehsils have more use of electronic pumps if there are more quantity of wells. In mountainous region underground water level is very less on the other hand at the plain area the number of wells underground level is high. In recent decades the use of diesel pumps have been declined cause of unavailability of electricity.

Key Words: Total area, underground water sources, Area under Cultivation,

Introduction:

Agriculture is a primary economic activity of India. Development in agricultural sector shows the economic development of particular area. More than 70 % of the population in India lives in countryside. India early development of irrigation took place in Valley of the Ganga and Indus. The British government had made systematically development in irrigation sector. After independence political stability has stimulated irrigation development which brought green revolution and many attempts were made to tap water for irrigation through major, medium and minor projects or schemes. In the world, there are many issues among them Water issue is one of them. That is extremely important issue in front of the world. Therefore Underground water is one of the important sources of pure water. Due to the selfish nature of human being they do not have proper planning of water utilization without planning. They use huge quantity of water. So past two decades the issue of underground water has been increased continuously. Underground water is one of the sources of pure water. Underground water means naturally percolations of the water into the earth by rivers, canals, streams and percolation tanks. The present paper have been thrown glimpse on various sources of underground water such as wells, Tube Wells, Hand Pump, Electrical Pump and Diesel pump and have been studied the area of under cultivation of study region. Help of the studying factors some conclusion have been come.

Geographical Scenario in Nashik District:

Climate:

The climate of the District is generally dry except during the south-west monsoon season. The year may be divided into four seasons. The cold season from December to February is



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