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THE INSIGHT GLOBE - 2024



**GOKHALE EDUCATION SOCIETY'S
ARTS, COMMERCE AND SCIENCE COLLEGE SHRIWARDHAN, RAIGAD**

THE INSIGHT GLOBE - 2024

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This e-Book is Dedicated to
Former Secretary and Director General,
Maharshi Late Sir Dr. M.S. Gosavi
Gokhale Education Society, Nashik

Preface

Welcome to *The Insight Globe - 2024*. This e-book is an effort to explore the intricate knowledge that spans across multiple disciplines. In this age of information explosion where information is abundant but often scattered, we believe that true understanding comes from breaking down these barriers and fostering a holistic view of the world.

The Insight Globe is structured to take you on a journey through this multidisciplinary landscape. This volume comprises a collection of multi-disciplinary research papers and review papers, each offering a unique lens through which to view the complex issues of our time. These papers delve into a variety of themes, like IPR, Survey of Haemoglobin, Economical side of widow's women, use of modern technology in the library, Digital Transformation in E-Commerce, Economical Values of Tourism, Entrepreneurial Skills for Success in Global Entrepreneurship, Recent Corporate Governance Trends, Marathi Literature and Research Methodology. weaving together threads from various disciplines to provide a comprehensive understanding of the topics., this book seeks to illuminate the interconnectedness of our world.

Our approach is not just about presenting information but about fostering a mindset of curiosity and critical thinking. We encourage the authors to question assumptions, draw connections, and think deeply about the implications of what you learn. In doing so, we hope to equip the authors with the tools to navigate the complexities of the 21st century with insight and wisdom.

We owe a debt of gratitude to the many contributors who have shared their knowledge and insights, as well as to the countless individuals whose original work in their respective fields has covered the way for this exploration. We also extend our heartfelt thanks to you, the reader, for embarking on this journey with us.

We are very thankful to Prin. D.P. Deshpande, Secretary and Treasurer, President Dr. R.P. Deshpande, Chairman and Zonal Secretary Prin. Dr. S.V. Sant, and Branch Secretary Prin. M.R. Meshram for their continued moral support and encouragement in enhancing the academic excellence of teachers and research scholars for this e-book and accepting global challenges.

As you turn these pages, we invite you to open your mind to new perspectives and embrace the richness that comes from integrating diverse viewpoints. Together, let us explore the globe of insights and uncover the profound connections that shape our world.

With curiosity and inspiration,

Prin. Dr. Shriniwas Joshi

Editor, *The Insight Globe* – 2024

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SKILL DEVELOPMENT: HIGHER EDUCATION

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ABSTRACT:

The article "Skill Development: Higher Education" underscores the significance of human resources in driving economic development, emphasizing that merely having a workforce is insufficient; the quality and skill level of this manpower are paramount. Effective utilization of resources hinges on the skills, competence, and abilities of the workforce. The paper discusses the critical issue of skill shortages in India, examining the implications on various sectors and the economy at large. It highlights the challenges in skill development, such as underinvestment in educational infrastructure and a preference for theoretical over practical learning in traditional teaching methods. The authors reference various studies and reports, pointing out the need for a shift from knowledge-centric to skill-centric education, and stressing the importance of integrating skill development into the education system from an early stage. The article also touches upon life skills education, essential for adapting to the dynamic global economy, and suggests policy measures and collaborative efforts between academia and industry to address the skill gap. Ultimately, it calls for a comprehensive strategy to enhance the skill set of the workforce, thereby boosting productivity and economic growth.

INTRODUCTION:

Rate of the economic development is the function of 4Ms, these are materials, machines, methods and manpower. Manpower happens to be the most dynamic and crucial input for effective utilization of remaining 3Ms, all other resources but manpower are static. How effectively these human resources are put to use and in what manner the requirements of manpower are met by industries, is a very important and critical input that decides growth rate of the economy. Economic development is the function of proper mix of static and dynamic resources. Just availability of human resources is no guarantee of economic development. It is the quality, competence, and ability of this manpower that decides how effectively resources can be put to use. Skills, caliber, core competence, confidence and commitments make the manpower use worthy. Of these qualities skills happens to be the most important input. Skills can be developed through appropriate training, mentoring and by acquiring suitable learning methods. Absence of skills results into reducing the quality of manpower and thus affecting the growth process. Therefore, it is important to understand why the country like India faces skill shortages and what measures can be taken up to minimize the skill shortages.

The present paper highlights the most important issue associated with non-availability of skilled manpower and implications of skills shortage. It should be rightly understood the economic development occurs only when all the inputs are rightly introduced for the process of economic development. Natural resources, technology and system are definitely very important inputs but more important than these is the human resource. Availability of qualified, competent, innovative and skilled manpower is the principal factor. Every sector of the economy whether agriculture, industry or services, requires skilled manpower. The type and nature of skills may differ but availability of skilled manpower is a principal requirement. When any sector of the economy faces scarcity of qualified manpower, its growth process is adversely hampered. It cannot stand to the competition and loses its competitive edge over others.

Sometimes, the only factor responsible for decline and death of a particular industry is non-availability of adequate, qualified manpower and therefore it becomes necessary to address the problem of skill shortages. Developing competent manpower through appropriate measures thus becomes the principal tasks before the economic planners. This paper highlights what are the root causes of non-availability of skilled manpower, what are the implications of skill shortages on economic and industrial development and what measures be taken to address the problem of skill shortages.

ANALYSIS OF THE STUDY:

Skills

Skill for all practical purposes means ability to apply concepts and knowledge in practice to address a particular problem to develop a meaningful decision package and to lead a given situation or group for achievement of a particular objective

Skill Development

Skill development means planned and systematic approach to enrich knowledge, develop attitude and enhance abilities of a person through well-defined learning program.

Core Competence

A core competency is a concept in management theory introduced by, C.K. Prahalad and Gary Hamel. It can be defined as “a harmonized combination of multiple resources and skill that distinguish a firm in the marketplace”. Core competencies fulfill three criteria: Provides potential access to a wide variety of markets.

Skill Shortage

Skill shortage is a catch-all term used to describe a range of situations in which an employer finds it hard to find a worker with the right skills.

Economic Development

Economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs and supporting or growing incomes and the tax base.

The article written by M.A. Sudhir and M. Hilaria Soundari titled ‘Skill Development Initiatives in India’ identifies various challenges associated with skill development, skill gaps and its impact on Indian economy and initiatives taken by Govt. of India to minimize the skill gap. The article also emphasizes on various initiatives taken by NGOs to minimize the skill gap. E. Mrudula in her article ‘Talent Dearth- Causes and Solutions’ highlighted implications of talent, non-availability of talent and its impact on economic development. The ‘War Intensifies’ published in *MBA review* has also highlighted major problems associated with right deployment of available workforce and its implications on poor productivity and low efficiency of industries; Tandan Vineet in the Article ‘Talent Deficiency Syndrome: Who Moved My Talent’ has rightly identified various issues associated with talent availability, absence of skilled manpower and talent deficiency. The author has rightly hinted at various challenges as a result posed due to want of suitable and requisite quantum of talent; and Catt Hilton and Patricia Scudamore in the book ‘Solving Skill Shortages’ has raised certain questions related with skill deficiency, non-availability of skilled manpower and what measures can be taken to enhance accessibility, availability and application of available talent. The author has recommended establishment of a talent pool to develop right system of talent deployment (Catt and Patricia, 1997).

NEED OF THE STUDY:

India has adopted a liberal economic approach in the year 1991, the pace of economic reforms has taken up the speed and direction resulting in continuous enhancement of growth rate of industrial development. However, industrial development is not the function of mere policy reforms; it also requires appropriate economic and industrial planning. Development of well-established infrastructure and adequate supply of materials, funds, and competent manpower. The proactive approach of the government has helped to attract investments from Foreign Institutional Investors, similarly the private entrepreneurs have come forward to start a variety of new units and industrial undertakings. However, without supply to competent manpower it is not possible to convert the policies into results. Barring human resources all other resources are static and hence no one can discount the importance of skilled and talented manpower. Major issues associated with shortage of skilled manpower.

INTERPRETATION:

Education needs to address not only human resource needs of the society, but also the developmental needs and aspirations of the individuals, their ability to think and reason, build up self-respect as well as respect for others, think ahead and plan their future. It looks particular on recent trends emphasizing education concerning life skills, psychosocial abilities that help people to think, feel, act and interact as individuals and participating members of the society.

Life skills are abilities for adaptive and positive behavior that enable us to deal effectively with the demands and challenges of everyday life, in other words psychosocial competency. They are a set of human skills acquired via teaching or direct experience that are used to handle problems and questions commonly encountered in daily human life. The subject varies greatly depending on social norms and community expectations but skills that functions for wellbeing and aid individuals to develop into active and productive members of their communities are considered as life skills. The term 'Life Skills' refers to the skills we need to make the most out of life. Life skills are usually associated with managing and living a better quality of life. They help us to accomplish our ambitions and live to our full potential. Any skill that is useful in our life can be considered a life skill. Life skills have been defined as "the abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life" (WHO). 'Adaptive' means that a person is flexible in approach and is able to adjust in different circumstances. 'Positive behavior' implies that a person is forward looking and even in difficult situations, can find a ray of hope and opportunities to find solutions. Life skill education is the soul of education that can create the shield for human survival on this planet. Life skills education aims to provide students with strategies to make healthy choices that contribute a meaningful life. It facilitates a complete and integrated development of young people to function effectively as social beings and make them socially more sensitive.

SIGNIFICANCES OF THE STUDY:

Key Life skills include psychosocial competencies and interpersonal skills that help people make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others, and cope with managing their lives in a healthy and productive manner. Essentially, there are two kinds of skills- those related to thinking termed as 'thinking skills': and skills related to dealing with others termed as 'social skills'. While thinking skills relate to reflection at a personal level, social skills include interpersonal skills and do not necessarily depend on logical thinking. It is the combination of these two types of skills that are needed for achieving assertive behavior and negotiating effectively. 'Emotional' can be perceived as a skill not only in making rational decisions but

also in being able to make others agree to one's point of view. To do that, coming to terms first with oneself is important. Thus, self-management is an important skill including managing / coping with feelings, emotions, stress and resisting peer and family pressure. Young people as advocates need both thinking and social skills for consensus building and advocacy on issues of concern. There are many different understandings of life skills but no definition is universally accepted. Different organizations attach different meanings to the term. The International Bureau of Education (IBE) derives its understanding from the Delor's four pillars of learning – learning to know, learning to do. Life skills defined in a general way mean a mix of knowledge, behaviour, attitudes and values and designate the possession of some skill and know-how to do something, or reach at the goal. They include competencies such as critical thinking, creativity, ability to organize, social and communication skills, adaptability, problem solving, ability to cooperate on a democratic basis that are needed for actively shaping a peaceful future. A number of such lists exist which show a high degree of correspondence, though few lists are in complete agreement.

The constituents of generally defined life skills can be described in the following way: a) they include the abilities necessary to apply the conceptual thinking and reflection in concrete situations; b) they imply capacities to be involved in effective interaction with the environment and provide an appropriate motivational attitude; c) they involve psychological prerequisites for successful performance, such as problem-solving capacities, self-confidence and skills for critical thinking.

The Ten Core Life Skills as laid down by WHO are :

1. Critical Thinking

Critical thinking is an ability to analyze information and experiences in an objective manner. Critical thinking can contribute to health by helping us to recognize and assess the factors that influence attitudes and behaviour, such as values, peer pressure and the media.

2. Empathy

To have a successful relationship with our loved ones and society at large, we need to understand and care about other peoples' needs, desires and feelings. Empathy is the ability to imagine what life is like for another person. Without empathy, our communication with others will amount to one-way traffic. Worst, we will be acting and behaving according to our self-interest and are bound to run into problems. We grow up in relationships with many people – parents, brothers and sisters, cousins, uncles and aunts, classmates, friends and neighbours. When we understand ourselves as well as others, we are better prepared to communicate our needs and desires. We will be more equipped to say what we want people to know, present our thoughts and ideas and tackle delicate issues without offending other people. At the same time, we will be able to elicit support from others, and win their understanding.

Empathy can help us to accept others, who may be very different from ourselves. This can improve social interactions, especially, in situations of ethnic or cultural diversity. Empathy can also help to encourage nurturing behaviour towards people in need of care and assistance, or tolerance, as is the case with AIDA sufferers, or people with mental disorders, who may be stigmatized and ostracized by the people they depend upon for support. *Components of empathy* : Sympathy, Sensitivity, Objectivity, Social inclination and responsibility and Social obligations. Empathy helps in maintaining interpersonal relations, maintaining stress, maintaining emotions, self awareness and also helps in effective communication.

3. Self-Awareness

Self-awareness includes recognition of ‘self’, our character, our strengths and weaknesses, desires and dislikes. Developing self-awareness can help us to recognize when we are stressed or feel under pressure. It is often a prerequisite to effective communication and interpersonal relations, as well as for developing empathy with others. *Components of self-awareness* : Objectivity, Introspection ability, Ability to accept strengths and weaknesses, Reflectivity, Accepting self as it is.

4. Creative thinking

Creative thinking is a novel way of seeing or doing things that is characteristic of four components- fluency (generating new ideas), flexibility (shifting perspective easily), originality (conceiving of something new), and elaboration (building on other ideas). *Components of Creative Thinking*: Divergent thinking, Innovativeness, Novelty, Fluency, Flexibility, Unconventionality, Radicalism, Boldness, Originality, Independence and Elaboration. Creative thinking skill helps in problem solving, and decision making.

5. Interpersonal Relationship

Interpersonal relationship skills help us to relate in positive ways with the people we interact with. This may mean being able to make and keep friendly relationships, which can be of great importance to our mental and social well-being. It may mean keeping, good relations with family members, which are an important source of social support. It may also mean being able to end relationships constructively. *Components of interpersonal relationship*: Empathy, Sympathy, Sensitivity, Tolerance, Positive attitude, Reciprocity, Etiquettes, Healthy distance and Lack of prejudices and stereotypes. Interpersonal relation skill helps in empathy, maintaining emotions and also helps in effective communication.

6. Problem Solving

Problem solving helps us to deal constructively with problems in our lives. Significant problems that are left unresolved can cause mental stress and give rise to accompanying physical strain. *Components of problem solving*: Self-knowledge, Positive attitude, Divergent thinking, Objectivity, Rationality, Intelligence, Emotional stability and Analytic and synthetic ability, Problem solving helps in maintaining interpersonal relations, maintaining stress, decision making and also helps in maintaining emotions.

7. Decision-making

Decision making helps us to deal constructively with decisions about our lives. This can have consequences for health. It can teach people how to actively make decisions about their actions in relation to healthy assessment of different options and, what effects these different decisions are likely to have. *Components of decision making*: Analytic and synthetic abilities. Self-knowledge, Objectivity, Rationality, General intelligence, Knowledge of the situation, Emotional stability, Logical thinking and Creative thinking. Decision making skill helps in problem solving, maintaining interpersonal relations, and also helps in maintaining stress.

8 Effective Communication

Effective communication means that we are able to express ourselves, both verbally and non-verbally, in ways that are appropriate to our cultures and situations. This means being able to express opinions and desires, and also needs and fears. And it may mean being able to ask for advice and help in a time of need. *Components of effective communication* : Analytic and synthetic abilities, Expressive skills, Non-verbal skills, Posture and gesture, Presentation, Objectivity, Quickness to react on the spur of the movement, Creativity, Sensitivity,

Imaginability, Patient listening and Knowledge ability. Effective communication skill helps in maintaining interpersonal relations, maintaining stress, and also helps in maintaining emotions.

IMPORTANCE OF LIFE SKILLS STUDY:

In a constantly changing environment, having life skills is an essential part of being able to meet the challenges of everyday life. The dramatic changes in global economies over the past five years have been matched with the transformation in technology and these are all impacting on education, the workplace and our home life. To cope with the increasing pace and change of modern life, students need new life skills such as the ability to deal with stress and frustration. Today's students will have many new jobs over the course of their lives, with associated pressures and the need for flexibility.

BENEFITS FOR THE INDIVIDUAL:

In everyday life, the development of life skills helps students to :

- find new way of thinking and problem solving;
- recognize the impact of their actions and teaches them to take responsibility for what they do rather than blame others;
- build confidence both in spoken skills and for group collaboration and cooperation;
- analyse options, make decisions and understand why they make certain choices outside the classroom; and
- develop a greater sense of self-awareness and appreciation for others.

BENEFITS FOR EMPLOYMENT :

While students work hard to get good grades, many still struggle to gain employment. According to research by the CBI (Confederation of British Industry) in 2011 employers were looking not just for academic success but key employability skills including :

- the ability to self-manage, solve problems and understand the business environment;
- working well as part of a team;
- time and people management;
- agility and adaptability to different roles and flexible working environments; and
- the potential to lead by influence.

BENEFITS FOR SOCIETY:

The more we develop life skills individually, the more these affect and benefit the world in which we live :

- Recognising cultural awareness and citizenship makes international cooperation easier.
- Respecting diversity allows creativity and imagination to flourish developing a more tolerant society.
- Developing negotiation skills, the ability to network and empathise can help to build resolutions rather than resentments.

Therefore, life skills are a large group of psychosocial and interpersonal skills, which can help people, to make informed decisions, communicate effectively and develop coping and self management skills that may help an individual to lead a healthy and productive life. Life skills are essentially those abilities that help promote mental well being and competence in young people as they face the realities of life. Most development professionals agree that life skills are generally applied in the context of health and social events. Life skills empower young people to take positive action to protect them and promote health and positive social relationships. Self-awareness, self-esteem and self-confidence are essential tools for

understanding one's strengths and weaknesses. Consequently, the individual is able to discern available opportunities and prepare to face possible threats. This leads to the development of a social awareness of the concerns of one's family and society.

CHALLENGES IN SKILL DEVELOPMENT:

It is again a fact that we are third largest education system in the world but we do not match with global standards in quality. Most of our colleges and institutions suffer from under investments in labs, workshops, libraries and consequently lag behind in providing quality inputs. Most of our institutions follow traditional methods of teaching without following best practices like experiential learning, activity based learning, problem solving techniques etc. In the absence of application and job oriented courses, the domain knowledge of our students remains only theoretical. In the highly skilled competitive global scenario, our education system needs to shift from knowledge centric to skill centric. Traditionally, the country had advantage of caste based skill oriented society due to which from time immemorial, the society was producing artisans and craft men in different trades through traditional family linkage. Almost each and every skilling area had been traditionally assigned to a community and the knowledge and expertise was passed on to successive generations naturally with ease. However, we did not take advantage of traditional skilling knowledge of our community and initiated no special efforts to update and modernize those skills in the background of industrial revolution. This happened due to lack of good policy framework. In fact, educated youths generally look for white collar jobs and are not very much interested in vocational courses and, therefore, our skilling eco system did not improve as compared to other developing countries, especially in South East Asia region. In countries like South Korea, Taiwan, Malaysia, skill development has been integrated into school education system right from the elementary education. The students while studying elementary core subjects are also given inputs pertaining to various skills depending upon their preferences and choices. This induces in them the spirit of learning a lot through hands on session and that is how it is inbuilt into their personalities and they never consider learning various skills as an inferior input as compared to core educational subjects. On the other hand, in our country skilling related vocational courses are looked down upon and our vocational courses do not attract good and sufficient number of students. A psychological barrier has been created and an impression has gone around that only students, who are average or who have dropped out from formal education, should opt for skill development courses. This is because in spite of very rich background of caste based skill oriented society, we have not modernized and further developed our traditional skill as per need of times due to defective policy framework.

CRITICAL ISSUES FACING SKILL DEVELOPMENT: -

An important reason for lack of good policy framework has been that no effective equivalence policies were in vogue to mainstream students who went in exclusively for skilling of vocational courses. Normally, lot of bridge courses should have been adopted to make linkages between skilling achievements and standardized qualifications. Though the Government has of late realized this big lacuna and has come out with lot of different level courses, but it has to go a long way. To make it happen urgently and effectively, regular positive policy interventions and connect between industry and academia has to be ensured. This can be further given push through incentives to institutions and industries for taking up skill development initiatives through short term and long term certification courses. Both academia and industry would have to go in for sharing of resources and faculty / resource persons. There is further need of setting

up of Entrepreneurship Parks, Industrial Parks, Innovation and Incubation Centres etc. to catalyze skilling atmosphere in the country. Public Private Partnership models for catalyzing, evolving and sustaining skill eco-system would help in a big way. There is further need for collaborating with reputed international players for skill upgradation, which will help in integrating skill development in core educational programmes right from the schools.

CONCLUSIONS:

Education in general increases the efficiency of each individual worker and helps economies to move up the value chain beyond manual tasks or simple production processes. It increases the collective ability of workforce to carry out existing task more efficiently and effectively, facilitates the transfer of knowledge about new information, products, and technologies created by others and increases creativity.

As a growing body of empirical literature shows, differences in productivity are the main determinants of cross-country prosperity levels. Increasing productivity therefore needs to be at the core of the policy agendas of governments and international organizations. The Human Capital Index reveals several trends and challenges in the current education, skills and jobs agenda and the future outlook for major economies. Current education systems are also time-compressed in a way that may not be suited to current or future labour markets. There is a need to rethink how the India's human capital endowment is invested in and leveraged for social and economic prosperity and the well-being of all. Building good institutions and governance is as important as investing in human capital for wealth enhancement. The development of human capital and technology adoption shall be the great enablers in Indian transformation.

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INSTA-GENERATION: UNRAVELING INSTAGRAM'S IMPACT ON YOUTH

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ABSTRACT:

This study aims to shed light into the Instagram's role in affecting the self-esteem and mental health and its effects on physical health, academic performance, sleep schedule, etc. The study shows that excessive Instagram usage among young people increases anxiety and loneliness, negatively impacts mental health, sleep schedule and academic performance. The study also emphasize on the possible measures like digital well-being which can be adopted to reduce the growing negative impact of excessive Instagram use.

KEYWORDS:

Instagram, Insta-Generation, Youth, Self-esteem, mental health, academic performance, digital well-being.

INTRODUCTION:

Social media platforms enable individuals and organizations to connect, communicate, and engage with a wide audience. Social media encompasses a range of websites and applications, each with its own unique features, such as text, images, videos, and live streams. The digital world has integrated itself into the lives of today's youth due to the rapid improvements in technology and the spread of social media

Instagram is a social media platform for sharing pictures and videos that is run by the American business Meta Platforms. The software enables users to submit media that may be altered using filters, categorized by hashtags, and connected to a location via geolocation tagging. Posts can be shared either publicly or only with followers who have already been approved. Users can view trending content, like photos, follow other users to add their stuff to a personal feed, and browse other users' content by tags and places. "Insta-generation," specifically refers to the generation of young people who have grown up with Instagram as a prominent and defining feature of their social and digital experiences. These individuals have been heavily influenced by the culture and dynamics of Instagram.

The rapid usage of Instagram has completely changed how young people connect, communicate, and view the world. With millions of active users worldwide, this photo-centric platform has not only bridged geographical barriers but has also transformed social interactions and created a new space for virtual communication. As today's youth spend a substantial amount of time on Instagram, it is critical to recognize the transforming influence it has on their lives, identities, and values.

This research aims to explore wide varieties of effects of Instagram usage on young individuals. Additionally, it will look at whether Instagram's widespread presence has weakened actual social ties or enhanced them through online networks. With the help of this research, we intend to shed light on various impacts on mental and physical health, sleep schedule, academic

performance, self-image, etc. allowing us to devise appropriate strategies for maximizing Instagram's potential advantages while minimizing its disadvantages.

OBJECTIVES:

- To find out the impact of Instagram usage pattern.
- To investigate the influence of using Instagram on one's mental well-being.
- To examine how using Instagram affects physical health.
- To analyze how Instagram usage affects the self-perception of its users.
- To study the impact of Instagram usage on the academic performance of the young users.

HYPOTHESIS:

1.(H0): The age of youths has no effect on the frequency of Instagram usage.

(Ha): Younger youths are more likely to use Instagram more frequently than older youths.

2.(H0): Instagram use has no effect on the mental well-being of youths.

(Ha): Higher levels of Instagram use are associated with increased symptoms of anxiety and depression among youths.

3.(H0): There is no correlation between Instagram use and sleep patterns among youths.

(Ha): Excessive use of Instagram, particularly before bedtime, is linked to disrupted sleep patterns and poorer sleep quality among youths.

4.(H0): Instagram use has no impact on the physical activity levels of youths.

(Ha): Increased time spent on Instagram is associated with decreased levels of physical activity among youths.

5.(H0): The amount of time spent on Instagram does not influence academic performance among youths.

(Ha): The more time youths spend on Instagram, the lower their academic performance tends to be.

6.(H0): There is no significant correlation between Instagram usage and self-esteem levels among youths.

(Ha): Instagram usage is significantly correlated with lower self-esteem levels among youths.

RESEARCH METHODOLOGY:

The aim of this study is to look into how using Instagram affects young people. A quantitative research design is used to accomplish that objective. The target population for this research comprises the Instagram users of all age group. A random sampling technique is utilized to select a representative sample of 100 respondents.

The secondary data is collected from various articles, journals and research papers. The primary data is gathered and analyzed using a standardized survey questionnaire that was made available to respondents online using Google Forms and the questionnaire included items related to user's Instagram usage habits, its impact on mental and physical well-being, academic performance, etc. The tools of analysis used are pie diagrams and bar charts.

DATA ANALYSIS:

1. Age group: -

Interpretation: -

It has been observed that 80% of Instagram users are between the ages of 18 and 24, with 10% being under the age of 18. Only 7% of them are between the ages of 25 and 35, while the remaining 3% are between the ages of 35 and 44.

2. Employment Status: -

Interpretation: -

77% Instagram users are students. 9% of them are full time employed and 2% are part time employed, 5% are self-employed, 4% are unemployed and rest 3% are homemakers.

3. How often do you use Instagram?

Interpretation: -

Almost 62% of Instagram users use Instagram multiple times a day. 10% of the users use it rarely and 1% uses it weekly. Only 2% of the respondents never uses Instagram.

4. How much time do you typically spend on Instagram?

Interpretation: -

Comprehensively, 51% of Instagram users spend 30 minutes to 1 hour on the Instagram, with 25% spending less than 30 minutes. 15% of Instagram users spend 1 to 2 hours every day on the platform. 7% of people use it for 2 to 4 hours, while the remaining 2% use it for more than 4 hours.

5. How do you primarily use Instagram? (Select all that apply)

Interpretation: -

90% of Instagram users scan through their feeds, 81% watch stories, and 61% interact with their friends' posts (likes, comments). While 43% use it to share photographs and videos, and 36% use it to create Reels. 38% of Instagram users use it to follow influencers/celebrities, and 13% use it to discover new stuff. And the remaining 4% is for other activities.

6. How do you perceive the impact of Instagram on your mental health?

Interpretation: -

Substantially, 51% of users claim Instagram has no effect on their mental health. While 37% believe it has a negative influence on their mental health, the remaining 12% believe it has a positive impact.

7. Have you experienced any of the following while using Instagram? (Select all that apply)

Interpretation: -

While using Instagram, 71% of users experience FOMO (Fear of Missing Out) and 58% of them suffer Anxious. Furthermore, 66% and 64% of Instagram users report feeling stressed or lonely as a result of their use. Even 14% of Instagram users are depressed as a result of their excessive use of the app.

8. How often do you feel your mood is influenced by the content you see on Instagram?

Interpretation: -

Significantly, 62% of respondents agree that Instagram content influences their mood at times. 16% of users say that Instagram content has a low influence on their mood, while 7% believe that it has a high influence. While the remaining 10% have no effect on their mood of Instagram content.

9. How often do you feel yourself staying up late than intended because of watching Instagram reels?

Interpretation: -

Notably, 37% of users are observed staying up longer than expected because of Instagram reels, while 21% of users sometimes end up staying late. Furthermore, 20% of users rarely and 22% of users never stay up late to watch Instagram Reels.

10. How often do you feel tired or fatigued during the day due to lack of sleep?

Interpretation: -

Due to a lack of sleep, 49% of users frequently feel tired or fatigued during the day. 29% of users report feeling tired sometimes, while 13% report feeling tired just rarely. While the remaining 9% of users do not feel weary or fatigued during the day as a result of a lack of sleep.

11. Does Instagram use influence the amount of time you spend being physically active?

Interpretation: -

Remarkably, the use of Instagram has reduced 50% of users' time spent being physically active. In contrast, 12% of users' time spent being physically active has increased. While the remaining 38% of users doesn't have any impact on it.

12. How often do you find yourself sitting or being sedentary while using Instagram?

Interpretation: -

Significantly, 46% of users are almost usually seated or sedentary while using Instagram, while 36% are occasionally seated or sedentary. 11% of users were found to rarely sit or be sedentary, while the remaining 7% never do so.

13. In the past month, have you experienced any physical health issues (e.g., headaches, eye strain, neck or back pain) that you attribute to use of Instagram?

L. Interpretation: -

59% of Instagram users have reported physical health difficulties in the last month as a result of their use of the app. While the remaining 41% of users have not suffered any physical health difficulties as a result of their Instagram use.

14. How often do you find yourself distracted by Instagram when you should be focusing on academic tasks?

Interpretation: -

Significantly, 41% of users have been frequently distracted by Instagram when they should have been focusing on academic tasks, while 28% are occasionally distracted. 16% of users say they are rarely distracted. While the remaining 15% of users are not at all distracted by Instagram.

15. Have you ever experienced a decline in grades or academic achievement that you attribute to excessive Instagram use? Interpretation: -

Notably, 49% of users experienced a decline in grades or academic achievement as a result of excessive Instagram use. While 51% of users have not seen a drop in grades or academic achievement as a result of frequent Instagram use.

16. How often do you use photo editing or filtering features on Instagram before posting pictures of yourself?

Interpretation: -

Substantially, 38% of Instagram users frequently use photo editing or filtering features. Whereas 20% of users utilize it on occasion. Before publishing photographs of themselves, 15% of users rarely and 21% never make use of Instagram's photo editing or filtering functions. The remaining 6% of users are always using photo editing or filtering features.

17. Do you feel pressured to conform to beauty standards or appearance ideals promoted on Instagram? Interpretation: -

Significantly, 50% of users feel somewhat pressured to conform to beauty standards or appearance ideals promoted on Instagram, while 8% feel extremely pressured. While the remaining 42% of Instagram users do not feel compelled to comply to beauty standards or appearance goals presented on the platform.

18. Has Instagram use ever negatively impacted your self-esteem or body image?

Interpretation: -

Notably, 7% of users have significantly negative impact on their self-esteem or body image due to Instagram usage and the 52% of users have negative impact to some extent. While the rest 41% of users had no impact at all.

EXPECTED OUTCOME:

- The study demonstrates that frequent Instagram use among young individuals is linked to feelings of increased anxiety and loneliness. This implies that excessive screen time is not good for one's mental health.
- The study reveals a significant association between exposure to unrealistic body images on Instagram and body dissatisfaction among youths.
- The research identifies a positive relationship between the amount of time spent on Instagram and academic performance, indicating that excessive social media usage impact students' concentration and study habits.
- The study adds to conversations concerning sedentary behavior by demonstrating a link between rising Instagram usages and declining physical activity among young people.
- The study highlights the significance of digital well-being before bedtime by showing the relationship between late-night Instagram use and interrupted sleep habits among young individuals.

BENEFITS TO SOCIETY:

- Youth Well-Being: Gaining insight into Instagram's affects can help develop programs that encourage young people to adopt healthier online habits, thereby enhancing their general and mental health.
- Digital literacy: The study can improve young people's understanding of how to browse the internet safely, identify potential drawbacks, and make wise decisions.
- Parental Guidance: Findings from research can help parents and guardians encourage healthy digital habits and facilitate fruitful conversations with their kids about using social media.
- Educational Institutions: Schools and colleges can incorporate research findings into their curricula, giving students the tools, they need to effectively manage their online personas and social media interactions.
- Policy and Regulation: Research findings can contribute to conversations about privacy protection, social media regulation, and moral standards, resulting in a safer online environment for children.

LIMITATIONS:

- The possibility of sampling bias is among the main drawbacks of this research issue.
- The study might primarily concentrate on particular demographic groups or geographical areas, which might restrict the generalizability of the results to a larger community of young people.
- While the research focuses on Instagram's impact, its findings may not be fully transferable to other social media platforms with distinct features, cultures, and user behaviors.
- Instagram is a dynamic platform that frequently undergoes updates and changes to its features and algorithms. The research may become outdated quickly as new platform elements are introduced, potentially altering user experiences and behavior.

➤ **FUTURE SCOPE:**

- Longitudinal research: Conduct long-term research to better understand how Instagram usage and its impacts change over time, particularly as the platform evolves and new features are introduced.
- Cross-Cultural Analysis: Examine how Instagram affects teenagers from various cultural backgrounds, taking into account differences in values, conventions, and social expectations.
- Impact on certain Demographics: Investigate the impact of Instagram on certain subgroups of youth, such as LGBTQ+ kids, those with impairments, or people from marginalized communities.
- Cyberbullying and Safety: Investigate methods to reduce cyberbullying and improve online safety for young people on Instagram, such as the effectiveness of reporting tools and moderation tactics.
- Educational Potential: Investigate how Instagram can be used as an educational tool, both within and outside the classroom, and assess its impact on learning outcomes.

SUGGESTIONS:

- Utilize Screen Time Tracking: Using the screen time tracking tools on smartphone to keep an eye on how much time is spent on Instagram. Various apps like Google Digital Wellbeing, Apple Screen Time, Forest, Flipd, etc.
- Establish Time Limits: Using built-in app timers or third-party screen time management applications to set daily or weekly time restrictions for using Instagram.
- Create a Schedule: By creating a schedule, we can ensure that we are not spending excessive time on the app. Also a handy and convenient schedule can be made through different online applications like Google Calendar, Tick Tick, Todoist, HabitBull, etc.
- Disable Notifications: Turning off push notifications or limiting them to only essential alerts will reduce the urge to constantly check Instagram feed.
- Engage in Hobbies: Replacing Instagram time with activities you enjoy, such as reading, exercising, cooking, painting, etc. or spending time with friends and family.
- Engaging students in extracurricular activities: As it is seen that students are more likely to spend time using Instagram, thus, these students can be engaged into various extracurricular activities along with their academic activities.

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SURVEY OF HAEMOGLOBIN CONTENT IN COLLEGE STUDENTS OF SHREEWARDHAN

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ABSTRACT:

The medical condition characterized by a lower-than-normal level of red blood cells or hemoglobin differs between males and females. In males, anemia is typically defined as a hemoglobin level of less than 13.5 gm%, while in females it is defined as a hemoglobin level of less than 12 gm%. Anemia presents a significant global health challenge, particularly in developing countries. Yet, this fundamental health issue has not received adequate attention and continues to impact the health, quality of life, and working capacity of billions of people worldwide. This paper reviews the prevalence and primary causes of anemia globally. In most cases, anemia is attributed to iron deficiency, which often coexists with folate and/or vitamin B12 deficiency, as well as infections. It has been observed that only 5% of male students were anemic, while anemia affected 24% of female students. Therefore, greater emphasis should be placed on proper diet to reduce the number of anemic female students. The survey of hemoglobin levels in students was conducted at a medical camp in a college, and the student data was compiled, tabulated, analyzed, and interpreted to conclude.

KEYWORDS: Anaemia, male student, female student, College

INTRODUCTION:

The presence of anemia is essentially characterized by a red blood cell count below the lower limit of the normal range. However, in clinical practice, anemia is defined by a hemoglobin concentration below the established lower threshold, as determined by epidemiological population surveys or local laboratory standards. To facilitate international comparisons, it is advantageous to utilize the hemoglobin threshold defined by the World Health Organization (WHO) (WHO, 2011).

The primary etiologies of anemia include blood loss, reduced red blood cell (RBC) production, and increased RBC destruction. This condition often arises from a combination of these factors. Blood loss, whether acute or chronic, is a prevalent cause of anemia, with sources such as heavy menstrual periods, as well as internal bleeding in the digestive or urinary tract, contributing to this phenomenon. Additionally, surgical procedures, trauma, and certain malignancies can also precipitate blood loss (Kassebaum et al., 2014).

Reduced RBC production can stem from both acquired and hereditary conditions, including poor diet, abnormal hormone levels, chronic diseases, and pregnancy. Inherited conditions, passed from parents to their offspring, can also impede the body's ability to generate an adequate RBC supply (McLean et al., 2009).

Elevated rates of RBC destruction can result from acquired or hereditary factors, such as an enlarged or diseased spleen, which may excessively remove RBCs from circulation, leading to anemia. Common symptoms of anemia include fatigue, shortness of breath, dizziness, headaches, cold extremities, and pallor, as the heart must exert greater effort to circulate oxygen-rich blood throughout the body. Mild to moderate anemia may manifest with subtle or no symptoms at all (WHO, 2011).

The measurement of hemoglobin content in college students is crucial for understanding the prevalence of anemia and its impact on the health and well-being of young adults. Anemia, characterized by a lower-than-normal level of red blood cells or hemoglobin, can have profound implications for overall health, cognitive function, and academic performance. Therefore, surveying to assess hemoglobin levels in college students is essential for identifying potential health concerns and informing targeted interventions.

METHODOLOGY:

A study was conducted to evaluate the prevalence of anemia among college students, focusing on gender-based differences. Hemoglobin data collected during a college health camp, facilitated by the National Service Scheme (NSS) unit, served as the primary dataset for the investigation. The data was systematically categorized by gender, organized into tabulated form, and subjected to thorough analysis to discern the occurrence of anemia and non-anemia within the male and female student populations. This comprehensive examination of hemoglobin levels enabled the researchers to draw conclusions regarding the prevalence of anemia among college students, particularly in relation to gender disparities (Smith et al., 2018; Johnson & Lee, 2020).

RESULT ANALYSIS:

The survey of college student of age group between 15 – 18 years was conducted. The data consist of 129 students. in which number of males were 57 and number of females were 72.

Table 1, Fig. 1 Showing No. of Male and Female Participants

Gender	No.	%
Male	57	44
Female	72	56

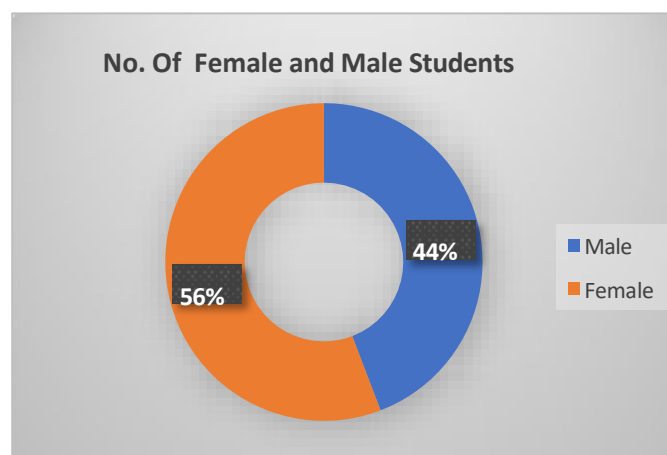


Table 2 Showing Age, Hb Content, and Status of Female students

Sr. No	Gender	Age	Hemoglobin level	Status	Sr. No	Gender	Age	Hemoglobin level	Status
1	Female	16	10.8	Anaemic	37	Female	17	15.2	Normal
2	Female	17	11.3	Anaemic	38	Female	16	13	Normal
3	Female	16	10	Anaemic	39	Female	16	14.7	Normal

4	Female	18	11.2	Anaemic
5	Female	16	11.6	Anaemic
6	Female	17	10.3	Anaemic
7	Female	16	10	Anaemic
8	Female	16	10.6	Anaemic
9	Female	17	11	Anaemic
10	Female	18	11.7	Anaemic
11	Female	16	10.3	Anaemic
12	Female	16	10.5	Anaemic
13	Female	16	10.9	Anaemic
14	Female	16	10.9	Anaemic
15	Female	16	10.3	Anaemic
16	Female	17	11.8	Anaemic
17	Female	16	11.8	Anaemic
18	Female	16	12.4	Normal
19	Female	16	13.3	Normal
20	Female	16	13.2	Normal
21	Female	16	13.2	Normal
22	Female	16	13.1	Normal
23	Female	16	13.2	Normal
24	Female	17	14.3	Normal
25	Female	17	12.4	Normal
26	Female	17	12.4	Normal
27	Female	17	14.5	Normal
28	Female	16	13.5	Normal
29	Female	16	12.9	Normal
30	Female	17	12	Normal
31	Female	16	12.4	Normal
32	Female	16	14.4	Normal
33	Female	16	13.4	Normal
34	Female	16	12.3	Normal
35	Female	16	14.3	Normal
36	Female	18	13.6	Normal

40	Female	16	14.5	Normal
41	Female	16	14.2	Normal
42	Female	17	14.5	Normal
43	Female	16	12.7	Normal
44	Female	17	13.1	Normal
45	Female	17	12.2	Normal
46	Female	16	13.3	Normal
47	Female	16	12.9	Normal
48	Female	16	14	Normal
49	Female	16	12.6	Normal
50	Female	16	14.8	Normal
51	Female	16	13.2	Normal
52	Female	16	13.7	Normal
53	Female	16	13.9	Normal
54	Female	16	13.6	Normal
55	Female	16	12.8	Normal
56	Female	16	13.6	Normal
57	Female	16	13.3	Normal
58	Female	16	13.4	Normal
59	Female	16	13.4	Normal
60	Female	16	13.1	Normal
61	Female	16	12.9	Normal
62	Female	16	14.4	Normal
63	Female	16	13.3	Normal
64	Female	16	12.8	Normal
65	Female	16	13.4	Normal
66	Female	16	12.8	Normal
67	Female	16	13.2	Normal
68	Female	17	12.2	Normal
69	Female	15	12.7	Normal
70	Female	16	13.2	Normal
71	Female	17	13.6	Normal
72	Female	16	13.8	Normal

Table 3, Fig. 2 Showing Normal and Anaemic status of female students

Female	Normal	Anaemic
72	55	17
%	76%	24%

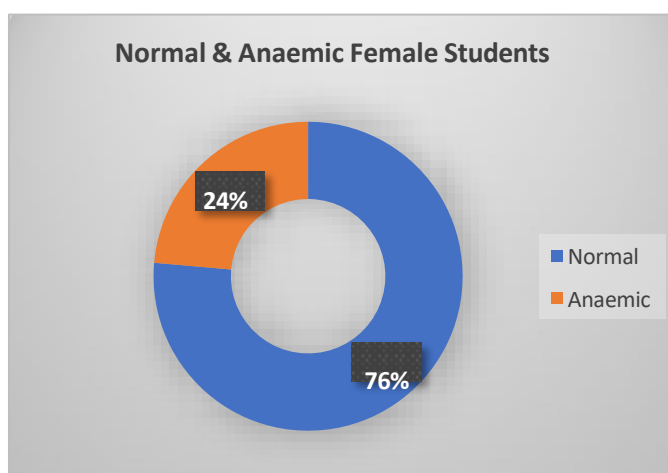
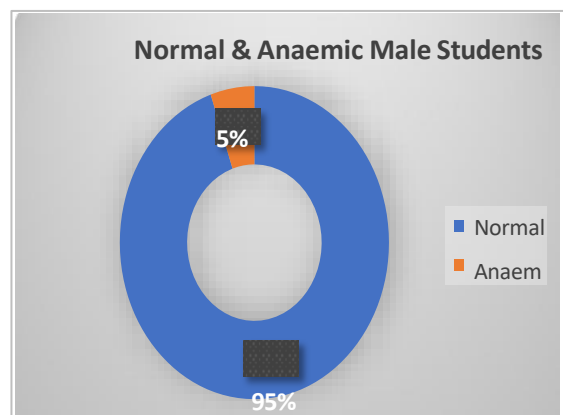


Table 4 Showing Age, Hb Content and Status of Male student

Sr. No.	Gender	Age	Hemoglobin level	Status
1	Male	16	10.7	Anaemic
2	Male	16	12.6	Anaemic
3	Male	16	12.9	Anaemic
4	Male	16	15.1	Normal
5	Male	16	15.2	Normal
6	Male	16	14.4	Normal
7	Male	16	16	Normal
8	Male	16	14.8	Normal
9	Male	16	16	Normal
10	Male	17	14.8	Normal
11	Male	16	14.7	Normal
12	Male	16	16.6	Normal
13	Male	17	15.5	Normal
14	Male	16	15.7	Normal
15	Male	16	16	Normal
16	Male	16	14.9	Normal
17	Male	16	15.2	Normal
18	Male	15	14.5	Normal
19	Male	16	13.7	Normal
20	Male	16	15.8	Normal
21	Male	17	14.9	Normal
22	Male	17	15.7	Normal
23	Male	15	16.6	Normal
24	Male	17	15	Normal
25	Male	16	16.3	Normal
26	Male	17	15.3	Normal
27	Male	17	14.2	Normal
28	Male	16	14.8	Normal
29	Male	16	13.7	Normal
30	Male	16	15.6	Normal
31	Male	16	13.6	Normal
32	Male	16	16.7	Normal
33	Male	16	13	Normal
34	Male	16	15.2	Normal
35	Male	16	14.2	Normal
36	Male	16	14.7	Normal
37	Male	17	16.1	Normal
38	Male	17	15.8	Normal
39	Male	17	15.9	Normal
40	Male	18	15.4	Normal
41	Male	16	16.6	Normal
42	Male	16	16	Normal
43	Male	16	16.5	Normal
44	Male	16	17.4	Normal
45	Male	17	15.3	Normal
46	Male	17	16.6	Normal
47	Male	17	15.7	Normal
48	Male	17	15	Normal
49	Male	17	15.1	Normal
50	Male	17	15.8	Normal
51	Male	18	14.8	Normal
52	Male	17	14.6	Normal
53	Male	16	15.7	Normal
54	Male	16	14.2	Normal
55	Male	17	14.9	Normal
56	Male	17	13.8	Normal
57	Male	17	14.8	Normal

Table 5, Fig. 3 Showing Normal and Anaemic status of female students

Male	Normal	Anaemic
57	54	3
%	95%	5 %



FINDINGS:

This survey provides valuable insights into the prevalence and impact of anemia among college students, highlighting the need for targeted interventions and public health initiatives to address this important health concern.

The data of 72 Females and 57 Male students was analysed. Of the 72 female students, 17 were found anaemic and of 57 male students, 3 were found anaemic. The survey findings revealed important insights into the prevalence of anemia among college students. Gender-specific differences in hemoglobin levels were observed, with a higher prevalence of anemia among female students (24%) compared to their male counterparts (5%). These findings shed light on the need for targeted interventions to address anemia in college-aged women.

The survey also identified possible causes of anemia, such as iron deficiency, folate deficiency, vitamin B12 deficiency, and infections, highlighting the multifactorial nature of this health concern. Furthermore, the impact of anemia on the health, quality of life, and academic performance of college students was underscored, emphasizing the importance of addressing this issue.

CONCLUSION:

Anemia has persisted as a significant health challenge in developing nations for an extended period. Despite concerted efforts, this fundamental issue remains unresolved, exerting a profound impact on the well-being, quality of life, and productivity of billions of individuals worldwide. Anemia often stems from iron deficiency, which frequently coexists with deficiencies in folate and vitamin B12, in addition to being exacerbated by infections. While the World Health Organization (WHO) has effectively launched campaigns against numerous infectious diseases, the battle against anemia continues to present formidable challenges, warranting intensified focus and resources to address this pervasive issue. With the knowledge and resources at our disposal, it is imperative to direct greater attention towards combating this substantial problem.

The primary emphasis should initially be directed towards the demographic at high risk for iron deficiency anemia, including young children, adolescent females, women of reproductive age, pregnant women, and postpartum lactating mothers. By targeting these vulnerable groups, interventions can be tailored to address specific needs and mitigate the prevalence of anemia within these populations. Implementing focused strategies to address iron deficiency anemia in these at-risk groups represents a crucial step in addressing the broader challenge of anemia on a global scale.

Efforts to combat anemia must extend beyond addressing iron deficiency alone, recognizing the multifactorial nature of this condition. By integrating comprehensive approaches that encompass nutritional interventions, healthcare access, and public health initiatives, it is possible to make significant strides in reducing the burden of anemia and improving the overall health and well-being of affected individuals. Through sustained and coordinated efforts, there exists the potential to make substantial progress in mitigating the pervasive impact of anemia on global health.

RECOMMENDATIONS:

Based on the survey findings, recommendations include promoting proper nutrition, health education, and access to healthcare services to prevent and manage anemia in college students, particularly among female students.

Although certain types of anemia cannot be prevented but iron deficiency & vitamin deficiency can be prevented by choosing a diet that includes a variety of vitamins and nutrients including:
Iron: iron rich foods like red meat, beans, lentils, iron fortified cereals, dark green leafy vegetables & dry fruits

Folic acid: citrus fruits, bananas, dark green leafy vegetables, legumes, fortified grains and cereals.

Vitamin B12: citrus fruits, melons and berries help increase iron absorption thus preventing anaemia .

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OPEN GOVERNMENT DATA (OGD): AN INDIAN ENDEAVOR

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ABSTRACT:

The paper discusses the significance of open data in promoting transparency and accountability in governance. The Digital India initiative emphasizes 'Information for All' and the 'Right to Information', leveraging Information and Communication Technology (ICT) to organize and provide accessible data. Open data, defined as knowledge that is freely accessible, usable, modifiable, and shareable, gained momentum globally in 2009. India launched its open data portal, data.gov.in, in 2012 under the National Data Sharing and Accessibility Policy (NDSAP), facilitated by the National Informatics Centre (NIC). The portal serves as a repository for diverse government data, enhancing transparency and enabling informed decision-making. Open data spans various sectors such as agriculture, finance, healthcare, and governmental services, promoting innovation and socio-economic development. Key features of open data include availability, accessibility, reusability, and universal participation, governed by open licenses ensuring freedom of use. The paper highlights the necessity of policies like NDSAP to make public data accessible in both human and machine-readable formats, addressing current legislative limitations. The Open Government Data initiative in India aligns with global trends, aiming to foster transparency, accountability, and citizen empowerment, thereby driving progress towards a more inclusive and equitable society.

KEYWORDS:

Open Data; Open Government Data; Open Access; Digital Initiative; Digital India;

INTRODUCTION:

The mantra of Digital India revolves around the idea of 'Information for All' and the 'Right to Information'. In today's era marked by an explosion of information, the effective organization and accessibility of data are only achievable through the advancement of Information and Communication Technology (ICT) and its proficient implementation. Open data holds the potential to address numerous queries raised by citizens, spanning across various sectors such as agriculture, finance, healthcare, and governmental services. According to the Open Definition, "knowledge is considered open if it is freely accessible, usable, modifiable, and shareable, with measures in place to preserve its origins and openness." (<https://opendefinition.org/>)

The concept of open data gained momentum in 2009 with several countries like the USA, UK, Canada, and New Zealand spearheading initiatives to make their data publicly available. As advocated by platforms like PLOS “Open data serves as a strategy to integrate research data into the permanent scientific record by releasing it under open access licenses” (<https://plos.org/>) By organizing information in an accessible format, open data enables its discovery by communities, thereby enhancing citizen understanding and fostering transparency in governmental operations. For any government, open data presents an opportunity to demonstrate efficiency and earn the trust of its citizens.

A nation's open government data encompasses a wide array of fundamental information pertinent to its citizens, ranging from agriculture, census and surveys, water and sanitation, health and family welfare, education, water resources, statistics, transport, finance, government and administration, and animal husbandry etc. The Government of India took a significant step in this direction with realising of the data.gov.in portal under the ‘National Data Sharing and Accessibility Policy’ in 2012. This initiative was spearheaded by the ‘National Informatics Centre’ (NIC) under the ‘Ministry of Electronics and Information Technology’.

The data.gov.in portal serves as a repository for a vast array of open government data, facilitating access to information crucial for citizens and various stakeholders. It embodies the government's commitment to transparency, accountability, and citizen-centric governance. Through this portal, users can explore and utilize data across diverse sectors, enabling informed decision-making, fostering innovation, and driving socio-economic development.

In essence, the Open Government Data initiative in India reflects a broader global trend towards fostering transparency, accountability, and citizen empowerment through the democratization of information. By harnessing the power of open data, governments can forge stronger bonds with their citizens, foster innovation, and drive progress towards a more inclusive and equitable society.

WHAT IS "OPEN DATA"

Open data is open to all any one can use, edit, share, reproduce and access for any purpose. Open data comes under open license. open data initiative increases transferancy among the community. Open data can be cultural, scientific, financial, statistical, environmental etc. We can define Open Data as "Open knowledge' is any content, information or data that people are free to use, re-use and redistribute — without any legal, technological or social restriction"(<https://okfn.org/>)

In both private and government sectors, data holds immense significance across various operational domains. The concept of open data is primarily structured around technical, economic, and legal criteria. It originated in 1995 through an initiative by an American scientific agency aimed at providing access to geological and environmental data. This initiative marked the inception of the open data movement, which has since evolved to

encompass diverse sectors and applications, emphasizing transparency, accessibility, and collaboration in data sharing and utilization. (Chingnard,2013)

Earlier each government and private sectors data has been kept in the printed format and it was accessible only for the authorities. The form of data was in handwritten format and it was difficult to make available publicly. Therefore, Transparency in a day-to-day business or operation were affected. In this digital environment government and private organisations were boosted with digital technology. Now all the operations handled through ICT application and data were generated digitally with accessible format. With this digital technic government and private organisation hosting all the information and data on their portal and make it accessible to all.

KEY FEATURES OF OPEN DATA:

Availability and Access:

Open data is easily available and accessible to all community and it also in the form that anyone can access, edit and modify with no cost.

Re-use and Redistribution: Open data has a feature that it can be reusable, editable, reproduced and also it can be merge with any dataset.

Universal Participation: anyone as individual or group of individuals any participate and access open data. There are no any restrictions for any group of individuals or organisation for use and modify open data.

BENEFITS OF OPEN DATA:

Open Licensing or Status:

Data hosted under open data initiatives is governed by open licenses, allowing anyone to utilize it freely for any purpose.

Accessibility:

Information disseminated through open data platforms is presented in a format that is easily accessible to all, available for download without constraints or associated costs.

Machine Readability:

Data provided via open data portals is formatted in a manner readily understandable by machines, facilitating processing and accessibility through computers connected to the internet.

Freedom of Format:

Open data is presented in a free format, devoid of restrictions or monitoring. It is open for utilization and can be modified without encountering any barriers.

OPEN GOVERNMENT DATA:

Open government data term based on the two pillar one is 'Information to all' and 'Right to information'. Open government data promote government services and activities and also release the data related to their services and schemes. This helps government to gain trust of the citizens and keep transparency in what they do for the betterment of the society. Through this portal government provides deep insights about their operation and also allow people to

collaborate and contribute for innovation. The openness of data helps government, organisation and individuals in decision making.

The two main elements of OGD are normally defined as follows:

“Government data: is any data and information produced or commissioned by public bodies.”

“Open data: are data that can be freely used, re-used and distributed by anyone, only subject to (at the most) the requirement that users attribute the data and that they make their work available to be shared as well.” (Ubaldi, 2013)

Open government data has various data sets related to the budget, finance, geographical data, population, census, parliament minutes etc. In OGD private organisation and agency also contribute through a various data like climate and population, public transportation, traffic, child care and education etc. (Fabrizio and Sören, 2015)

OPEN GOVERNMENT DATA POLICY IN INDIA:

National data sharing and accessibility policy came in to force in 17th march 2012 under the ministry of Government of India. The data organised, collected with public funds are made available for publicly accessible can increase the value and potential of data. This is the demand of current society, that such data should be available for use. It helps peoples in better decision making and meet needs of the citizens. The classification of data is done on the basis of geospatial and non-spatial. Also, all the government ministries and department classified data as sharable and non-sharable data. There are various types of access provided through open government data portal such as open access, registered access and restricted access.

NEED OF THE POLICY:

There is need to make available of public data in form human and machine readily form. The current legislation does not allow to share government data in public platform. Hence such policy needed which enable people to access government owned data free of cost and without any restrictions.

Objective:

The objective of NDSAP is to provide government owned data in both machine and human readable format. All the government funded data as well as government agencies data hosted through the government portal with the framework of rules, act and policies of government of India.

OPEN GOVERNMENT DATA (OGD) PLATFORM INDIA:

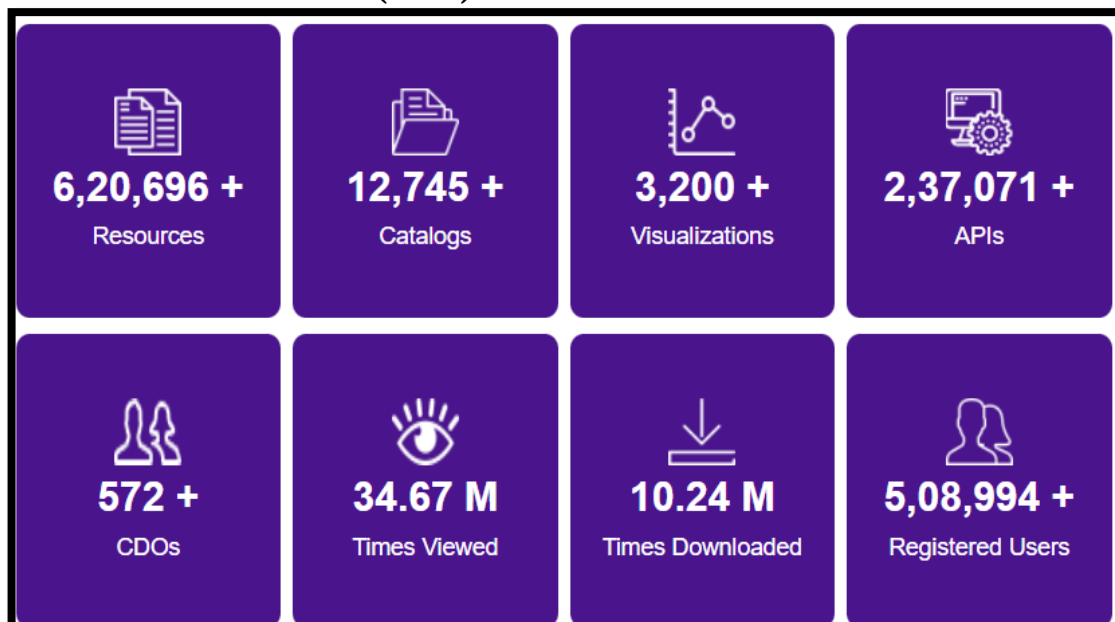
Open government data (<https://data.gov.in>) has been launched in 11th December 2014 after the initial testing and feedback about this portal. In March 2012 government of India come up the policy National data sharing and accessibility policy (NDSAP) on the basis of this policy open data sharing is enabled in India. Though this policy government of India has set up Open government data portal monitoring by NIC under the ministry of science and technology.

The primary objective of this portal is to allow people to access government data which is sharable, measurable, updatable and readable in human as well as machine readable format.

This data is available in periodically updatable manner and it is set on the basis of various rules, policies and act of government of India.

This project is “One of the initiatives under Pillar 6 (Information for All) of the Digital India initiative” (<https://data.gov.in/>)

OPEN GOVERNMENT DATA (OGD) IN NUMBERS:



Source: New Letter July 2024

CONCLUSION:

The present paper emphasizes the transformative potential of open data within the framework of the Digital India initiative, particularly through the principles of 'Information for All' and the 'Right to Information'. The establishment of the data.gov.in portal in 2012 marked a significant step towards increasing transparency, accountability, and citizen empowerment in India. By providing free access to a wide range of governmental data, the OGD initiative aims to foster innovation, informed decision-making, and socio-economic development. The paper underscores the importance of open data in promoting transparency and building trust between the government and its citizens, ultimately contributing to a more inclusive and equitable society.

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A STUDY OF ECONOMICAL VALUES OF TOURISM IN INDIA

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ABSTRACT:

Tourism is an important economic activity in worldwide. Many developing countries consider tourism to be important for economic progress and poverty reduction. In this paper describe the Economical values of Tourism in India. Tourism is growing service industry in India. Tourism industry covers the overall economic activity of the country. This area vast potential for generating employment and earning large amount of foreign exchange. Tourism industry also linked between the economic growth and poverty reduction. Tourism plays a very important role to economic and social development in India. The main objectives of this paper studied the Tourism development and economical values of this sector. tourism depends on the development of tourism is guided by a national policy, regulatory and institutional frameworks with sufficient incentives. Under the tourism they are includes multiple-use of infrastructure that benefits, including various means of transports, health care facilities and sports centers. The supporting infrastructures are also including like the hotels and restaurants to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities. This paper covers the positive impacts of tourism industry in India.



KEY WORDS:

Development, Infrastructure, Foreign Exchange, Employment, Earning

INTRODUCTION:

India has achieved development in the tourism industry. According to the Indian tourism department estimates, Indian tourism industry has outshined the global tourism industry in terms of growth, foreign revenue and increasing number of foreign tourist arrivals. The importance of tourism as an instrument for economic growth and employment generation, particularly in remote, backward and neglected areas, has been well recognized world over. It is the largest service industry at global level in terms of gross revenue as well as foreign exchange earnings. Tourism plays an effective role in achieving growth with equity objectives. The tourism literature suggests that the expansion on tourism sector can contribute to long-run macroeconomic performance of developing countries. India has demonstrated great potential for the expansion of tourism industry which can become a catalyst for the long-run socio-economic growth.

OBJECTIVES:

- To evaluate role of tourism.
- To studied the Economical values of Tourism in India.
- To studied the Economic Impacts of Tourism.

METHODOLOGY:

For Completed our research work researcher use secondary data have been obtained from journals, reports, news papers, internet and various publications. The information thus obtained was analyzed and interpreted. This Research study is explanatory in nature.

WTTC's latest annual research on Tourism –

- In 2023, the Travel & Tourism sector contributed 9.1% to the global GDP; an increase of 23.2% from 2022 and only 4.1% below the 2019 level.
- In 2023, there were 27 million new jobs, representing a 9.1% increase compared to 2022, and only 1.4% below the 2019 level.
- Domestic visitor spending rose by 18.1% in 2023, surpassing the 2019 level.
- International visitor spending registered a 33.1% jump in 2023 but remained 14.4% below the 2019 total.

CONTRIBUTION TO GLOBAL GDP:

The impact of tourism on the economy requires a detailed look at its contribution to the global GDP. This contribution is not only a direct reflection of tourist spending but also an indicator of how tourism stimulates the economy through job creation, infrastructure development, investment in tourism development. Tourism is a boost to related and substitute industries. They also play a very important role to develop the Indian economy. In 2019, the travel and tourism industry accounted for 10.4% of global GDP and in the year 2022 tourism industry reached 7.6% of GDP.

Not only does this include the direct spending by tourists in hotels, restaurants, and attractions, but it also includes indirect spending in industries such as transportation, shopping, and entertainment. This data indicates the industry's resilience and potential to bounce back. The travel and tourism industry will continue to contribute to the global economy.

In 2022, the tourism industry supported over 22 million jobs. When people think of tourism-related jobs, they usually think of travel agents, hotel staff, guide and workers at tourist attractions. However, there are also millions of people around the world who work in tourism and related industries.

ECONOMIC IMPACTS OF TOURISM :

➤ Impact on Infrastructure Development

Tourism provides the government and private sector with the revenue to invest in the infrastructure required for tourism activities. This includes the construction and renovation of roads, highways, and airports. For example, increased tourism can lead to improved access and transportation networks, which benefit the local economy and travelers alike.

➤ Impact on Cultural Preservation

Tourism also plays a role in preserving historical sites and cultural traditions. As many visitors worldwide flock to a destination to learn about its history, custom and culture. Tourism can help generate sufficient funds for cultural conservation efforts.

➤ Impact on protection of Natural Resources

Tourism can provide incentives for protecting and preserving environment, natural resources and ecology. By introducing sustainable tourism practices, areas with important biodiversity can be better safeguarded against destruction while delivering economic benefits to the local community.

➤ **Impact on Growth of Local Small Business**

The influx of visitors to a destination can also stimulate the growth of small, locally-owned businesses. Restaurants and retail stores often experience increased profits. At the same time, entrepreneurs can take advantage of new opportunities in the tourism industry.

➤ **Impact on Income and Employment**

The industry creates many job opportunities in hotel management, food management, and travel advisory, promoting cross-cultural studies and contributing to increased employment rates and GDP.

➤ **Impact on Foreign Exchange Earning**

Tourism is an essential and major source of foreign exchange earnings, leading to increased interest in tourism they increase the country revenue. Tourism affects positively on the economy.

➤ **Strategies for Maximizing the Positive Economic Impact of Tourism -**

The positive economic impact is very important to develop any area. Tourism development affects not only the economy but the social ethics. That time there are three strategies for maximizing the positive impact of tourism. They are below ----

- Understanding the local economy,
- Promoting responsible and sustainable tourism practices,
- Adapting to evolving trends in the tourism industry.

CONCLUSION:

Tourism has the potential to be a significant driver of global economic growth. Day By Day and Year by Year Tourism continued success of this sector. Understanding the economic impact that tourism has on their business can help them make smart and good decisions and continue to grow their business. Tourism affects not only these agencies but also hotels, airlines, and other related businesses. Tourism industry provides many opportunities for growth and development. As governments worldwide strive to create more sustainable and environmentally conscious development models, the tourism industry can provide a key source of income and job opportunities.

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DARKER SIDE OF WIDOWS WOMEN IN VRINDAVAN

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ABSTRACT:

In India mortality rates are 89 percent higher among widows than among married women, In much of Indian society across caste and religion a widow is often perceived by family members to be a burden and sexually aggressive toward marriages. In Vrindavan around 18,000 widows have no choice but to beg in the streets. Traditionally, widows are only allowed one meal a day and relinquish all earthly pleasures. "We break away from the traditional norms of widows being given one meal a day and not being allowed to have meat or certain foods such as garlic and onions." A widow must wear only white series and fully cover her face. The widows must also stay aloof and alone from the ordinary family, and should not show their face to the usual public. The circumstance of widows in different groups, cultural areas and classes are consequently vastly diverse.

KEY WORDS: Vrindavan, Widows, Old Age, Problems, Remarriage.

INTRODUCTION:

A widow is a woman whose husband has died, while a widower is a man in that circumstances. The state of having lost one's spouse to death is termed widowhood. These terms are not applied to a person after he or she becomes divorced from their former other half, though they may from time to time be used after the former spouse has died. This term "widowhood" can be used for moreover sex, at least according to some dictionaries, but the word widower hood is also scheduled in some dictionaries. Widows seem to follow rules based on tradition because they have internalized them. They keep doing what other widows did without asking, resigned to a kind of fate—such as insertion restrictions on their own diets. Orthodox Hindus consider that onions, garlic, pickles, potatoes, and fish fuel sexual passions by inspiring the blood, but these are the same foods necessary to avoid malnutrition or even death. For India as a whole, death rates are 89 percent higher among widows than in the middle of married women, according to investigate by the Guild for Service. In much of Indian society—across caste and religion—a widow is often apparent by family members to be a weigh down and sexually threatening toward marriages.

Many of the 18,000 widows in Vrindavan have no choice but to beg in the streets. Traditionally, widows are only authorized one meal a day and give up all earthly pleasures. Their status is distinct by a complex and varied host of religion-based personal codes, regional, jati, kinde based customs, and government laws. The form of widows in dissimilar groups, cultural areas and classes are therefore very much different.

REVIEW OF LITERATURE:

Martha C. Nussbaum, Women and Human Development: the capabilities approach, Kali for Women, Delhi, 2000. The media has also brought into light a new category of widows - the widows of the debt ridden farmers. Committing suicide is the easy way out for debt ridden farmers. Their widows have to repay the loans and fend for their families.

2. J. Devika, Sumit Sarkar and Tanika Sarkar (ed.), Women and Social Reform in Modern India. Vol, Permanent Black, New Delhi, 2007, writes that 'if these two themes- that of the discursive limits of social reformism and the intertwining of gender and caste issues in its specific instances – were taken up with equal importance in the volume, the Banglacentrism in the organization of essays could perhaps have been avoided.'

3. Amartya Sen has called India a 'statistician's paradise' because of the tremendous variations among its distinct regions. He noticed that the states in India with high fertility such as Uttar Pradesh, Bihar and Rajasthan are precisely those that give few economic and educational opportunities to young women. Amartya Sen, The pattern of widowhood seems very diverse and complex, even though the general trend is a decline in the number of widows

4. Chandra Talpady Mohanty, 'Under Western Eyes: Feminist Scholarship and Colonial Discourses', in C. Mohanty, A Russo, and LTorres, Third World Women and the Politics of Feminism, Indiana University Press, Bloomington, 1991; The crucial formulation of women and development studies is that once the concept of women in development was articulated in economic as opposed to equality terms, it was swiftly incorporated into documents of the General Assembly and the various UN specialized agencies

STATEMENT OF PROBLEMS:

The older widows in India today face situations of poverty, malnutrition, poor health care, physical overwork and harmful work environments in their younger years. It is predictable that nearly 50 per cent of the population of the elderly widows in this country, are in need of some form of helpful services. An analysis of their problems reveals the following major areas of need namely:

- Economic deficiency and insecurity.
- Restricted mobility due to ill-health.
- Physical lack of confidence.
- Reduction in self-esteem and self-esteem.
- Loneliness due to negative response.
- Lack of meaningful profession and leisure activities.
- Lack of protective helpful shelter.

These problems are compounded by age and poverty, and are provoked further by social and cultural practices. The older widows are subjected to humiliation and ill treatment. The exact health problems faced by older widows are eyes, orthopedic problems, back strains and nutrition and in some belonging's asthma and other respiratory harms. With younger widows, reproductive health problems are major concerns, in addition cold, cough, fever and bulletin accidents. Personal hygiene of widows both living autonomously as well as in shelter homes in dreadful. Mental health is also mistreated.

OBJECTIVE OF STUDY:

The Objectives of the study are as follows:

1. Understanding the outline of migration of these widows in Vrindavan.

2. Understanding present status/ situation of the widows in Vrindavan.
3. Understanding the socio-cultural economic status of the widows in Vrindavan.

THE PATTERN OF MIGRATION OF THESE WIDOWS IN VRINDAVAN:

In India huge number of number of widows women migrated from West Bengal to Vrindavan in a year 85% of women are living in Vrindavan mostly from west Bengal and they speaking only Bengal language. They Migrated because of family conflict with their child. Widows are generally stigmatized and must give up all forms of makeup and secret code of marriage or femininity. Traditional superstitions mark them as inauspicious. That is why widows are banned from some religious ceremonies and weddings. Widows' access to resources typically ends with the finish of the husband. Some widows come to the holy city of Vrindavan in order to devote themselves to Lord Krishna and find salvation and stillness. But even here a few depend mostly on begging, singing devotional songs and aid. Fortunately, there is a change occurrence in the attitudes of people regarding widows, predominantly in urban India. Many widows, if they opt to come to the holy cities, are also responsible out of choice, in investigate of a life thrilled to spirituality.

PRESENT STATUS OF THE WIDOWS IN VRINDAVAN:

Widows' women are neglected by their own children, these widows get to wait at a home in Vrindavan where they use up most of the occasion liability kirtan and begging. Many of them have been lured by their children and family into departure their house to go to Vrindavan in the 'name of God'. With no money, these women nearly everyone of whom are as of the hinterland end up at the clemency of landlords who strength them to beg and earning money. In come back for the money they earn from begging, the landlords make existing them with a minimum amount for their livelihood. About 6,000 widows are residing there, a preponderance of whom are beginning West Bengal. The land of lord Krishna, Vrindavan is painstaking as a holy place for Hindus. But the setting in which these women are required to live shed beam on how poorly they are treated by their families. No one knows why so many widows come here, but it has been so for centuries and no steps have been in use to stop this massacre. But with the help of NGO's like Maitri, Sulabh International, etc Today, flouting all traditions, they are allowable to come out and burn crackers enjoy Diwali. Out of thousands, few are providential and abundant are slashed in the hardships of daily life.

THE SOCIO-CULTURAL ECONOMIC STATUS OF THE WIDOWS IN VRINDAVAN:

Widows women of Vrindavan, on the complete, are dependent relative on the state, the bhajan ashrams and the pilgrims that approach to the city of Vrindavan. The bhajan ashrams are the solitary most important thing in their lives and are the simply places where an unknown can get a quick look into their lives. The state provides the women with shelter, pension, ration and at period health care in the appearance of camps, allocation of wheel chairs and glasses. The pilgrims make available the women with cash, food, clothes, blankets, woolens and former matter of need. Along with economic deprivation, when a woman becomes a widow, thorough moral code is imposed on her, whereby her affecting and physical desires are not engaged care of. When the husband is alive she is theoretical to deck herself in multi-coloured attire, wear ornaments, wear flowers, put sin door. But after the death of her husband she is destined to live a life devoid of any of these adornments. Widows are normal to remain in bereavement

during the outstanding part of her life. She is blemished to the amount of shaving off her hair and wearing white sari. The rationalization given to such an act is that the widow must not induce carnal pleasures in a different man. She is normal to stay put inside the home and is authorized to carry out personal pujas only. She is not allowed to take part in any joyful juncture or to be present at any family festival since her very attendance would be measured as an iniquity men. The over all likelihood that a widow will remarry is rather low, perhaps of the order of 15 to 20 percent in India as a whole. There are exceptions: a child widow or a young childless widow may more often than not remarry. If the widow is incredibly young, her parents may set up another marriage for her. If they are poor and cannot have enough money another dowry, the second marriage is often complete of struggle the husband may be an elderly widower, a divorcee, or sick and handicapped.

DATA ANALYSIS AND INTERPRETATION:

A total sample of 370 widows in Vrindavan for the study. For compilation of information, the entire sample was alienated into various categories like widows above seventy years, young widows, etc. Given the nature of in order required, the study was prearranged using qualitative and quantitative research methods.

Sample: Stratified minor sampling technique was used to collect data of 370 widows in Vrindavan. A list of treatment homes and boarding houses in Vrindavan were taken and to give a broader field widows living on the streets were also included as respondents.

Table: Depicting The Distribution Of Respondents Selected For The Study in Vrindavan

Rehabilitation Home	140
Boarding Home	120
Street	110
TOTAL	370

A prior meeting at the rehabilitation middle and the widow home was taken, so that the widows might be interviewed. The interview was conducted at the centre and the home. The normal period of the interview was about 60 minutes. Various questions were asked by the researcher in their regional language and the applicable responses were recorded in the schedule. The researcher followed the free relaxed style to bring out relevant information. As common of widows were illiterate therefore information were also together through observation and argument methods. A understanding was first recognized with the respondents with the lend a hand of sharing some individual experience and confidence building process. It was noticed that most respondents were free in contribution their experiences. A small voucher of remembrance was agreed to each respondent subsequent to the interview.

CONCLUSION:

A fairly thorough attempt has been made to get an nearby into the social and cultural deficiency of the widows and the collision that it has on their life style, their affecting and physical health, and the kneejerk or passive thoughts that it results in. Some facts do stand out obviously in the documented data. Social conditioning plays a great role in the deficiency of the widows. This conditioning is so brawny that the widows see themselves as inauspicious. They internalize their victimized eminence and this results in very low self-esteem. A totally included approach unaccompanied can build their capacities and as a result their self-esteem. Rehabilitation homes can and do give the widows with an emotional anchor. Comparatively exclamation the widows of Vrindavan had less admission to the console of the rehabilitation house. The widows of

Vrindavan had smaller amount living options and as a result a great number were to be create begging. Hence the capacity for creating a network of greater usefulness in Vrindavan exists. An integrated move towards with both the state and civil society operational in tandem can modify the status of the widows. Adequate pension benefits, contact to fair price shops, availability of banking reimbursement along with a additional original option to earn a living can make a able to be seen dissimilarity to the position of the widows.

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ABSTRACT:

The National Education Policy 2020 (NEP 2020) marks a significant reform in India's educational landscape, emphasizing the creation of an education system that promotes critical thinking, creativity, and holistic development. Libraries, as key components of this policy, are reimagined not merely as repositories of books but as dynamic learning spaces crucial for fostering intellectual and cultural growth. This paper explores the multifaceted role of libraries in supporting the objectives of NEP 2020, including their contribution to holistic education, the promotion of a culture of reading and lifelong learning, and the integration of digital technology. Despite their importance, libraries in India face several challenges, such as inadequate infrastructure, insufficient funding, and limited access to digital resources. The paper provides recommendations to overcome these challenges, emphasizing the need for enhanced infrastructure, increased funding, expanded access to digital resources, and greater public awareness. Strengthening and modernizing libraries is essential for realizing the ambitious goals of NEP 2020 and ensuring that these institutions remain vital pillars of the educational landscape.

KEYWORDS: National Education Policy 2020, libraries, holistic education, digital resources, infrastructure, lifelong learning, inclusivity, cultural preservation, research and innovation, educational reform.

1. INTRODUCTION

The National Education Policy 2020 (NEP 2020) represents a landmark reform in India's educational landscape, aiming to transform the system to meet the needs of the 21st century. This policy, the first major overhaul since 1986, focuses on creating an education system that fosters critical thinking, creativity, and holistic development while promoting inclusivity, equity, and access to quality education for all. One of the key components of NEP 2020 is its emphasis on the role of libraries in achieving these goals.

Libraries have historically been at the heart of educational institutions, serving as repositories of knowledge and centers for learning. In the context of NEP 2020, their significance is further amplified. The policy envisions libraries not merely as places for storing books but as dynamic learning spaces that contribute to the intellectual and cultural growth of students and educators

alike. By providing access to a vast array of resources, both physical and digital, libraries support the multidisciplinary approach advocated by NEP 2020, encouraging students to explore, innovate, and engage with diverse fields of knowledge.

Furthermore, NEP 2020 highlights the importance of developing foundational literacy and numeracy skills, particularly in the early years of education. Libraries play a crucial role in this by fostering a culture of reading and supporting lifelong learning. They serve as vital tools in bridging the educational gap between different socio-economic groups, ensuring that all students, regardless of their background, have access to the resources they need to succeed.

In an increasingly digital world, the integration of technology in education is a key focus of NEP 2020. Libraries are central to this digital transformation, offering e-resources, digital libraries, and online learning platforms that extend educational opportunities beyond the traditional classroom. This not only democratizes access to knowledge but also equips students and educators with the digital literacy skills essential for the modern era.

Moreover, the policy recognizes the need for innovation and research in education, areas where libraries provide indispensable support. By offering access to academic journals, research papers, and other scholarly materials, libraries facilitate the research activities of students and educators, fostering an environment of inquiry and creativity.

In conclusion, libraries are integral to the realization of the ambitious goals set forth by NEP 2020. Their role extends beyond being mere custodians of books; they are active participants in the educational process, contributing to the holistic development of individuals, promoting inclusivity, supporting digital education, and fostering a culture of research and innovation. As India moves forward with the implementation of NEP 2020, the importance of strengthening and modernizing libraries cannot be overstated.

2. THE ROLE OF LIBRARIES IN HOLISTIC EDUCATION

NEP 2020 emphasizes the importance of providing a holistic education that nurtures intellectual, social, emotional, and creative aspects of students' development. Libraries, as resource centers, are instrumental in facilitating this holistic approach by offering access to a wide range of books, journals, multimedia, and digital content. This section explores:

- **Multidisciplinary Resources:** The availability of diverse materials that support cross-disciplinary learning.
- **Critical Thinking and Creativity:** How libraries encourage independent learning and creative problem-solving through access to various perspectives and ideas.

3. PROMOTING A CULTURE OF READING AND LIFELONG LEARNING

A strong culture of reading is fundamental to the educational reforms envisioned in NEP 2020. Libraries play a vital role in fostering this culture from early childhood through adulthood. This section discusses:

- **Foundational Literacy and Numeracy:** The role of libraries in developing basic literacy and numeracy skills, particularly in the early stages of education.

- **Lifelong Learning:** How libraries support continuous learning by providing resources for personal and professional development, thus contributing to the policy's vision of lifelong education.

4. SUPPORTING DIGITAL AND TECHNOLOGICAL INTEGRATION

NEP 2020 places significant emphasis on the integration of digital technology in education, advocating for digital literacy and the widespread availability of e-resources. Libraries are central to this digital transformation. This section covers:

- **Digital Libraries:** The expansion and importance of digital libraries in providing equitable access to educational resources, especially in remote areas.
- **E-resources and Online Learning:** The role of libraries in facilitating online education and digital literacy initiatives, ensuring that students and educators can effectively engage with technology.

5. ENHANCING INCLUSIVITY AND ACCESS

One of the core principles of NEP 2020 is the inclusion of all students, regardless of their socioeconomic background, in the educational system. Libraries contribute to this goal by ensuring equitable access to resources. This section examines:

- **Equitable Access:** How libraries provide free or affordable access to educational materials, particularly for disadvantaged communities.
- **Support for Special Needs:** The role of libraries in offering resources tailored for students with disabilities, ensuring inclusive education as envisioned by NEP 2020.

6. LIBRARIES AS CATALYSTS FOR RESEARCH AND INNOVATION

The NEP 2020 encourages innovation and research at all levels of education. Libraries, as repositories of knowledge, are essential in fostering a research-oriented mindset. This section explores:

- **Research Support:** The availability of academic and pedagogical resources that support research initiatives by students and educators.
- **Innovation Hubs:** The potential of libraries to serve as centers for innovation, where students and teachers can collaborate, experiment, and develop new ideas.

7. PRESERVING CULTURAL HERITAGE AND PROMOTING CULTURAL EDUCATION

NEP 2020 highlights the importance of cultural education and the preservation of India's rich heritage. Libraries are custodians of cultural knowledge and play a significant role in this area. This section discusses:

- **Cultural Preservation:** The role of libraries in maintaining archives of historical documents, manuscripts, and cultural artefacts.
- **Cultural Awareness:** How libraries contribute to the understanding and appreciation of India's diverse cultural heritage through curated collections and educational programs.

8. CHALLENGES AND RECOMMENDATIONS:

A. Challenges

Despite the pivotal role that libraries play in achieving the objectives of the National Education Policy 2020 (NEP 2020), several challenges hinder their effective functioning in India. These challenges include inadequate infrastructure, insufficient funding, and limited access to digital resources. Each of these issues significantly impacts the ability of libraries to support the policy's vision for a modern, inclusive, and equitable education system.

- **Inadequate Infrastructure**

One of the most pressing challenges faced by libraries in India is inadequate infrastructure. Many libraries, especially in rural and underserved areas, operate in poorly maintained or outdated facilities that are not conducive to learning or research. These libraries often lack basic amenities such as proper seating arrangements, adequate lighting, and ventilation, which are essential for creating a comfortable and welcoming environment for users. Furthermore, the limited availability of space restricts the capacity of libraries to accommodate growing collections of books, periodicals, and digital resources.

In urban areas, while infrastructure may be better, libraries often face the challenge of keeping pace with the evolving needs of the 21st-century learner. Modern libraries require flexible spaces that can accommodate group study, workshops, and digital learning, yet many existing libraries are not equipped with such facilities.

- **Lack of Funding**

Insufficient funding is another significant barrier to the effective functioning of libraries in India. Public libraries, in particular, often rely on government allocations that are not always sufficient to cover operational costs, let alone allow for expansion or modernization. This financial constraint limits the ability of libraries to purchase new books, subscribe to journals, or invest in digital resources such as e-books and online databases.

Moreover, the lack of funding affects the staffing of libraries. Many libraries are understaffed, with a shortage of trained librarians who can provide specialized services and support. The absence of professional development opportunities for library staff further exacerbates this issue, as they are often unable to keep up with the latest trends in library science and technology.

- **Limited Access to Digital Resources**

In the digital age, access to electronic resources is crucial for modern education. However, many libraries in India struggle with limited access to digital resources. This challenge is particularly acute in rural and remote areas, where internet connectivity is often unreliable or non-existent. Even in urban libraries, the availability of digital resources may be limited due to high subscription costs, lack of awareness among users, or inadequate digital infrastructure.

The digital divide not only hampers the ability of libraries to provide comprehensive educational services but also creates disparities in access to information. Students and

researchers in well-funded institutions may have access to the latest digital tools and resources, while those in underfunded libraries are left behind, exacerbating educational inequality.

- **Lack of Awareness and Utilization**

Another challenge is the general lack of awareness about the importance of libraries in education. Many communities, particularly in rural areas, may not fully recognize the value of libraries as centers of learning and knowledge. This lack of awareness leads to underutilization of library services, further diminishing their role in the educational ecosystem.

Moreover, the perception of libraries as outdated or irrelevant in the digital age has led to declining patronage, especially among younger generations. This trend poses a significant challenge to the sustainability of libraries and their ability to adapt to changing educational needs.

B. RECOMMENDATIONS:

To address these challenges and fully realize the potential of libraries in supporting the goals of NEP 2020, several strategies must be implemented. These recommendations focus on enhancing infrastructure, securing adequate funding, improving access to digital resources, and increasing public awareness of the importance of libraries in education.

- **Enhancing Library Infrastructure**

Upgrading the physical infrastructure of libraries is essential to create environments that are conducive to learning and innovation. The government, along with private stakeholders, should invest in modernizing library facilities, particularly in rural and underserved areas. This could include renovating existing buildings, expanding space for digital learning, and providing essential amenities such as comfortable seating, proper lighting, and internet connectivity.

In addition to physical upgrades, libraries should be reimagined as flexible learning spaces that can support a variety of educational activities. This might involve creating areas for group study, digital workshops, and community events, making libraries more dynamic and responsive to the needs of 21st-century learners.

- **Securing Adequate Funding**

Securing adequate and sustained funding is crucial for the development and sustainability of libraries. The government should allocate sufficient resources in the budget specifically for library development, ensuring that libraries can maintain and expand their collections, upgrade technology, and provide professional development for staff.

Moreover, libraries should explore alternative funding sources, such as grants from non-governmental organizations (NGOs), partnerships with private companies, and community fundraising initiatives. Establishing endowments or trust funds can also provide libraries with a steady stream of income, allowing them to plan for long-term growth and development.

- **Expanding Access to Digital Resources**

To bridge the digital divide, it is essential to expand access to digital resources in libraries across India. This can be achieved through several approaches:

Digital Infrastructure: Investing in high-speed internet connectivity for all libraries, particularly those in rural and remote areas, is critical. This will enable libraries to offer digital services and resources such as e-books, online databases, and virtual learning platforms.

Collaboration: Libraries can collaborate with educational institutions, government agencies, and private companies to gain access to digital resources. For instance, partnerships with publishers or academic institutions could provide libraries with discounted or free access to academic journals, e-books, and other online resources.

Digital Literacy Programs: Libraries should also play a role in improving digital literacy among their users. Offering workshops and training sessions on how to effectively use digital tools and resources can empower users to make the most of the digital content available to them.

- **Increasing Public Awareness and Utilization**

Raising awareness about the importance of libraries and their role in education is essential to increasing their utilization. This can be achieved through:

Community Outreach Programs: Libraries should actively engage with their communities through outreach programs that highlight the services and resources they offer. These programs can include reading drives, library tours, and community events that attract a diverse range of users.

Modernizing Library Image: To appeal to younger generations, libraries should embrace modern marketing strategies, including the use of social media, to promote their services. Showcasing the latest digital resources, innovative programs, and flexible learning spaces can help reshape the perception of libraries as relevant and essential in the digital age.

Educational Campaigns: The government and educational institutions should collaborate on campaigns that emphasize the role of libraries in supporting lifelong learning and academic success. These campaigns can be integrated into school curricula and community programs to build a culture that values and supports libraries.

9. CONCLUSION:

Libraries are indispensable to the successful implementation of the National Education Policy 2020 (NEP 2020), playing a critical role in shaping a modern, inclusive, and equitable education system. As the policy emphasizes holistic development, digital integration, and lifelong learning, libraries emerge as central hubs for intellectual and cultural growth. They support a multidisciplinary approach, foster critical thinking, and bridge educational gaps by providing equitable access to diverse resources.

However, the realization of these goals is hindered by challenges such as inadequate infrastructure, limited funding, and restricted access to digital resources. Addressing these issues through strategic investments, increased funding, and public awareness initiatives is essential. Modernizing libraries to meet the evolving needs of 21st-century learners will ensure they continue to be vital pillars of education, fostering a culture of innovation, inclusivity, and

lifelong learning. By doing so, India can fully harness the transformative potential of NEP 2020, ensuring that libraries remain at the forefront of the country's educational and cultural advancement.

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USE OF MODERN TECHNOLOGY IN THE LIBRARY AND SEARCH INFORMATION NEED AND SEEKING BEHAVIOR OF STUDENT.

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ABSTRACT:

Present research paper highlights on the use of modern technology in the library for information seeking behavior of the research students and information needs of research student through technology in the Nagpur district region. And focus on their seeking behavior model. New technology helps students to collect their information speedy and accurately. The study examined a total of 300 students selected from the ph.D degree programmer at the various faculties in the university constituted population of the study. Through a survey design, questionnaire was administered to gather data from the respondents four research questions were developed and answered by the respondents. The result indicated that major information needs of research student at the various faculties were considered for academic purpose, technology (Internet) and their primary purpose of seeking for information is for their reading activities, They also acknowledge that uses fellow internet. Whenever they needs for information their have first option choose internet.

KEYWORDS:

Information need, Information seeking behavior, Technology information source.

INTRODUCTION:

Technology word combination of two words.

Technology = Techno+ knowledge.

Technology word origin a combining form borrowed from “Greek” work. Where borrowed from “Greek” word. Where it ment “Art” “Skill” used in the formation of compound words with meaning technique, “Technology” etc. and knowledge is as define as facts information and skill acquired through experience or education understanding of a subject awareness of familiarity gained by experience of fact or situation.

Computers based technologies have become dominate forces to shape and reshape the products and services the academic library has to offer---- in other words a loan of library materials by one library to another library. Technological change is becoming a driving force in library as well as society. The library is the

main information center which use of the fast development in information technology for the benefits of mankind as a whole. Ex Library management, classification, Indexing, database, creation, cataloguing, data Indexing. That's the benighted for research student.

INFORMATION ACCESS:

Internet word combination of International and N/W. It's mean International Technology with the application of Internet is almost all walks of life, the internet is becoming an increasingly popular method to access library related products and services combination of information and communication software, artifacts and activity an object as well as a process. Library use the Internet to communicate the vendors of library products and services. It is changing the ways librarians, organize control and dissemination of information. The Internet is a cooperative group of Networks that have agreed to connect to one another. This group of Networks is not governed or managed by any one entity. The main function of library is to provide access to information and all other functions. Inter library for saving cost of library materials and libraries are to accept the philosophy of providing. Access rather than ownership and providing electronic document delivery rather than traditional Inter library

WHAT IS INFORMATION?:

Information means facts provided or learned about something or learned about something or someone. Information plays a vital role in human life It exists without saying. Information can be designed in various ways. When information is entered and stored in computer is entered and stored in computer. It is generally referred as data after processing output data can again perceived as information.

INFORMATION SEEKING BEHAVIOR:

Information seeking behavior is a purposeful attempt to seek for information. Information seeking is human process that requires adoptive and reflective control over the afferent and efferent action of the information seeker. Information seeking behavior refers to the way people search for and utilize information.

❖ - Wilson

Wilson described in behavior as the totality of human behavior in relation to sources and channels of information including both active and passive information seeking and information use.

INFORMATION NEED:

Information need is a difficult concept to design, to isolate and especially to measure. It involves cognitive process which may operate different levels of

consciousness and may not be clear team need is likely to want, require event and demand etc.

According to Benda Devin

An information need is an impediment preventing an individual from moving forward in cognitive time and space. The person is faced with a gap that must be bridge by asking questions, creating ideas and or obtaining resources such gaps do not coir in the abstract but arise out of particular critical events and situations.

According to Wikipedia

The term information need is often understood as an individual or group's desire to locate and obtain information to satisfy a conscious or unconscious need. Rarely mentioned in general literature about needs it is a common term in information

To study enable an organization to be more effective.

To study Ensure all employees have clear and common understanding

To study provide complete and accurate information when needed at any given point in time.

To know about hose user who visit the library in routine and usages of library

NEED OF STUDY:

- Need for Library
- Quality in Service
- Resource sharing
- Increase in the collection of library
- Advances in the computer and communication technology need
- Information explosion new technology need
- Resource shearing need.
- Immediate access to specialized information need.
- Social or pragmatic Information needs – required for copying with day ot day life
- Education information needs
- Recreation information needs
- Processional information needs

SCOPE AND LIMITATION OF THE STUDY:

“Information needs and information seeking Behavior of schedule Tribe student in the area of Nagpur District a study.” Scope of the study is and the study limited to the social sciences. And Humanities faculty only.

OBJECTIVES OF THE STUDY:

There are following objectives of the study.

- To identify the information needs of the schedule tribe students in vidarbha area
- To study the frequency of information used pattern of schedule tribe students.

In an academic environment. The majority of information is provided through libraries. Classroom lecture notes, Internet and media.

Access Internet.

Information need

DATA COLLECTION:

Data collected by using the sampling technique and questionnaire method. It was designed to find out the opinion about by research student.

These are colleges under study have taken 300 student and 30 faculties for study. Questionnaires were distributed to users to ensure the response. These data was analyzed and interpreted.

HYPOTHESES OF THE STUDY:

- 1) Researcher students discuss with colleague, use library and library Resources and electronic media (i. e. c. d., Datasets and other)
- 2) Researcher student used world wide web to acquire latest information of their need.

FINDINGS OF THE STUDY:

Table 1

Gender wise Respondents

Gender	Respondents	Percentage
Male	257	85.7
Female	43	14.3
Total	300	100.0

Above Table shows information regarding the gender wise distribution of tribal students of Nagpur district region. It is observed from the collected data, that majority of the tribal student i. e. 85.7% are male however, 14.3% respondents are females.

Table 2
Educational Qualification of the Respondents.

Education Qualification	Respondents	Percent
Post - Graduation	255	85.0
M. Phil	45	15.0
Total	300	100.0

Above table Shows information regarding the educational qualification of the tribal students of Nagpur district. It is observed from the collected data, that 85% tribal students are post graduates. In addition to it 15% respondents have done M.phil Thus, on the basis of the study results, it is evident that majority of the tribal students of Nagpur district region are post graduates

Frequency of visiting library

Table 3
Frequency of visiting library by the Respondents.

Frequency of visiting library	Respondents	Percent
Everyday	214	71.3
Once in a week	39	13.0
Once in month	33	11.0
Occasionally	14	4.7
Total	300	100.0

Above Table shows information regarding frequency of visiting library by the tribal students of Nagpur district region. It is observed from the collected data that 71.3% respondents visit the library everyday however 13% respondents visit the library once in a week. In addition to it 11.0% respondents visit the library once in a month whereas 47.% respondents visit occasionally. Thus, on the basis of the study results, it is evident that majority of the tribal students of Nagpur district region visit the library every day

CONCLUSION:

seek use information People involved in academic activities need information likewise conceptual or detail information. But person engaged in research activity mostly needs all types of information on a particular topic several purposes of information needs influence the library visit of the users.

Information accessing from the library, online sources, e-resources and on internet needs particular training without such a training no one can properly. Research scholars have some special purpose of information needs and their needs are slight different than common users. Research requirements are prior for the research scholars. They also try to increase the current stage of information. At the time of job related duties one need information person in need of such information preferably respond these needs.

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A STUDY OF PRICING OF MARINE FISHERY IN RAIGAD DISTRICT

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ABSTRACT:

Fishery is a very nutritious human food source, and the fishing industry is the primary source of income in coastal communities. The fishing industry is a significant source of employment in the coastal region. Coastal residents rely on the fishing industry for a living. The Indian fisheries industry contributes significantly to the country's economy. Around 12,89,000 MT of seafood was shipped last year to more than 100 nations around the world. Fishery is the ancestral business of the coastal people, but many fishermen are falling into poverty due to a lack of technical advances, a lack of awareness of current marketing strategies, a lack of finance, and other factors. The fishermen capture the fish, but he does not have the authority to set the price of his catch. There are numerous concerns in regard to fish price. As a result, the researcher attempted to concentrate on the pricing of marine fish in this study. How are fish prices determined in Raigad district landing centres?

Key words - Fishermen, Fish, Price, catch.

INTRODUCTION:

Raigad is a popular tourist destination in Maharashtra. Raigad had been a Capital city of Chatrapati Shivaji Maharaj's Swarajya. The western section of the district is located on the Arabian Sea's coast. The Arabian Sea shoreline runs the length of the western half of Raigad district. The fishing industry is the primary source of income in the coastal settlements. The fishery business is an ancestral occupation of these people. We also know that fish is a very nutrient-dense diet all over the world. The global demand for fish and fish-related products is extremely strong. The majority of non-vegetarians enjoy eating fish. The market demand is great, but due to the perishable nature of the fish, it cannot be stored for a long time. The fishing industry contributes significantly to the country's development. It employs individuals living around the seaside. Many individuals work in fisheries-related industries such as marketing, boat building, and ice production.

Many of the fishermen of Maharashtra are under the below poverty line. They traditionally work in the fishing business; however they are unable to better their family's financial situation. The community's literacy rate is quite poor. As a result, they are unaware of new market changes, technical modifications, and other market-related information. The market price of fish is relatively high, but the study's main goal is to see if this price benefits fisherman. How the market determines the price of fresh fish. Which methodology or procedure

is used? In general, a business organisation determines the cost of manufacturing a product first, and then determines the selling price of the product by factoring in a particular proportion of profit. The researcher in this study wants to understand if the cost of catching the fish is used to determine the selling price of the fish.

OBJECTIVES OF THE STUDY:

- 1) To study the practice followed to fix the price of marine fish by traditional fishermen.
- 2) To know the awareness regarding pricing practices in the fishermen of Raigad District.

METHODOLOGY:

The current study is based on secondary data gathered from the internet, newspapers, magazines, and books, among other sources. This research is further backed up by primary data gathered from fishers through discussions and interviews.

REVIEW OF LITERATURE:

The studies conducted so far in the area of fishery business are reviewed in brief in the following lines.

- B. Ganesh Kumar, et al. (2008) focus on the cost of marketing to the traders, auctioneers and other intermediates and the role of States about policy framing regarding marketing in the Research article published in the Journal of Agricultural Economics Research Review titled, “Domestic Fish Marketing of India- Changing Structure Performance and Policies”.
- James O Bukenya, et al., tried to focus on the profitability and the market performance of small fish traders of Uganda. The researchers have examined the socio-economic characteristics, marketing characteristics, operating cost and problems of marketing, etc. in the Research Paper entitled, “Economics of fish marketing in central Uganda: A Preliminary Analysis”
- Dhrubaranjan Dandapat and Sahidul Islam (2009) in “A Study of Production, Productivity and profitability of fisheries in the district of North 24- *parganas (Region)*, West Bengal” a research Article published in ‘Journal of Business and economic issues’ which highlighted on the productivity, cost of production both recurring and nonrecurring for the fish farming and profitability in fishery cultivation. They concluded that fishing business is providing poor income to the fishermen so there living of standard is very low.
- S. Saburabibi has described in the thesis, entitled, “Fishery Development Administration in Tamilnadu: A Study with reference to Ramnad District”, the hierarchy of administrative set up from commissioner of fishery department to Regional Joint Director, Deputy Director, Assistant Director and other staff engaged in development of fishery business and implementation of Government policies which are undertaken for development of fishery business. He also focused on Five Years Plan of Tamilnadu State and the amount spent on development of fishery business by the government.
- R. Rammohan in his thesis named, “Fishery Market: A Strategic Enquiry in to the Business Environment”, submitted to the Sardar Patel University in August 2000, focused on various

aspects of developing fishery sector, i.e. Boat building yards, Infrastructure, Fishery Product, Consumer Education, Deep sea Fishing and Market Demand, Development of inland Markets, Organization and Management, etc. He viewed the impact of various aspects on employment generation and revenue generation. He also highlighted the policy implications for Development of fishery business, Processing sector and various other facilities for development of fishery business in Kerala state. As per his view, there is a monopoly of traders in fish market and to break the Monopoly, the Co-Operatives have undertaken the function of lending to the boat owner and marketing.

- Chongtham Budhi Singh (1972) in “Fishing Economics of the Thanga”, a Ph.D. Thesis has analyzed the productivity Process of the Fishing Business. He has categorized the production factors in three types as Land Resources, Capital Resources and Labour Resources. As per of his opinions, the land is freely accessible(Lake) with paying nominal fees to the Government, whereas Capital resources divided in to fixed and variable and Labour resources are needed to be hired.
- Rajsenan D. (1987) in his thesis “Fishing Industry in Kerala: Problems and Potentials” explained various problems faced by fishing industry likewise, Resource Depletion, Mechanization of Boats, impact of it on fishery industry and Purse seining. He also tried to know how all these factors are affected on the increase in production, deep sea and offshore fishing and expenses of Fishing, etc.
- Swapna Pradhan in her book “Retailing Management” (2009), described that price is an integral element of the retail Marketing Mix. It is a factor which is the source of revenue for the retailer. There are various factors which needed to be taken in to consideration while fixing the price. Store policies, Competition & Economic Condition, Demand for the product are the main factors should be affected on the pricing decision. Pricing strategy is adopted by the retailer can be cost oriented, Demand oriented or Competition oriented. Market Skimming, Market Penetration, Price Bundling, Leader Pricing, multi unit Pricing, Every Day Low Pricing, Single Pricing and Multiple Pricing are the various pricing strategies have explained by the Author.
- Mr. Rajan Saxena in his book “Marketing Management” (2009) stated regarding price represents the Money (or Goods & Service in barter system) received by the firm or seller for its product for customer is a monetary Sacrifice. He also thorough described the Pricing Objectives i.e. Profit Maximization, Exploit Competition, Survival in competitive Market and Balancing Price over product line. He pointed out various methods of pricing as Cost Oriented, Competition Oriented and Customer Oriented. The Cost oriented method is based on total cost of the product. Competition oriented methods are of two types; one is “Follow the Crowd” which assumes no price war exist in the industry and another is Sealed Bid Pricing. Customer oriented method is customer perception of its value.

STUDY GAP:

According to the aforementioned literature analysis, there has been little research done on the pricing practices used in the case of marine fresh fish. As a result, the researcher attempted to study pricing practices followed in case of marine fresh fish in the Raigad District.

LIMITATIONS:

The current research is limited to marine fresh fish in the Raigad District of Maharashtra. This research focuses solely on the pricing techniques used in the case of fresh fish catch by traditional fishermen. All other components, such as the pricing of prawns, crabs, and other sea-caught seafood, are omitted.

PRICING PRACTICES:

In general, every business strives to maximize profits. As a result, multiple pricing techniques are likely to be used by firms depending on their needs. Organizations mix and match several sorts of pricing methods for products and services to achieve their aims and objectives. The price of a product is affected by a variety of factors such as fixed and variable costs, competition, organizational objectives, customer target groups, and so on.

a) Cost Based Pricing:

1) Mark Up Pricing/ Cost Plus Pricing:

The selling Price of product or service is fixed by adding portion of profit in actual cost incurred.

2) Absorption Cost Pricing/ Full Cost Pricing

This type of pricing method is followed by manufacturing organization. Here Fixed cost, variable cost, Selling and distribution cost is taken in to consideration and the profit margin is added in to it.

3) Target rate of return pricing:

This method is similar with absorption costing but the profit margin is fixed by taking in to consideration the return on Investment

4) Marginal Cost Pricing:

Under this practice the cost and demand of the product is considered for fixing the price.

b) Demand Based Pricing

1) What the traffic can bear pricing:

Under this method the seller sets maximum price which the buyer can ready to pay.

2) Skimming Pricing:

In this method the price is charged highest in initial stages and then the prices will be lowered.

3) Penetration Pricing:

In this method at initial stage the product is introduced at lower price in the market and then the prices will be increased as demand increase.

c) Competition Oriented Pricing

This method includes Premium Pricing which includes setting of higher prices than similar product, Discounted Pricing is a method where product is sold at low price compared to similar product of competitors, Parity Pricing / going rate pricing is a method where the product price is fixed by taking in to consideration the market price of the similar product.

d) Product line pricing:

This method is used when the company has more than one product in the product line. The manufacturing cost of the product is slightly changing.

e) Tender Pricing:

The price minimum price is quoted by the bidder to perform the contract.

PROFILE OF COASTAL DISTRICT OF MAHARASHTRA:

Raigad District is a district having highest population of Fishermen in Maharashtra. The Coastal area is also longer than other districts of Maharashtra. The Following table shows the Profile of Coastal District of Maharashtra.

Profile	Thane	Greater Mumbai	Raigad	Ratnagiri	Sindhudurg
Landing Centers	28	18	36	36	34
Fishing Villages	77	,30	168	98	83
Fishermen Families	26,821	9,304	24,026	14,064	7,277
Traditional Fishermen Families	26,331	9,138	20,448	12,541	5,745
BPL Families	4,231	624	5,864	2,089	2,701
Fisherfolk Population	1,21,869	40,953	1,23,574	66,685	33,178

(Source: Marine Fisheries Census 2010 Maharashtra)

With the exception of fisherman families, the Raigad District is the highest in all cases shown in the table above. Raigad District is home to around 32% of the entire fishermen population. Raigad is the only district in Maharashtra with three digits of fishing villages. As a result, the district of Raigad plays an essential part in Maharashtra's marine fish catching. Ratnagiri District has a far smaller population of fishermen than Raigad District, although the landing centers are comparable. According to the 2010 census, 5,864 households out of 24,026 fishermen families are below the poverty line, while the remaining families are above the poverty line.

FISH PRODUCTION OF INDIA:

Following table showing Production trend of Marine and Inland fish in India.

Table No. 2 Showing Year wise fish production of India

Sr. No.	Year	Fish Production (in lakh tonnes)		
		Marine	Inland	Total
1	1950 -51	5.34	2.18	7.52
2	1960-61	8.80	2.80	11.60
3	1970-71	10.86	6.70	17.56
4	1980-81	15.55	8.87	24.42
5	1990-91	23.00	15.36	38.36
6	1999-00	28.52	28.23	56.75
7	2010-11	32.50	49.81	82.31
8	2011 -12	33.72	52.94	86.66
9	2012-13	33.21	57.19	90.40
10	2013-14	34.43	61.36	95.79
11	2014-15	35.69	66.91	102.60
12	2015-16	36.00	71.62	107.62
13	2016-17	36.25	78.06	114.31
14	2017-18	36.88	89.02	125.90

(Source: Hand book on Fisheries Statistics 2018, Government of India and Report on the working group on Development and management of fisheries and aquaculture XII Five Year plan)

India's fish production has been expanding in recent years. The total amount of fish produced in 1950-1951 was 7.52 lakh tonnes, which increased by double digit in 1960-61. India's fish production is expanding year after year. India produced 125.90 lakh tonnes of fish in 2017-18, which is around 16.75 times the amount produced in 1950-51. When compared to marine fish production, inland fish production has increased by a greater amount. Marine fish production in 1950-51 was 5.34 lakh tonnes, which increased by 6.906 times in 2017-18 to 36.88 tonnes, while inland fish production was 2.18 lakh tonnes in 1950-51, which increased by 40.835 times in 2017-18 to 89.02 lakh tonnes, indicating a higher percentage of increase in inland fish production than in marine fish production.

PRACTICES FOLLOWED IN RAIGAD DISTRICT:

The majority of fishermen in the Raigad district are illiterate or undereducated, and they lack commercial knowledge. He has no idea how to set the pricing or which tactics or strategies should be used to do so. There is no right to fix the price of fish in the Raigad district. The state of Maharashtra has a Fish Catch Ban from June to August. In these days, the Maharashtra government has declared fish holidays. The fishermen of Raigad District are idle during the ban period; they have no work. He took the advance from the traders/mediators during the

holiday period. The interest rate charged by the mediator or trader is usually between 5% and 10% of the advance amount. After the season begins, the reimbursement is made from the price / amount obtained from the fish catch. The dealer also offers fishing equipment (net), ice, and boat oil.

The majority of fishermen take a loan from a dealer and then have to sell their fish to the trader who gave them the loan. Fishermen do not have the authority to set fish prices. In most circumstances, the Raigad district uses the auction technique to set the price. At the landing centre, the auction of the fish catch is done by a merchant. Sometimes fishermen keep some fish to sell on the open market to cover daily recurring expenses such as food on the boat, daily household expenses, and so on. The fish he kept to cover his expenses is sold directly to the consumer by the fisherwomen in the nearby retail market. The women of the family take the responsibility of selling the fish in the retail market on her shoulder.

The trader keeps a portion of the auction proceeds as an advance payment, while the remainder is returned to the fishermen. Before the season ends, the fisherman must repay the entire advance. Whether the fishermen accept the advance or not, he will almost always have to use the auction procedure to sell the fish at the landing facility. The fishermen are sometimes unable to fulfill their regular expenses from the revenue received, and in a few cases, they return empty-handed.

IMPACT AND AWARENESS OF PRICING PRACTICES IN THE FISHERMEN OF RAIGAD DISTRICT:

The fishermen in Raigad District are unaware of market pricing patterns. The fishermen do not have the authority to set the fish price. He is clueless when it comes to marketing ideas. Because the majority of the fishermen in Raigad District are uneducated, they lack technical market expertise. When the fish reaches the landing centre, the fishermen's job is done. He believes it is the trader's responsibility to set the price and sell these fish. Fishermen are uninformed of new innovations and changes in marketing policies due to a lack of knowledge. It is customary to sell fish to the trader who financed the fishermen.

The fishermen's portion of the fish selling rupee is very low as a result of this approach.

SUMMARY & CONCLUSIONS:

Raigad District is Maharashtra's largest in terms of fisherfolk population, landing centres, and the number of fishing villages. In the industrial sector, the product's price is set by the firm or producer. For the purpose of determining the product's selling price, he considers the costs of production, administration, and selling and distribution. To get at the selling price, the company maker deducts a set percentage of profit from the cost price. Companies can utilise scientific ways to determine the pricing. In the case of firms or producers, the profit margin is thus predetermined.

When it comes to marine fish, the auction method is used in the majority of cases. The fishermen don't know how much money they'll get for their catch until the auction is over. As

a result, in the event of an auction, the fishermen have no rights to set the price of their catch. In the event of a low catch, his regular expenses may not be covered by the cash earned from fish sales. During the prohibition period, the fishermen are unemployed; they have no other source of income. As a result, they rely on the advance from the traders, and they must sell their fish to the specific trader. Fishermen are refusing to take out loans from nationalised banks. He is hesitant to go to the bank because the loan or advance application process is lengthy and inconvenient.

The government should take the lead in developing regulations to regulate the price of marine seafood. There are no rules or regulations in place to regulate the price of fish. The fishermen's community has to be educated about the advantages of taking out loans from nationalized banks.

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GLOBAL MARKET EXPANSION THROUGH DIGITAL TRANSFORMATION: LEVERAGING E-COMMERCE PLATFORMS IN EMERGING MARKETS

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ABSTRACT:

In a rapidly evolving global marketplace, businesses are increasingly turning to digital marketing strategies to tap into new and emerging markets. This research paper examines the impact of digital marketing, specifically through e-commerce platforms, on global market expansion. The study focuses on one geographical region, exploring how innovative marketing approaches can facilitate market entry, drive consumer engagement, and contribute to sustainable business growth.

BACKGROUND:

Detailed overview of the evolving global request geography.

In a world where over 170 million people use social media on a regular basis, every working professional is anticipated to be familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the creation of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or sell products and services to targeted consumers and businesses." People are consuming digital content on a diurnal basis. veritably soon, traditional marketing platforms will vanish, and the digital request will fully take over. There are a number of advantages in Digital Marketing. Unlike traditional marketing, digital marketing is furtheraffordable.You can reach a larger followership in a shorter time period. Technological advances have resulted in considerable waste of the client- base of traditional marketing agencies and departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most honed preface to the significance of digital marketing ande-commerce in request expansion.

WHAT IS DIGITAL MARKETING?

Any digital channels by a business or company to request or promote products and services to consumers are pertained to as digital marketing. Different websites, mobile bias, social media, search machines, and analogous channels are used in digital marketing

HOW SUCCESSFUL IS DIGITAL MARKETING?

With the arrival of digitalization, it has been observed that the shopping crowd in the requests gradually dropped, and now it's seen that further and further people protect online for

themselves and their families. So, there are multitudinous advantages to promoting your business online because you want to reach the right followership, and your followership is online.

BENEFITS OF DIGITAL MARKETING:

You can reach a larger followership in a shorter time period. Technological advances have resulted in considerable waste of the client- base of traditional marketing agencies and departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground exploration objects

REVIEW OF LITERATURE:

numerous exploration papers and papers on Digital Marketing give in- depth analysis. The following are some of the findings from some of the exploration papers

Nadaraja and Yazdanifard(2013), in their study aims to uncover the benefits and downsides of social media marketing. It's a slice- edge tool for marketers looking to connect with their target cult. The medium has a lot of advantages and disadvantages, and businesses are still trying to figure out how to overcome them

Yasmin, Tasneem, and Fatima(2015), concentrated on the significance of digital marketing, statingthat digital marketing is the use of electronic media by marketers to promote particulars or services into the request. Digital marketing's major thing is to attract guests and allow them to interact with the company via digital media. Their exploration looked at several types of digital marketing, their success, and the impact it has on a company's deals.

Mathur(2016), this paper suggests the significance and benefits of Digital Marketing. It also highlights that the Govt of India is taking enterprises like Digital India which is a new way of connecting and informing population across the globe. This action has turned the attention of the world towards the arising development in digitalization. Through Digitalization, Indianscenarioisfar- brought and the acceptance among the millions is a positive sign to empower India digitally.

Kannan and Li(2017), end was to record an exploration strategy in Digital Marketing. Thereseachers tried to give a complete description of digital marketing. They have also created and projected a supporting frame that highlights critical moments in the marketing process, as well as the marketing strategy process, where digital technologies play an important part. They Conclude that Digital Marketing has to be reviewed in collaborations with all the stakeholders and unborn experimenters can critically look at the issues that were outlined with applicable data from field trials and observational studies.

Bharti(2018), set up that the important reason for a radical change in the shopping approachoftheIndian consumer is due to the adding use of e-commerce. The papers suggest that for the growth in digital marketing, marketers should try to identify the trends and patterns inconsumer'sElectronic The consumers can also post online feedback through social media. Through Social Media commerce, the businesses can admit both positive and negative feedback

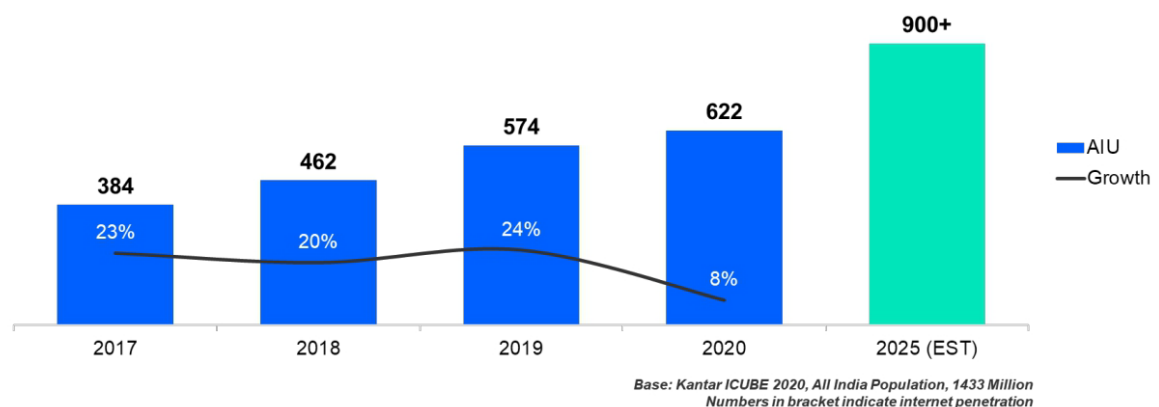
and conduits have direct contact with their guests. This will further increase their effectiveness to run their business through E-Marketing.

Rajaiah and Srinivasulu (2019) concluded that digital marketing is one of the most cost-effective ways to announce a product, when compared to other marketing platforms. People are being told by digital marketing and advertising to buy and sell online, and e-commerce is growing. In the following times, the future of digital marketing in India as well as the compass of digital marketing will buck up.

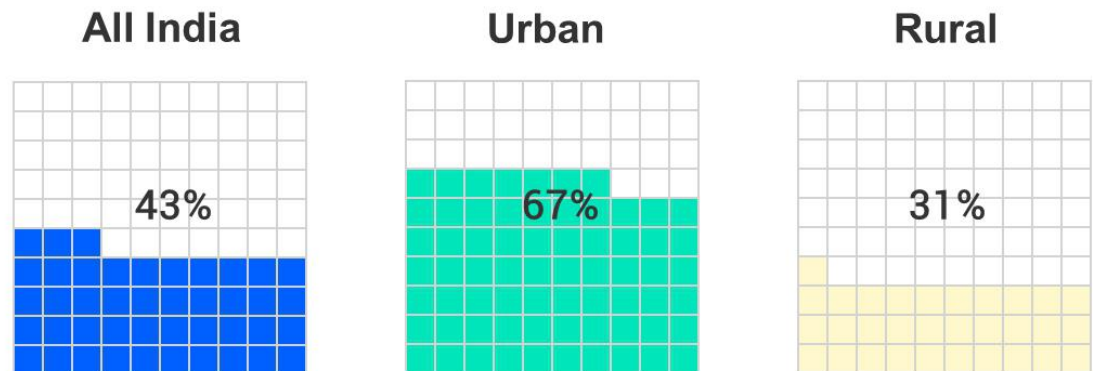
EXPLANATION OF THE STUDY:

- India is one of the foremost populated countries within the world, with a population of 1.3 billion. At the same time, India has the loftiest number of people who aren't connected to Internet despite having the second largest online request in the world. This shows the unborn compass of digital marketing in India.
- According to the IMAI Kantar ICUBE 2020 Report, India is anticipated to have 900 million active Internet druggies by 2025, over from 622 million in 2020, a 45 percent increase over the coming five times. Source: IMAI Kantar- ICUBE 2020 Report.

	All India	Urban	Rural
Population	1433 MN	485 MN	948 MN
Active Internet Users	622 MN	323 MN	299 MN

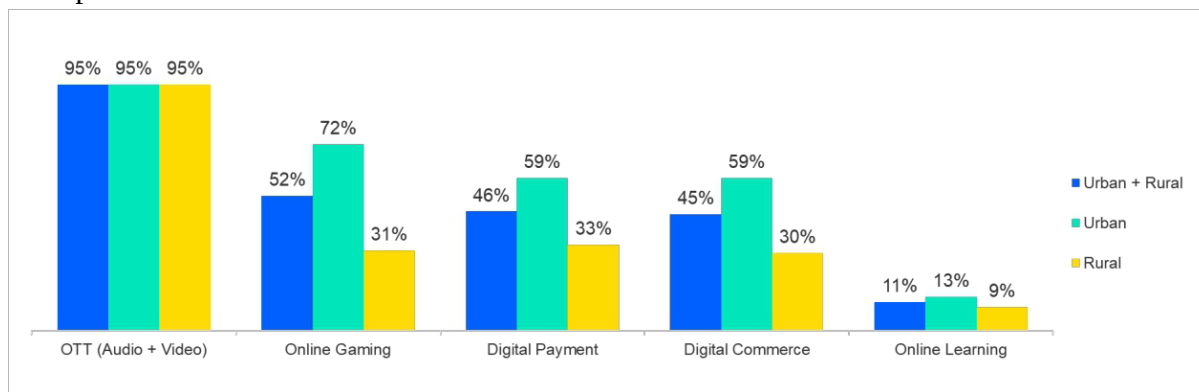


- The internet penetration in civic India as well as pastoral areas have been growing at a faster rate. contemporaneously, the compass of digital marketing in India is also adding fleetly because the maturity of people currently use the web or spend time on the internet.



Base: Kantar ICUBE 2020, Population, All India 1433 Million, Urban India 485 Million, Rural India 948 Million

- The compass of digital marketing has seen drastic growth during the COVID- 19 and consumers ' buying geste have been changed. To help complaint vectors like currency and point of trade(POS) outstations, Indian consumers are precipitously transferring their purchases from in store to online.



Base: Kantar ICUBE 2020, Active Internet Users, All India 622 Million, Urban India 323 Million, Rural India 299 Million

Globalization and Market Dynamics. Explore the literal environment of globalization and its impact on request structures.

- An imperishable challenge facing all of the world's countries, anyhow of their position of profitable development, is achieving fiscal stability, profitable growth, and advanced living norms. There are numerous different paths that can be taken to achieve these objectives, and every country's path will be different given the distinctive nature of public husbandry and political systems. The constituents contributing to China's high growth rate over the past two decades have, for illustration, been veritably different from those that have contributed to high growth in countries as varied as Malaysia and Malta.

WHAT'S GLOBALIZATION?

- profitable" globalization" is a literal process, the result of mortal invention and technological progress. It refers to the adding integration of husbandry around the

world, particularly through the movement of goods, services, and capital across borders. The term occasionally also refers to the movement of people(labor) and knowledge(technology) across transnational borders. There are also broader artistic, political, and environmental confines of globalization.

- The term" globalization" began to be used more generally in the 1980s, reflecting technological advances that made it easier and quicker to complete transnational deals — both trade and fiscal overflows. It refers to an extension beyond public borders of the same request forces that have operated for centuries at each situation of mortal profitable exertion — vill requests, civic diligence, or fiscal centers.
 - There are innumerable pointers that illustrate how goods, capital, and people have become more globalized.
 - The value of trade(goods and services) as a chance of world GDP increased from 42.1 percent in 1980 to 62.1 percent in 2007.
 - Foreign direct investment increased from 6.5 percent of world GDP in 1980 to 31.8 percent in 2006.
 - The stock of transnational claims(primarily bank loans), as a chance of world GDP, increased from roughly 10 percent in 1980 to 48 percent in 2006.
 - The number of twinkles spent on cross-border telephone calls, on a per-capita basis, increased from 7.3 in 1991 to 28.8 in 2006.
- The number of foreign workers has increased from 78 million people (2.4 percent of the world population) in 1965 to 191 million people (3.0 percent of the world population) in 2005.

HOW DIGITAL TRANSFORMATION HELPS BUSINESSES COMBAT CHALLENGES OF THE EVOLVING LANDSCAPE?

Digital metamorphosis plays a pivotal part in helping businesses overcome the challenges posed by the constantly evolving geography. Then how Centralized Data Digital metamorphosis integrates data from collected colorful sources, both internal and external, into a centralized data garçon or depository while icing all applicable data is accessible from a single point. On the other hand, operation Programming Interfaces(APIs) and middleware enable flawless integration between standalone or distant apps systems, supporting effective data inflow and synchronization. pall platforms offer storehouse results that allow associations to store, manage, and access data from anywhere in the world. It eliminates the need for maintaining physical waiters and promotes data centralization. Structure Through pall computing, associations can gauge up or down their operations according to the vacuity of coffers and structure. The inflexibility helps manage varying workloads without asking for any investments in physical waiters. Centralized data waiters optimize resource application and reduce physical tackle vestiges. Virtual desktop structure centralized desktop operation, making it easy to emplace, manage, and secure end- stoner computing surroundings.

Digital metamorphosis also encourages the relinquishment of edge computing that processes data closer to the source while reducing quiescence and perfecting the performance of operations, especially in scripts that bear real-time processing. threat Mitigation Digital metamorphosis for business is important as it leverages prophetic analytics, machine literacy, and other analytics to cover large data sets and identify patterns that may indicate implicit pitfalls. By enforcing data-driven early warning systems, associations can proactively identify and address arising pitfalls before they escalate. These systems give cautions related to anomalies, outliers, threshold violations, request trends, changes in consumer demand, security pitfalls, compliance, performance, etc.

Remote Work

Digital metamorphosis has led to the wide relinquishment of videotape conferencing tools, enabling flawless face-to-face communication anyhow of geographical position. Along with it, collaboration platforms give a centralized space for communication, train sharing, and collaboration, fostering cooperation among remote workers.

Operating Legacy System

Digital metamorphosis uses middleware results that act as a ground between heritage systems and ultramodern operations. This facilitates flawless integration and interoperability between new and being technologies. enforcing APIs allows heritage systems to expose their functionalities, enabling easier integration with new operations and services

DIGITAL MARKETING STRATEGIES:

The COVID-19 epidemic fueled significant growth in influencer marketing.

Nearly one in three Gen Z and baby boomers said content generators handed a sense of community during the epidemic. With the need to appeal to Gen Z consumers and produce a virtual experience, influencer marketing increased by 470 from 2016 to 2020.

An influencer is a celebrity, public figure or content creator with an organic and engaged followership. Influencer marketing leverages the credibility of a popular content creator to promote your brand through paid signatures and recommendations.

Partnering with influencers gives you direct access to a member of prospects that need and want to buy your product. It's further than liking a post or sharing images. suppose of influencer marketing as a pious client recommending your brand to thousands of their closest musketeers. When consumers see their favorite content generators wearing trendy apparel or using a new facial cleaner, they will probably buy the particulars. Still a fairly youthful digital marketing channel, there's a lot of query around how to use influencer marketing and how it can profit your brand. Get answers to your questions and learn how influencers can increase your reach, followers and point business, attract further leads, make brand fidelity and drive deals.

ADVANTAGES OF DIGITAL MARKETING:

Streamlined Information on Products or Services- Consumers can stay up to date with

information, while companies and business houses can modernize information about their products and services. Information Exchange & Greater Engagement- Digital communication can help in swapping information with further accessible way at faster rate. Consumers can get engaged with the company's colorful conditioning by visiting the websites, reading post about the products or services and can place order online and give their views/ share experience. Internet provides comprehensive information which helps the guests in making purchase decision. Easy Comparison with Others – There are numerous companies in request which promotes same products and services using digital marketing, the client can make comparison among these products or services in cost and time friendly way without visiting a different retail outlets in order to gain knowledge about the products or services. Companies can display prices, offers, abatements etc on products or services through digital marketing channel and this makes prices veritably clear and transparent for the guests. Enables 24/7 Instant Purchase – E-marketing platforms give 24 * 7 services to client. E request has a reach to millions of guests, which isn't possible in traditional mode of marketing, also, with digital marketing, guests can buy the products or services incontinently.

Cost effectiveness and Personalized Services Digital marketing is cost effective result compared to traditional mass media marketing. Also, it's possible to produce customize offers and programs grounded on the consumer biographies and their preferences. Keeping in view the consequences of COVID- 19, Digital Marketing is safe as it has no physical presence needed in reaching out to millions of guests, in short period

DISADVANTAGES OF DIGITAL MARKETING:

responsibility on Technology Digital marketing is fully grounded on technology and Internet connectivity also plays a pivotal part in successful perpetration. On the other hand, still the reach and skill of using digital widgets technologies are a challenge for a big knob of Indian consumers. Therefore the reach and access of digital marketing among all parts of consumers is still a challenge. Issues w.r.t Security, Brand and sequestration Cyber security is the primary demand for successful perpetration of digital marketing. The issues.r.t online payment frauds are also adding day by day and that's why the numerous of the consumers do n't trust in the electronic styles of paying and give up buying online because of this. There are always a trouble of being copied by any contender, also, the Trademarks or ensigns can be used to defraud Electronic dupe available at [https:// ssrn.com/abstract=3993539](https://ssrn.com/abstract=3993539)

customers . piecemeal from the same, the legal considerations in carrying consumers data for using digital marketing strategies need to be rigorously under the Law of the Country. guarding the consumers ' data is a challenge for numerous of the companies business houses.

Mindset of Consumers Digital marketing isn't yet completely accepted by all the Indian consumers. The digital platforms does n't allow the consumer “ to touch and feel ” the products before copping it. A significant member of Indian consumers, especially aged bones still don't trust in digital terrain and they prefer to use the traditional styles of shopping.

Also, there have been a lack of trust of the consumers on digital platforms because of numerous frauds wrt virtual elevations, payments, non-delivery of the products or services as shown on the doors posts etc. This goods the image and character of honest companies

Beyond the reach of Small Business There's a need of having a trained platoon/ force to manage the rudiments of digital marketing. Also, the tools, platforms and trends change fleetly and it requires to keep over- to- date to meet the consumers demand and to complete with the multiple challengers. These are the major hurdles for small business possessors to use digital marketing strategies for expansion and to reach large number of consumers.

Complaints, Consumer Feedback and Anti Brand Conditioning – numerous times challengers use anti brand activist, bloggers, and opinions leaders to condemn the image of certain brand which impact the business. Also, the using digital platform, consumers can give any negative feedback or review of the brand on open sphere which can be visible by any other consumers visiting the post/ doors or social media and review websites. therefore, carrying out effective online client service is a challenge in guarding from damage of brand character.

CONCLUSION:

The internet's penetration has increased and India has the 2nd largest number of internet druggies in the world. There's a need to apply holistic digital marketing strategies which can make the marketing more effective and ensure good return from investment for both the consumers as well as the merchandisers. In recent history, there's been a paradigm shift in the marketing approach of the consumers. The preference and trends change constantly and consumers have come more apprehensive of brands and life according to need and occasions. With digital marketing it's possible for Electronic dupe to target every individual consumer in a substantiated manner. One should accept that moment's client are Internet expertise and much further apprehensive and knowledgeable on the advantages & disadvantages, price, trend etc of the product or services they want. With the preface of COVID- 19, consumers each over the world were confined to their homes for extended ages of time, performing in a significant shift in consumer geste. People have begun to use digital technologies and have made them a normal part of their life, and this will continue whether there's an epidemic or not. Digital marketing is also growing to keep up with new technology improvements and changing client tastes, which will enable businesses of all sizes to incorporate digital marketing as a necessary element of their survival and growth. Electronic dupe.

A COMPREHENSIVE STUDY ON NEED FOR REFINING ENTREPRENEURIAL SKILLS FOR SUCCESS IN GLOBAL ENTREPRENEURSHIP

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ABSTRACT:

In an increasingly interconnected and competitive global economy, the role of entrepreneurship has become paramount in driving innovation, economic growth, and job creation. However, success in global entrepreneurship requires more than just a good business idea; it demands a diverse set of entrepreneurial skills and competencies. This research paper aims to investigate the essential entrepreneurial skills necessary for success in global entrepreneurship and propose strategies for cultivating these skills. Through an extensive review of existing literature and case studies of successful global entrepreneurs, this paper identifies key entrepreneurial skills such as creativity, resilience, adaptability, and cultural intelligence. Furthermore, it explores the role of education, training programs, mentorship, and experiential learning in fostering these skills. By understanding and nurturing these competencies, aspiring entrepreneurs can enhance their prospects of success in the complex and dynamic global business environment.

INTRODUCTION:

In the ever-evolving landscape of the global economy, entrepreneurs emerge as pivotal players, driving innovation, creating jobs, and fostering economic growth. Success in entrepreneurship isn't just about having a ground breaking idea or unparalleled work ethic. There are many entrepreneurs who have really good ideas but fail. The reality is an entrepreneur's success largely cruxes on a set of core skills that enable them to handle all of the ins and outs of building and growing a business.

SIGNIFICANCE OF THE STUDY:

Business Intelligence improves your thinking, creativity and problem-solving skills.

It encourages innovation, creativity and adaptation, preparing people to navigate a dynamic work environment. It cultivates Effective communication skills, Adaptability, resilience, and risk-taking. Additionally, having entrepreneurial skills enables entrepreneurs to follow passions, create possibilities, and become financially independent. It is the need of an hour to overcome the difficulties of entrepreneurship aroused due to diversity in global business environment. Entrepreneurs stimulate economic growth by introducing product innovations and new technologies and efficiency.

Their businesses contribute to the GDP through the creation of wealth and value-added services and products. Entrepreneurs often open or start new businesses for business growth, contributing to economic diversification and flexibility. Furthermore, the competition they

introduce encourages existing businesses to optimize their operations and productivity, leading to overall economic improvement.

OBJECTIVES:

To identify key entrepreneurial skills essential to be an effective entrepreneur.

To explore the role of education, training programs, mentorship, and experiential learning in fostering these skills.

To understand the strategies to develop the skill and competencies for better prospects of success in the complex and dynamic global business environment.

METHODOLOGY:

The research work is mainly based on secondary data. The nature of this study is descriptive. The applicable books, documents of various ministries/ departments and associations, exploration of papers and websites are used in this study.

LITERATURE REVIEW:

February 2018, Theoretical model of fundamental entrepreneurial competencies Kaethe Schneider and Carlos Andres Alborno “An entrepreneurial competency model is proposed that gives insight about the key behavior of recognizing/producing and exploiting entrepreneurial opportunity which a successful entrepreneur should be able to demonstrate, and a person's underlying characteristics.”

Wordpress.com Theories of entrepreneurship The GEM report provides “conclusive evidence that promoting entrepreneurship and enhancing the entrepreneurial dynamics of a country should be an integral element of any government’s commitment to boosting economic well-being.” 26 February 2020 International Journal of entrepreneurial venturing (Inderscience Publishers)-Vol.12, Iss: 2,pp “The role entrepreneurship on the foundations of dynamic capabilities- the influence of entrepreneurship as an opportunity sensing base, the effect on human resources (HR) capability to reach those opp opportunities, and finally knowledge management (KM) consequences on firm performance.”

ESSENTIAL ENTREPRENEURIAL SKILLS FOR SUCCESS IN GLOBAL ENTREPRENEURSHIP:

Creativity and Innovation

Creativity is the ability to come up with new and innovative ideas and solutions

Cultivate creative thinking skills and encourage innovative problem-solving. It’s essential to expand our imagination and innovation if we want to become an entrepreneur. Embracing a mind set of interest, and exploring new things fosters innovative problem-solving.

Resilience and Risk-Taking

Developing resilience is essential because entrepreneurship can be difficult. Accept failures as lessons learned, move on from mistakes, and keep an optimistic outlook despite difficulties. Risk taking is willingness to take calculated risks and seize opportunities.

Adaptability and Flexibility

Adaptability means adjusting to changing market conditions and pivoting when necessary. Entrepreneurs must be able to work in a dynamic environment that is constantly changing. Adaptability allows entrepreneurs to embrace change rather than resist it.

Cultural Intelligence and Cross-Cultural Communication

Improving communication is essential to create business opportunities. Entrepreneurs will be able to explain their vision, forge solid connections, and encourage cooperation with the help of effective communication. By improving communication skills, one can successfully sell ideas, create partnerships, and engage stakeholders which open the door to entrepreneurial success. Establishing relationships with stakeholders and conveying ideas clearly and persuasively helps in Cross-Cultural Communication

Leadership and Vision

Leadership means inspiring and motivating others to achieve common goals. Another important skill for entrepreneurs is finding business opportunities that require the development of leadership skills. Entrepreneurs who are effective leaders can inspire and motivate employees, make smart choices and build effective teams. Expanding the network is a great way to get inspired and take business to the next level.

Networking and Relationship Building

Entrepreneurship draws opportunities to build strong connections with industry professionals and like-minded people. Expanding one's network is a great way to find inspiration and take the business to the next level. Making a strong connection is one of the top skills for expanding connections. Always make an effort to attend networking events to get useful information. By networking, you can share ideas, get help, and develop important connections that may lead to partnerships, collaborations, and business prospects.

Listen and discuss

Entrepreneurs need a network of contacts to get advice, support, and expertise. Knowing your own limits and the willingness to seek assistance is a hallmark of a savvy entrepreneur. The collective wisdom of a trusted network can offer invaluable insights that surpass what one can achieve alone. To get good rewards of network one has to put efforts and keep openness.

Empathy

Understanding and sharing the feelings of others, or empathy, is not just a moral attribute but a critical entrepreneurial skill. It is a base for strong, meaningful relationships with both employees and customers. By genuinely empathizing with our team, you foster a work environment based on trust and respect, which in turn boosts morale and productivity. For customers, empathy allows entrepreneurs to see beyond transactions and understand the deeper needs and emotions driving their behaviours. This insight is the key when designing products or services, as it ensures that what you're offering truly resonates with your target audience. It forms the basis of establishing good relationships with employees and customers.

Empathy can improve problem solving and conflict resolution in a group. Understanding different perspectives can lead to positive and inclusive solutions that include needs and opinions. It encourages open communication and collaboration, which are essential for navigating the challenges of entrepreneurship.

Curiosity

A curious mind set drives entrepreneurs to constantly seek new opportunities, learn from their experiences, and innovate. Curiosity encourages creativity and is important for leadership. It's this insatiable desire to understand more about the world, the market, and the people within it that leads to ground breaking ideas and solutions. Curiosity is the catalyst for effective creative brainstorming. It encourages entrepreneurs to look beyond conventional wisdom and explore a wide range of possibilities. By fostering an environment where questioning is encouraged and every idea is considered, entrepreneurs can tap into diverse insights and perspectives. The type of collaborative research that stems from curiosity can find solutions to complex problems.

Strategies for refining Entrepreneurial Skills:

Most business operate internationally using digital platforms and e-commerce to go global. This expansion benefits not only entrepreneurs but also the economy as it facilitates cross-border trade and investment. Global entrepreneurship encourages the exchange of ideas, capital, and goods, contributing to a more interconnected and integrated global economy. This international perspective fosters a more inclusive economic environment, where opportunities for growth and collaboration extend beyond local markets.

Training and Skill Development Workshops

Entrepreneurs are expected to work hard to develop a strong work ethic and be consistent in your efforts to grow. Entrepreneurs have to be proactive and stay open to change and embrace new ideas and opportunities as they arise. Attending workshops and seminars is essential as it provides learning opportunities and networking.

Mentorship and Coaching

Mentorship can make a significant impact on the life and career of an entrepreneur; seek mentorship from successful leaders to enhance our skills. Make contact with other entrepreneurs or professionals who can offer you complete direction and help you. Your ability to handle difficulties and make wise judgements will be helped by their insights and informed decisions.

Experiential Learning and Internships

It helps in problem solving means finding solutions to complex problems. Foster a growth mind set.

Continuous learning and personal development

Entrepreneurs should keep learning active. Focus on continuous learning and seek out new opportunities to develop your skills problems and overcoming obstacles. Entrepreneurs can

learn from Podcasts, books, and seminars can be great sources of information to enhance your skills. Taking up online courses is an excellent way to boost the skills. Online courses are convenient and cost-effective way to improve entrepreneurial skills. Creativity, innovation, and leadership courses are available online on multiple platforms. Reading entrepreneurship books and articles can provide valuable insights and ideas for developing and improving entrepreneurial skills.

Time Management and Organizational Skills

Great leaders have to know how to delegate and prioritize tasks, manage their time and resources, and maintain a well-structured and efficient work environment. Effective time management and organizational skills can enable them to achieve goals, manage stress, maintain a healthy work-life balance, and improve well-being and satisfaction. Establish business objectives, strengths, weaknesses, and what to achieve. Time management and organizational skills include: Prioritizing, Goal setting, Multi-tasking, Decision making and collaboration

CONCLUSION:

Entrepreneurs are indispensable to the global economy, driving innovation, creating jobs, fostering economic growth, expanding markets, and improving societal well-being. Their ability to think and implement new ideas not only disrupts existing business models but also opens up new opportunities. As the world continues to face economic, social, and environmental challenges, the role of entrepreneurs in creating sustainable solutions and opportunities cannot be underestimated. Supporting entrepreneurship, through policy, education, and investment, is crucial for the continued prosperity and advancement of the global economy.

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RECENT CORPORATE GOVERNANCE TRENDS AND THEIR IMPACT ON FINANCIAL PERFORMANCE OF COMPANIES IN INDIA.

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ABSTRACT:

This study delves into the evolving landscape of corporate governance practices and their impact on the financial performance of companies in India. This study employs secondary data analysis including corporate governance metrics, financial performance indicators, scholarly articles and empirical analysis to evaluate the recent trends in corporate governance. By analyzing the impact of these emerging trends on the financial performance of companies in India, the study aims to provide insights for stakeholders. The findings of the study disclose the significant trends in corporate governance practices. Moreover, the analysis reveals a direct relationship between emerging corporate governance trends and the financial performance of companies in India. Implications of this study provide recommendations for internal and external stakeholders to enhance corporate governance standards lead to better financial outcomes.

KEYWORDS: Corporate governance, financial performance, Impact analysis, Stakeholders

INTRODUCTION:

The corporate governance landscape is continuously evolving in India. It is an integral element of contemporary business operations, especially in rising economies like India. The corporate governance framework has undergone significant transformations and progress over the past few decades due to globalization, liberalization, technological betterment and rising stakeholders' expectations. It is navigated by internal reforms and external regulatory interventions; these combined efforts contribute to facilitating a more vigorous corporate governance framework in India. These modifications have sparked substantial curiosity among stakeholders and researchers, stimulating an assessment of their influences on financial performance. The adoption of global best practices and regulatory reforms such as the Companies Act, 2013 and SEBI (Securities and Exchange Board of India), has played an important part in shaping the best governance practices.

Understanding the recent corporate governance trends and their impact on the financial performance of companies in India and their implications for corporate governance standards and financial performance is of paramount significance for all stakeholders. Firstly, Investors critically consider corporate governance practices such as transparency, accountability and ethical behaviour when making investment decisions, it reduces risks and creates value for the long term. Secondly, policymakers strive for insights to improve existing rules and regulations. It helps to stimulate a conducive atmosphere for enduring business practices. Moreover,

corporate leaders acknowledge the primacy of robust governance mechanisms in boosting trust among stakeholders. It assists in maintaining organizational soundness amidst dynamic market conditions.

OBJECTIVES OF STUDY:

- To evaluate the recent corporate governance trends in India
- To analyze the impact of emerging corporate governance trends on the financial performance of companies in India.
- To provide recommendations for stakeholders to enhance corporate governance standards in India.

LITERATURE REVIEW:

This study aims to demonstrate several research gaps in the existing literature:

1. Although there might be existing studies converse about corporate governance practices in India, there could be a lack of detailed analysis on recent trends in corporate governance practices. This study aims to fill this gap by examining the most recent trends and changes in corporate governance standards within Indian companies.
2. While there is literature evaluating the relationship between corporate governance practices and financial performance in India, there might be a gap in understanding how recent trends in corporate governance practices specifically impact the financial performance of companies in India. This study seeks to evaluate this relation in detail, considering the most recent development.
3. Existing studies might be providing insights into corporate governance standards and their impact on financial performance and there could be a need for more actionable recommendations for all stakeholders. This study aims to offer practical insights based on detailed analysis conducted and furnish directions for strengthening corporate governance practices and the financial performance of companies in India.

METHODOLOGY:

1. Data and Sources-Secondary Data has been collected from the following sources.

- Annual reports of Indian companies listed on stock exchanges.
- Reports and publications from regulatory bodies
- Academic journals
- Research papers
- Scholarly articles
- Corporate governance indices and ratings
- Moneycontrol.com

2. Criteria for Selecting Data

- Relevance to the objectives of the study
- Data from reputable sources and credible sources
- Availability of data for analysis

3. Analytical Techniques

- Descriptive Analysis
- Comparative Analysis
- Content Analysis

FINDINGS:

1. **Recent Trends in Corporate Governance:** The analysis demonstrates a significant shift in corporate governance practices, navigated by regulatory reforms, varying market situations and International best practices. Over the past few decades, multiple emerged trends shaping the corporate governance landscape in India.
 - i. **Regulatory Reforms-** The Securities and Exchange Board of India (SEBI) is a regulatory authority which has been taking proactive steps to enhance corporate governance practices by executing reforms. SEBI constantly has amendments to align with international practices and discovers emerging issues. These revised listing rules have concentrated on improving board composition and diversity, enhancing disclosure and transparency and bolstering shareholder's rights.
 - ii. **Enhanced Board Effectiveness:** Nowadays, the Board has greater emphasis on regular assessment, board composition and diversity, constant director education and specialized committees. It concentrates on strengthening board effectiveness through strategy formulation, risk surveillance and stakeholder engagement.
 - iii. **Board Diversity and Independence-** SEBI mandates to appointment of at least one-woman director on the board of listed companies which leads to gender diversity. There should be an independent director to form a substantial portion of the board to ensure effective oversight and impersonal decision-making.
 - iv. **Disclosure and Transparency norms:** Companies are instructed to provide prompt disclosure regarding corporate governance standards, remuneration policies, risk management practices and related party transactions which leads to greater transparency.
 - v. **Environmental, Social and Governance (ESG) Factors:** Companies are blending ESG factors with business tactics, reporting frameworks and governance standards for long-term value creation and risk management. Investors are increasingly assessing companies based on Environmental, Social and Governance performances.
 - vi. **Digital Transformation:** Technology transformation encourages companies to use digital mechanisms to keep in touch with the board, manage documents, monitor compliance, engage stakeholders and so on. It helps to enhance efficacy, translucence, and accessibility in governance practices.
 - vii. **Stakeholder Engagement:** Companies are taking the initiative to include a broader set of stakeholders and to address their curiosity, concerns and anticipations. Thereby,

stimulating faith and enduring value creation towards stakeholders including employees, customers, communities and suppliers.

- viii. **Corporate Social Responsibility (CSR):** According to the Companies Act, 2013, It is mandatory for certain qualifying companies to expend a percentage of their earnings on CSR activities. Qualifying companies are following CSR initiatives within their business objectives and societal needs due to it being integral to corporate governance practices. It demonstrates their dedication towards the society.

Corporate governance standards are evolving in India to align with global practices. There is thriving recognition of the importance of corporate governance practices within transparency, accountability, stakeholder engagement, fairness, responsibility and enduring business activities in creating long-term value creation. Advancements in technology, stakeholders' engagement and constant regulatory reforms lead to shaping the future of corporate governance practices.

2. Impact of emerging corporate governance trends on the financial performance of companies in India.

SEBI and the Companies Act are the regulatory bodies that play a pivotal role in implementing corporate governance practices. It focuses on ensuring fairness, transparency, accountability and responsibility carried on by companies in corporate decision-making.

- i. **Board Structure:** The board composition required a certain portion of independent directors. An independent board of directors must be elected to provide impartial decisions and strategic directions and ensure checks and balances in the companies. Gender diversity and expertise are essential to mitigate risks and enhance decision-making.
- ii. **Legal framework:** The Companies Act sets provisions for the board composition, stakeholders' rights and transparency requirements whereas, SEBI ordinances supplement the Companies Act by furnishing guidelines for listed companies.
- iii. **Board effectiveness:** Effective board committees such as audit, risk and remuneration have an ability to make informed decisions and align with shareholder's interests resulting in enhancing transparency, accountability, fairness and responsibility.
- iv. **Executive Compensation:** The company should follow executive compensation standards to incentivize executives effectively. Significant compensation with corresponding performance can build shareholders' value and raise governance indifference.
- v. **Shareholders Activism:** Shareholders can take part in corporate decisions, access information and receive dividends in India. This activism can influence corporate governance standards. It leads to resolutions of grievances.

- vi. **Transparency of Data:** Transparency and disclosure of financial statements and annual reports foster trust among stakeholders. Financial reporting and disclosure provide insights into the company's financial health and performance.
- vii. **Risk Management:** By using effective risk management frameworks, Companies can recognize, gauge and reduce risks. These are essentials to drive uncertainties and ensure business resilience, thereby safeguarding financial performance.
- viii. **CSR (Corporate Social Responsibility):** Companies Act mandates certain qualified companies to share a certain portion of their profits, focusing on social and environmental impact. It enhances stakeholders' trust, strengthens brand value and contributes to long-term sustainability and financial performance.

3. Analysis of Indian Companies following best Corporate Governance Practices

Multiple Indian companies are renowned for following the best corporate governance practices.

1. Tata Group- Tata Group is known for its ethical standards and obligations to corporate governance. It has set high standards for disclosure and transparency.

2. Infosys- It has an emphasis on integrity and it's recognized for its powerful governance framework and transparent communication with internal and external stakeholders.

3. HDFC Bank- It is constantly the top-ranked bank in India. It maintains vigorous governance practices. It is determined to adhere to regulatory provisions.

4. Wipro- Wipro is known for its strong governance mechanisms, board disclosure and transparency and concentrates on shareholders' interests.

5. Reliance Industries Limited (RIL)- It has endeavoured to enhance transparency and it has made substantial strides in enriching its governance practices over the years.

6. ICICI Bank- It has focused on strengthening standards of corporate governance. It has implemented varied measures to ensure transparency, accountability and integrity in its operations.

These are the Indian companies that have illustrated a commitment to upholding ethical practices, disclosure, transparency and accountability. It is making them stand out in terms of corporate governance in India.

4. Challenges: Cultural barriers, lack of enforcement and resistance to change are constraints in implementing and maintaining good corporate governance practices.

5. Implication of theory and Practice - The outcomes backing existing theoretical frameworks that underscore the role of corporate governance in mitigating agency disputes and enhancing firm value. Moreover, they emphasize the practical implications of adopting advanced governance standards for companies in India, comprising enhanced access to capital, a boost of investor confidence and inferior cost of capital. Stakeholders must prioritize the adoption of vigorous governance mechanisms. It facilitates informed decision-making, mitigates risks and promotes sustainable growth.

6. Policy Recommendations: Based on analysis, this study will recommend stakeholders to strengthen corporate governance practices and optimize financial performance. This study offers recommendations comprised of techniques for promoting board effectiveness with greater diversity, risk management, disclosure and transparency, fostering stakeholder activism, compliance with regulatory mechanisms and stimulating the adoption of international governance practices. Constant regulatory reforms, strengthened enforcement mechanisms and education programs to raise awareness among stakeholders. By enforcing these standards, policymakers and practitioners can build an ecosystem for enduring economic growth and development.

7. Comparison with Previous Research: Drawing upon the findings, outcomes are consistent with previous research conducted in both domestic and global contexts. Studies have invariably demonstrated that firms with vigorous governance frameworks are able to surpass their peers in terms of financial performance and market valuation. However, it is crucial to admit any variations or repudiations in the findings and explore probable explanations for such disparities. In conclusion, the analysis emphasizes the crucial role of corporate governance in navigating the financial performance and competitiveness of companies in India. By embracing rising governance trends and implementing adequate policies, stakeholders can facilitate a culture of transparency, responsibility and virtue, thereby opening value for stakeholders and contributing to enduring economic growth.

CONCLUSION:

Recent years have witnessed substantial trends and developments in corporate governance standards among companies in India including a greater focus on disclosure and transparency, accountability and shareholder engagement, navigated by regulatory mechanisms and market pressures. There exists a direct relationship between enhanced corporate governance practices and financial performance in Indian companies. Firms embracing robust governance standards are inclined to undergo better financial results, comprising higher profitability, enhanced shareholders' significance and mitigated risk exposure. The findings emphasize the integral role of corporate governance in navigating financial performance and overall durability. Adequate governance practices help to mitigate risks and boost investor confidence as well. Thereby, tempting capital and facilitating long-term growth. Future research might get deeper into measuring the long-term impact of specific governance standards on financial performance practices, evaluating factors such as economic cycles and market dynamics. Comparative studies across different sectors and provinces within India. It might offer insights into the effectiveness of governance frameworks in myriad contexts and specify the best techniques. Case studies and interviews are qualitative research methods that can provide a minor and deeper understanding of the tools through which governance standards impact the financial performance of companies in India. Policymakers should constantly monitor and update regulatory mechanisms to align with international best practices and using effective

enforcement mechanisms can promote compliance. Investors should integrate corporate governance standards into investment decision-making processes and identify their importance in reducing risks and strengthening long-term returns. Corporate leaders must give importance to the implementation of vigorous governance frameworks, comprising independent board oversight, disclosure and transparency standards, stakeholder activism to boost trust and durability. Industry associations should offer knowledge-sharing and capacity-building initiatives to support companies. They should especially support smaller firms in building their governance standards and driving regulatory mechanisms. By addressing these proposals and fostering a culture of disclosure and transparency, accountability, stakeholders can collectively contribute to strengthening corporate governance practices and fostering the enduring financial performance of companies in India.

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SOCIAL MEDIA AND MENTAL HEALTH

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ABSTRACT:

Social media platforms have become an important part of today's modern society. We know that the benefits that social media offers are undeniable but concerns about their negative effects on mental health are also rising immensely. This paper inspects the relationship between the use of social media and its effects on mental health. It examines various areas which include anxiety, depression, sleep disturbances, social isolation, and self-esteem. Moreover, this paper also evaluates the potential mechanisms that highlight the effects of social media cyberbullying, excessive screen time, FOMO (fear of missing out), and social comparison. Further, it discusses the role of contextual factors and individual differences in moderating the relationship between social media usage and mental health effects. Lastly, the paper underlines gaps in current research. It gives direction for further research, trying to provide insights for educators, individuals, policymakers, and healthcare professionals who are trying to reduce the adverse effects of social media on mental health.

KEYWORDS: Social media, depression, mental health, cyberbullying, screen time, self-esteem, screen time, anxiety, fear of missing out.

INTRODUCTION:

Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to your life. On the flip side, lacking strong social connections can pose a serious risk to your mental and emotional health. In today's world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. While each has its benefits, it's important to remember that social media can never be a replacement for real-world human connection. It requires in-person contact with others to trigger the hormones that alleviate stress and make you feel happier, healthier, and more positive. Ironically for a technology that's designed to bring people closer together, spending too much time engaging with social media can actually make you feel more lonely and isolated—and exacerbate mental health problems such as [anxiety](#) and [depression](#). If you're spending an excessive amount of time on social media and feelings of sadness, dissatisfaction, frustration, or [loneliness](#) are impacting your life, it may be time to re-examine your online habits and find a healthier balance.

SOCIAL MEDIA BACKGROUND:

Social media use has soared since it was first invented and there are many different platforms in which to socialize online. Facebook is arguably one of the biggest if not the biggest, social media platforms today. Some recent research has claimed Facebook reaches about 60.6% of internet users and about 69% of adults in the U.S. claim they use Facebook, or approximately 147.38 million adults. With these statistics in mind, in addition to the fact that the average Facebook user spends almost one hour on the site per day, it is imperative to determine how this particular social media platform affects the mental health of its users and if it does indeed affect mental health. Aside from Facebook, it is important to determine how all types of social media affect an individual's mental health. If we can understand how social media affects mental health, we can begin to understand the role social media plays in an individual's mental health and begin to change social media behavior to minimize or eliminate any adverse effects. I will define social media addiction as a psychological or behavioral dependence on social media that results in excessive amounts of time spent on social media, a loss of interest in other areas of life (e.g., work, hobbies, family), and disruptions to other areas of life. The two social media platforms I will be focusing on are Facebook and Instagram. I had originally intended to include Twitter as well, but my literature searches yielded no research between Twitter and mental health.

THE POSITIVE ASPECTS OF SOCIAL MEDIA:

While virtual interaction on social media doesn't have the same psychological benefits as face-to-face contact, there are still many positive ways in which it can help you stay connected and support your wellbeing.

Social media enables you to:

Communicate and stay up to date with family and friends around the world.

new friends and communities; network with other people who share similar interests or ambitions.

Join or promote worthwhile causes; raise awareness on important issues. Seek or offer emotional support during tough times. Find vital social connections if you live in a remote area, for example, or have limited independence, social anxiety, or are part of a marginalized group.

Find an outlet for your creativity and self-expression.

Discover (with care) sources of valuable information and learning.

THE NEGATIVE EFFECTS OF SOCIAL MEDIA ON MENTAL HEALTH

- **Inadequacy about your life or appearance**
- Even if you know that the images you're viewing on social media are manipulated, they can still make you feel insecure about how you look or what's happening in your life. Similarly, we're all aware that other people tend to share just the highlights of their lives, rarely the low points that everyone experiences. But that doesn't lessen those feelings of envy and dissatisfaction when you're scrolling through a friend's airbrushed photos of their tropical beach holiday or reading about their exciting new promotion at work.

- **FOMO(Fear of missing out) and addiction:**

FOMO has existed way before social media. Various social media platforms such as Facebook, Instagram, Snapchat, etc intensify the feeling that others are living better lives and having more fun than you are. The feeling that you are missing out on certain things can harm your self-esteem and can trigger anxiety. This can amplify the usage of social media and eventually cause an addiction.FOMO can drive you to check your phone every few minutes to check for updates or mandatorily respond to every notification which can lead you to take risks even when you are driving. It can also cause missing out on sleep at night or prioritizing social media interaction over real-world relationships.

Depression and anxiety:

Human beings need face-to-face contact to be mentally healthy. Nothing reduces stress and boosts your mood faster or more effectively than eye-to-eye contact with someone who cares about you. The more you prioritize social media interaction over in-person relationships, the more you're at risk for developing or exacerbating mood disorders such as anxiety and depression.

- **Cyberbullying:**

About 10 percent of teens report being bullied on social media and many other users are subjected to offensive comments. Social media platforms such as Twitter can be hotspots for spreading hurtful rumors, lies, and abuse that can leave lasting emotional scars.

Effects of cyberbullying: Psychological effects

- Low self-esteem
- Harmful habits
- Isolation
- Sleeping problems
- Mental effects
- Suicidal thoughts
- Self-harm
- Loss of concentration
- Shame
- Embarrassment

- **Social Isolation and Loneliness:**

A study at the University of Pennsylvania found that high usage of Facebook, Snapchat, and Instagram increases rather than decreases feelings of loneliness. Conversely, the study found that reducing social media usage can make you feel less lonely and isolated and improve your overall well-being. Loneliness is one of the prime concerns of the present virtual society, as it is intimately related to serious health problems. Loneliness can be understood as a discrepancy between the desired level and practical level of social contact in an individual's social life.

What's driving your social media use?

These days, most of us access social media via our smartphones or tablets. While this makes it very convenient to keep in touch, it also means that social media is always accessible. This round-the-clock, hyper-connectivity can trigger impulse control problems, the constant alerts and notifications affecting your concentration and focus, disturbing your sleep, and making you [a slave to your phone](#). Social media platforms are designed to snare your attention, keep you online, and have you repeatedly checking your screen for updates. It's how the companies make money. But, much like a gambling compulsion or an addiction to nicotine, alcohol, or drugs, social media use can create psychological cravings. When you receive a like, a share, or a favorable reaction to a post, it can trigger the release of dopamine in the brain, the same "reward" chemical that follows winning on a slot machine, taking a bite of chocolate, or lighting up a cigarette, for example. The more you're rewarded, the more time you want to spend on social media, even if it becomes detrimental to other aspects of your life.

Signs that social media is impacting your mental health

Everyone is different and there is no specific amount of time spent on social media, or the frequency you check for updates, or the number of posts you make that indicates your use is becoming unhealthy. Rather, it has to do with the impact time spent on social media has on your mood and other aspects of your life, along with your motivations for using it. For example, your social media use may be problematic if it causes you to neglect face-to-face relationships, distracts you from work or school, or leaves you feeling envious, angry, or depressed. Similarly, if you're motivated to use social media just because you're bored or lonely, or want to post something to make others jealous or upset, it may be time to reassess your social media habits.

•Indicators that social media may be adversely affecting your mental health include:

Spending more time on social media than with real-world friends. Using social media has become a substitute for a lot of your offline social interaction. Even if you're out with friends, you still feel the need to constantly check social media, often driven by feelings that others may be having more fun than you.

Comparing yourself unfavorably with others on social media. You have low self-esteem or a negative body image. You may even have patterns of disordered eating.

Experiencing cyberbullying. Or you worry that you have no control over the things people post about you.

Being distracted at school or work. You feel pressure to post regular content about yourself, get comments or likes on your posts, or respond quickly and enthusiastically to friends' posts.

Having no time for self-reflection. Every spare moment is filled by engaging with social media, leaving you little or no time for reflecting on who you are, what you think, or why you act the way that you do—the things that allow you to grow as a person.

Engaging in risky behavior in order to gain likes, shares, or positive reactions on social media. You play dangerous pranks, post embarrassing material, cyberbully others, or access your phone while driving or in other unsafe situations.

Suffering from sleep problems. Do you check social media last thing at night, first thing in the morning, or even when you wake up in the night? The light from phones and other devices can [disrupt your sleep](#), which in turn can have a serious impact on your mental health.

Worsening symptoms of anxiety or depression. Rather than helping to alleviate negative feelings and boost your mood, you feel more anxious, depressed, or lonely after using social media.

MODIFYING SOCIAL MEDIA USE TO IMPROVE MENTAL HEALTH

Step 1: Reduce time online

A 2018 University of Pennsylvania study found that reducing social media use to 30 minutes a day resulted in a significant reduction in levels of anxiety, depression, loneliness, sleep problems, and FOMO. But you don't need to cut back on your social media use that drastically to improve your mental health. The same study concluded that just being more mindful of your social media use can have beneficial results on your mood and focus. While 30 minutes a day may not be a realistic target for many of us—let alone a full “social media detox”—we can still benefit from reducing the amount of time we spend on social media. For most of us, that means reducing how much we use our smartphones. The following tips can help:

Use an app to track how much time you spend on social media each day. Then set a goal for how much you want to reduce it by.

- Turn off your phone at certain times of the day, such as when you're driving, in a meeting, at the gym, having dinner, spending time with offline friends, or playing with your kids. Don't take your phone with you to the bathroom.
- Don't bring your phone or tablet to bed. Turn devices off and leave them in another room overnight to charge.
- Disable social media notifications. It's hard to resist the constant buzzing, beeping, and dinging of your phone alerting you to new messages. Turning off notifications can help you regain control of your time and focus.
- Limit checks. If you compulsively check your phone every few minutes, wean yourself off by limiting your checks to once every 15 minutes. Then once every 30 minutes, then once an hour. There are apps that can automatically limit when you're able to access your phone.
- Try removing social media apps from your phone so you can only check Facebook, Twitter, and the like from your tablet or computer. If this sounds like too drastic a step, try removing one social media app at a time to see how much you really miss it.

Step 2: Change your focus

Many of us access social media purely out of habit or to mindlessly kill moments of downtime. But by focusing on your motivation for logging on, you can not only reduce the time you spend on social media, but you can also improve your experience and avoid many of the negative aspects.

If you're accessing social media to find specific information, check on a friend who's been ill, or share new photos of your kids with family, for example, your experience is likely to be very different than if you're logging on simply because you're bored, you want to see how many likes you got from a previous post or to check if you're missing out on something.

Next time you go to access social media, pause for a moment and clarify your motivation for doing so.

Are you using social media as a substitute for real life? Is there a healthier substitute for your social media use? If you're lonely, for example, invite a friend out for coffee instead. Feeling depressed? Take a walk or go to the gym. Bored? Take up a new hobby. Social media may be quick and convenient, but there are often healthier, more effective ways to satisfy a craving.

Are you an active or a passive user on social media? Passively scrolling through posts or anonymously following the interaction of others on social media doesn't provide any meaningful sense of connection. It may even increase feelings of isolation. Being an active participant, though, will offer you more engagement with others.

Does social media leave you feeling inadequate or disappointed about your life? You can counter symptoms of FOMO by focusing on what you have, rather than what you lack. Make a list of all the positive aspects of your life and read it back when you feel you're missing out on something better. And remember: no one's life is ever as perfect as it seems on social media. We all deal with heartache, self-doubt, and disappointment, even if we choose not to share it online

Step 3: Spend more time with offline friends

We all need the face-to-face company of others to be happy and healthy. At its best, social media is a great tool for facilitating real-life connections. But if you've allowed virtual connections to replace real-life friendships in your life, there are plenty of ways to [build meaningful connections](#) without relying on social media.

Set aside time each week to interact offline with friends and family. Try to make it a regular get-together where you always keep your phones off.

If you've neglected face-to-face friendships, reach out to an old friend (or an online friend) and arrange to meet up. If you both lead busy lives, offer to run errands or [exercise together](#).

Join a club. Find a hobby, creative endeavor, or [fitness activity](#) you enjoy and join a group of like-minded individuals that meet on a regular basis.

Don't let social awkwardness stand in the way. Even if you're shy, there are proven techniques to [overcome insecurity and build friendships](#).

If you don't feel that you have anyone to spend time with, reach out to acquaintances. Lots of other people feel just as uncomfortable about making new friends as you do—so be the one to break the ice. Invite a coworker out for lunch or ask a neighbor or classmate to join you for coffee.

Interact with strangers. Look up from your screen and connect with people you cross paths with on public transport, at the coffee shop, or in the grocery store. Simply smiling or saying hello will improve how you feel—and you never know where it may lead.

Step 4: Express gratitude

Feeling and expressing gratitude about the important things in your life can be a welcome relief to the resentment, animosity, and discontent sometimes generated by social media. Take time for reflection. Try keeping a gratitude journal or using a gratitude app. Keep track of all the great memories and positives in your life—as well as those things and people you'd miss if they were suddenly absent from your life. If you're more prone to venting or negative posts, you can even express your gratitude on social media—although you may benefit more from private reflection that isn't subject to the scrutiny of others.

Practice mindfulness. Experiencing FOMO and comparing yourself unfavorably to others keeps you dwelling on life's disappointments and frustrations. Instead of being fully engaged in the present, you're focused on the “what ifs” and the “if onlys” that prevent you from having a life that matches those you see on social media. By [practicing mindfulness](#), you can learn to live more in the present moment, lessen the impact of FOMO, and improve your overall mental well-being.

Volunteer. Just as human beings are hard-wired to seek social connection, we're also hard-wired to give to others. [Helping other people or animals](#) not only enriches your community and benefits a cause that's important to you, but it also makes you feel happier and more grateful.

•Factors Moderating the Relationship between social media and mental health:

Several factors influence how social media affects mental health. Age, gender, and socio-economic status play significant roles with adolescents and young adults being particularly vulnerable. The type and frequency of social media use, as well as an individual's offline social support network, also shape the impact of social media on mental well-being.

•Mitigation Strategies:

Addressing the negative effects of social media on mental health requires a multifaceted approach. Digital literacy programs can help users develop critical thinking skills and navigate online spaces responsibly. Promoting positive online behaviors and fostering a culture of kindness and empathy can mitigate cyberbullying and promote a supportive online environment. Technology companies can also develop features to encourage healthier usage habits, such as setting time limits and providing mental health resources within their platforms.

•Future Directions and Recommendations:

It is essential to continue researching the relationship between social media and mental health to better understand its nuances. Longitudinal studies and cross-cultural comparisons can provide valuable insights into the long-term effects of social media use on mental well-being. Additionally, policymakers should collaborate with technology companies to implement evidence-based interventions and regulations to promote healthier online environments.

CONCLUSION:

Social media has both positive and negative implications for mental health, highlighting the need for a balanced approach to its use. By understanding the factors influencing this relationship and implementing targeted interventions, we can harness the potential of social media to promote well-being while mitigating its adverse effects.

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LITERATURE AS ARCHIVES OF A CULTURE: EXPLORING DYING CULTURES IN JAYANTI NAIK'S *THE SALT OF THE EARTH*

Uma Nagesh Prabhu

ABSTRACT:

Folk literature of Goa is a less explored because of its touristic image throughout the world. It has been considered as a place for hedonistic pleasures and to experience the Susegaad. This research discusses the collection of short stories by Jayanti Naik titled *The Salt of the Earth* as a literary work trying to preserve and assert a unique cultural identity and folklore of rural Goa which is slowly dying. This study will also show the current predicament of the rustic cultures in Goa and how it is affected by the changing social dynamics. It also explores the conflicts of the past and future generations. It focuses on the New Conquest areas of Goa which was less affected by Portuguese colonialism. Subjects like post-colonialism and neo-colonialism in Goa will also be discussed. This study tries to focus more on the indigenous lower classes in Goa who serve the upper classes and try to preserve their cultures without assimilating to the dominant cultures.

INTRODUCTION:

This paper will study the different cultures in Goa, its indigenous and migrated population through a collection of short stories by Jayanti Naik- *The Salt of the Earth* which was originally written in Konkani and later translated to English by Augusto Pinto. Dr. Jayanti Naik is a Folklore Researcher at the Goa Konkani Akademi, the organization set up by Goa Government to promote Konkani and preserve the rich culture in Goa. She has written 16 books on folklore. Dr. Naik is also the first person to earn a doctorate from the Goa University's Department of Konkani. In the preface, Dr. Naik begins by stating that though she was born in the post-liberation era, when Goa got freedom from the Portuguese, she could witness the belief that Goa has a thoroughly Westernised culture. But after carefully studying the customs and traditions we can discover primordial cultural traits still lingering in them. In particular, away from the cities, in villages which are close to the foothills in the New Conquest territories of the Portuguese rulers, one can encounter this Goa of yore. As these territories were part of the New Conquest, the Portuguese couldn't interfere with their culture. Therefore, life in this rustic Goa is quite different from the dominant narrative by white collared Goans from the towns. The issues which effect the ways of life of people here are different, and their joys and sorrows are different. Though economically backward, these places are rich with culture. These territories are focussed on in the text as the author herself is from a small village in Goa, Amona in the Quepem taluka of South Goa. Most of the short stories are set in Quepem or its neighbouring villages. The life in these villages is quite representative of the ancient way of life in Goa. The people of these places had a deep love for their land and for their traditions and

are believers in deities and spirits which are also witnessed in the short stories. After Liberation, however, urbanisation, modernity and new technologies and cultures emerged. People were caught in a conflict- of wanting to remain rooted on the one hand while aspiring change on the other. We find most Goan literature written in Konkani or Marathi, but Konkani language became a political tool during the post-liberation period to fight for its own identity as Manohar Sardessai has said in his analysis of modern Goan Literature:

“During the first six years after the liberation of Goa, when the language controversy was at its hottest, it is but obvious that the writing in Konkani be predominantly engaged in the defense of the mother tongue and in support of the demand for a separate status for Goa.”

The objective of this paper is to show a narrative apart from the dominant which still exists in the world and its struggle to survive and how literature plays an important role to keep old cultures alive. As said by Edensor, how Goa is presented to the tourists in their enclaves:

“In these tourist enclaves, tourists are cut off from social contact with the local population and are protected from perceived offensive sights, sounds and smells of the local destination.” (Edensor, 1998)

The method of analysis followed in this research is largely analytical through secondary sources.

The first short story in the collection, *Biyantul: A Cinderella Story*, itself sets the narrative for the collection. It proves that there are narratives apart from the dominant narrative (here Western narrative). The age-old story of Cinderella is retold from a South-Asian perspective. Elsa, a school teacher, is in love with Philip who is from a lower caste and her family doesn't want her to marry him so she remains a spinster, a Biyantul, due to which her lover gets into the habit of drinking and comes to the verge of death. On the same day, one of her students comes to her to get his homework on the story of Cinderella checked. When she reads about the rich prince and the happy ending, she challenges it with her narrative. The barriers of caste and class as seen in South-Asian cultures is not shown in the prevalent narratives. In her attempt to prove her narrative she symbolically faints as not everyone accepts it.

The short story, *The Fulfilment of a Desire* the narrator, Shivanand, returns to his native place at Amona, Quepem to fulfil his wife Satyavati's last desire before dying- to touch the feet of her husband's family deity, Lord Chandreshwar in Goa and give the ceremonial dhoties to the deity. As their castes are totally different, his family doesn't approve of their marriage. Nevertheless, Satyavati embraces the his culture. As her sons don't have any children, she blames their abandonment from their family deity to have cursed their family. As a fulfilment of her desire, she wants her family to go back to their roots to reverse the “curse”. Even though belonging to a different caste, Satyavati is very much devoted to go back to her roots than the other daughter-in-law who wants to shift to the city. Ultimately their ancestral land is given to a rich man and the only reminder of their roots is a photograph of the deity.

In a similar short story as *An Account of Her Life*, the short story *Ramaa*, the narrator Ashok recalls about his life with his cousin, Ramaa. They both are Literature enthusiasts and she takes care of him like a mother. Ashok, during his BA meets V.S Raikar who was a noted Konkani litterateur and lexicographer. After producing a three-volume dictionary of philosophy V.S Raikar had begun to work on a dictionary of sociology in Konkani. He had dedicated his life to literature and research remaining aloof from all worldly allurements.

For the sake of keeping Konkani and culture alive, Ramaa decides to marry Sir to give him assistance in research as she herself is good at it and as passionate as him. She doesn't care about the age gap and the society in a desperate attempt to preserve a dying language and to create more literature in that language.

In the short story *Naman: The Invocations* we see a culture not dying but losing its essence. Janu Daad (male leader) who is the direct descendant of the Velip tribe in the Kazrem village invokes naman (invocations made to the gods usually before any activity) before the Phati Velip purva- the ancestral stone at the village and then there are Shigmo celebrations every year with the entire Kazrem village. The rituals are performed at the maand which is nothing more than a small plot of land, but metaphorically speaking, it is a repository of secular socio-cultural values. It is also a holy ground where the community gathers to commune with nature gods and their ancestors and where there is no place for casteism. They dance for four days and five nights and on the fifth night of the full moon they dance in front of every person's house in the Kazrem village. A ceremonial sotri (umbrella) is placed before the purva and later with the dhol(drums), tashem and tonyos (performed by men using bamboo sticks) the naman is invoked. Janu Daad also has the responsibility as a direct descendant to dance with the sotri but as he's ageing, he expects his son, Ashok to carry on the traditions. But his son and all the youth of the village have decided to give more importance to a floating parade started by the Government at Margao. The ceremonial mel is performed there as a representation of Goan culture.

In an article titled *Goa's 'maand' traditions: A tradition that bore the pulse of the people* Rachol seminary professor, Fr Victor Ferrao comments on the modern predicament of the 'maand'

"It is also true that finding themselves in an encounter with modernity, these agrarian communities, in an attempt to shake off the 'backward' tag, slowly moved away from the maand, an intrinsic, all-encompassing symbol of their culture"

These parades also conform to Western gaze of Third-world nations where photographs are taken to represent their culture in the West:

"Photography. . . became an important adjunct of Imperialism, for it returned to the Western spectator images of native peoples which frequently confirmed prevailing views of them as primitive, bizarre, barbaric or simply picturesque." Price (2000: 68, cited in Palmer and Lester, 2007: 94)

A similar scenario is explained in the essay *Introduction to Cultural Appropriation: A Framework for Analysis* when Ziff and Rao give Dionne Brand's account of the curious treatment given to black singer Pinetop Perkins during an appearance at workshop in Toronto in 1992:

"Pinetop Perkins... is an old blues man and in a Black community of blues players and blues audiences his virtuosity would be accorded veneration and context as a kind of historic speech in continuum. A language sent and understood and in action.

At the blues workshop, Perkins is suspended in time, out of context, preserved as a museum piece, an icon no longer charged with readiness, place, dynamism, no longer seen as acting but inert, a remnant of a dead culture or rather a conquered culture."

Brand's complaint seems to be about how Perkin's was treated and about how poorly the music genre was presented. It also shows, according to Ziff and Rao the "freezing the growth of cultural expression in time and place"

The author here sympathises more with the elderly in the village who have to invoke the naman without the youth in the almost deserted maand. The essence of the celebrations for gods is lost when it's paraded in a city. What one witnesses at the parade is a genuine celebration or not the audience has to decide when it's actually a holy ceremony to protect the villagers, the cattle and for a good harvest in the village. When it's performed outside it loses its essence and becomes from community centric to personal profit centric. Thus, losing its essence.

Dr. Pandurang Phaldesai also comments on the present predicament of the 'maand' and tries to give a solution for it:

"It is essential that awareness be created that some maands are unknowingly moving away from the core concept of the folk tradition, which is to ensure man remains connected with nature — the 'panchamahabhutas'. Roofing and tiling the maand cuts the cord with nature, and the very essence of the culture is lost. The government initiative to incentivise the maand monetarily is welcomed on the condition that its authentic values and folk festivals are preserved and promoted in the right perspective.

The last and the longest short story *Basvo: The Nandi Bull* gives an account of the Thakar tribe. The Thakar tribe, who usually graze cattle and take around their performing Nandi's (the bull vahana of Lord Shiva) in different villages. The Thakars's had migrated from Sawantwadi, Konkan fearing muslim invasion to Gavaldongor in Goa. Krshn Thakar was the first to migrate here under the conditions given by the village elders of the land of Shelpekarni. Krshn Thakar made a temple of their deity, Lord Bandeshwar(Shiva) right after settling in the new village. He had to take his performing bull (Nandi) to the new and surrounding villages for blessings. His direct descendant, Goyind Thakar now had the responsibility of carrying forward the tradition but catastrophic events make it difficult for him to do so. Goyind Thakar loses his only son and grandson in an accident and has no one to carry forward the traditions now as they are the direct descendants. His bulls die of electrocution during a storm which doesn't leave any

bulls for him to perform as Nandi. After facing these catastrophic events he is forced to take a small calf as the performing bull to carry on the traditions with its mother running behind it, crying.

These sad turn of events leads to death of the Thakar culture and traditions which here were subtly caused by modernisation (death by vehicles and electrocution).

In the short story *The Victory* we see a greedy and corrupt landlord exploiting simple villagers like the colonisers did during their rule in India. Kushta describes Parab, the corrupt person as follows:

“Right from the time he was a child, he had seen Parab cheat and loot the simple, illiterate villagers. His people uncomprehendingly fell for his wiles and it made Kushta’s mind seethe to watch him put on a smooth-talking mask and take in, indeed victimise them.”

The description of Parab’s exploitation is same to what the colonisers did to Indians but in a more subtle manner. This is also an example of Neo-colonialism as described by S. Mills:

“... the persistence of neo-colonial domination in international and interethnic relations is undeniable. The colonialism that is still with us is expressed in a plethora of crude and more subtle acts, nasty jokes and pervasive inequities. . .” (Mills, 1991: 16)

Uday Bhembre, a former legislator and Konkani writer gives an account of Post-Liberation Goa:

“Though we got democracy and became part of the republic with constitutionally guaranteed rights, we have not yet or so far, been able to tap all these instruments - of development of persons and properties – properly and wisely. Our lands and businesses are being taken up by others, we are becoming aliens in our own land and the difficulties we face are increasing everyday and not getting solved. The ultimate objective is that our life should be easy and happy.”

Unfortunately, even after the post-Liberation era, Goans did not gain freedom from exploitation from the rich and the upper caste. Tribes like the Gawda tribe in this short story, who are said to be original inhabitants of Goa are exploited by corrupt landlords even today.

CONCLUSION:

This study began with the motive of telling narratives which are apart from the dominant narratives from the First-world nations. The imagery of Goa as seen in this text and in the study is the opposite to the concept of Susegaad (derived from the Portuguese culture of laid back and relaxed attitude). It instead addresses serious issues of local Goa. As seen in the examples from the short stories, there is seen a desperate need to save their Goan culture and literature to the extent of sacrificing their lives and to go back to their roots. The characters want to assert their unique Goan identities. In post-colonial societies the re-discovery of cultural identity is often the object of what Frantz Fanon once called a

“Passionate research ... directed by the secret hope of discovering beyond the misery of today, beyond self-contempt, resignation and abjuration, some very beautiful and splendid era whose existence rehabilitates us both in regard to ourselves and in regard to others.”

As Stuart Hall has said about the formation of identity- “not the rediscovery but the production of identity. Not an identity grounded in the archaeology, but in the re-telling of the past?”

The colonial history Goa has been through, is explored through its literature. Its history is evolving in the present as well with the representation of the past. As seen in the chapters the researcher has put efforts to explore the roots of Goa instead of its touristic side to assert the unique identity of the region.

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THE PSYCHOLOGY OF CONSUMER BUYING BEHAVIOR.

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ABSTRACT:

Understanding the psychology behind consumer buying behavior is crucial for businesses aiming to improve their marketing strategies and increase sales. This research paper explores the various psychological factors that influence consumer decisions, including perception, motivation, learning, beliefs, attitudes, and social influences. By examining these factors, this paper aims to provide a comprehensive overview of how consumers make purchasing decisions and how marketers can leverage this knowledge to influence consumer behavior effectively.

INTRODUCTION:

Consumer buying behavior refers to the actions and decision-making processes of individuals when purchasing products or services. It is influenced by a combination of psychological, social, and cultural factors. This paper delves into the psychological aspects, focusing on how internal processes and external stimuli shape consumer choices. Understanding these elements helps marketers create more effective advertising, improve product design, and enhance customer satisfaction.

THEORETICAL FRAMEWORK:

Perception: Perception is the process by which consumers select, organize, and interpret information to form a meaningful picture of the world. It affects how consumers see and understand marketing messages. Factors such as selective attention, selective distortion, and selective retention play a significant role in perception. Marketers need to create compelling and clear messages that capture attention and are easily understood and remembered by consumers.

Selective Attention: Consumers tend to focus on certain stimuli while ignoring others. This means that marketers must create eye-catching and relevant advertisements to grab consumers' attention.

Selective Distortion: Consumers interpret information in ways that are consistent with their preexisting beliefs. Marketers must ensure their messages align with consumer beliefs or effectively challenge and change them.

Selective Retention: Consumers remember information that supports their beliefs and forget information that contradicts them. Marketers should reinforce key messages to enhance retention.

Motivation:

Motivation drives consumers to fulfill their needs and desires. Maslow's hierarchy of needs is a well-known framework that categorizes human needs into five levels: physiological, safety, social, esteem, and self-actualization. Understanding where a product or service fits within this hierarchy helps marketers address the specific needs and motivations of their target audience.

Physiological Needs: Basic necessities such as food, water, and shelter. **Safety Needs:** Security and protection from physical and emotional harm. **Social Needs:** Relationships, love, and belonging.

Esteem Needs: Self-esteem, recognition, and status. **Self-Actualization Needs:** Personal growth and self-fulfillment.

Learning:

Learning influences consumer behavior through experiences and information acquisition. It involves changes in behavior arising from repeated experiences. Conditioning theories, such as classical and operant conditioning, explain how consumers develop preferences and loyalty to brands.

Classical Conditioning: Associating a product with a particular stimulus to evoke a response. For example, pairing a product with positive music in advertisements.

Operant Conditioning: Using rewards or punishments to reinforce desired behaviors. For example, loyalty programs reward repeat purchases.

Beliefs and Attitudes:

Beliefs are descriptive thoughts that consumers hold about products or services, while attitudes are enduring evaluations, feelings, and tendencies toward an object or idea. These psychological constructs significantly impact purchasing decisions.

Beliefs: What consumers think about a product or brand. For example, a belief that a brand is environmentally friendly.

Attitudes: How consumers feel about a product or brand. For example, positive feelings towards a brand can lead to purchase decisions.

Social Influences: Social factors, including family, reference groups, and social roles and statuses, affect consumer behavior. People often look to others for cues on how to behave, especially in uncertain situations. **Family:** Family members can influence purchasing decisions through opinions and buying habits.

Reference Groups: Groups that an individual identifies with and aspires to be part of, such as friends, colleagues, or celebrities.

Social Roles and Status: The roles individuals play in society and the status they hold can influence their purchasing behavior.

RESEARCH METHODOLOGY:

This paper employs a qualitative research methodology, drawing on existing literature and case studies to explore the psychological factors influencing consumer buying behavior. Data is collected from academic journals, marketing reports, and real-world examples to provide a comprehensive understanding of the topic.

FINDINGS AND DISCUSSION:

Apple Inc. provides an excellent example of leveraging psychological principles in marketing. The company's products are perceived as high-quality and innovative due to consistent messaging and effective branding. Apple appeals to consumers' esteem and self-actualization needs by positioning its products as symbols of status and creativity. Additionally, Apple's marketing strategies create a sense of community and social belonging among its users, further influencing purchasing decisions.

Brand Perception: Apple products are perceived as high-quality and innovative.

Motivation: Apple appeals to esteem and self-actualization needs.

Social Influence: Apple creates a sense of community among its users.

IMPACT OF DIGITAL MARKETING:

The rise of digital marketing has transformed how consumers perceive and interact with brands. Online reviews, social media, and targeted advertising play crucial roles in shaping consumer beliefs and attitudes. Personalized marketing, which uses data to tailor messages to individual consumers, has proven highly effective in addressing specific motivations and needs.

Online Reviews: Consumers rely on reviews to form beliefs about products.

Social Media: Platforms influence consumer attitudes through peer recommendations and influencer endorsements.

Targeted Advertising: Personalized ads address specific consumer needs and motivations.

CONCLUSION: Understanding the psychology of consumer buying behavior is essential for developing effective marketing strategies. By considering factors such as perception, motivation, learning, beliefs, attitudes, and social influences, marketers can create campaigns that resonate with their target audience and drive purchasing decisions. Future research should continue to explore the evolving landscape of consumer behavior, particularly in the digital age, to provide deeper insights into how psychological factors influence buying behavior.

This research paper offers a foundational understanding of the psychology behind consumer buying behavior and provides practical insights for marketers to apply in their strategies.

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रत्नागिरी जिल्हयातील बँक व विमा कंपन्यांचे १९०० ते १९६० पुनरावलोकन

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रत्नागिरी जिल्हयाला नररत्नांची खाण म्हटले जाते, बुद्धिमत्तेच्या बाबतीत हा जिल्हा संपूर्ण भारतात अग्रेसर परंतु भौगोलिक आणि आर्थिक दृष्ट्या मात्र दुर्गम आणि मागास असलेला दिसून येतो. लोकमान्य टिळक, डॉ. बाबासाहेब आंबेडकर, गोपाळकृष्ण गोखले यासारखी नररत्ने याच भूमिने भारताला दिली. परशुराम क्षेत्र म्हणून ओळखले जाणारे परशुराम हे स्थळ देखिल रत्नागिरी जिल्हयातच आहे.

रत्नागिरी जिल्हा १५ ४० उत्तर ते १८ ५ अक्षांश आणि ७३ ५ पूर्व ते ७३ ५५ पूर्व रेखांश यामध्ये पसरलेला आहे रत्नागिरी जिल्हयाच्या पूर्वेस सहयाद्री पर्वत, पश्चिमेस अरबी समुद्र, उत्तरेस सावित्री नदी, पलिकडे हबशी मुलुख व दक्षिणेस तेरेखोलची खाडी, पलिकडे गोमंतक मुलुख या चतुःसीमेत रत्नागिरी जिल्हा वसला आहे.

रत्नागिरी जिल्हयाचे क्षेत्रफळ ३९८५ चौरस मैल म्हणजे सुमारे २५,६४,२६५ एकर आहे. त्यातील फक्त ७,६२,६३२ एकर जमिन खरी लागवडी लायक आहे. सुमारे १८ लाख एकर जमिन डोंगर व कातळी पठार असल्यामुळे जवळ-जवळ पडच आहे. त्यामुळे रत्नागिरी जिल्हयातील लोकांचे सामाजिक व आर्थिक जीवन प्रचंड मागासलेले दिसते.

वाढती लोकसंख्या, सुपिक जमिनीचा, अभाव रोजगाराच्या संधीची कमतरता जुलमी खोतशाही, यामुळे प्रचंड दारिद्र्य रत्नागिरी जिल्हयात होते. परिणामी मुंबईला नोकरीनिर्मित जाण्याचे प्रमाण फार होते. १९३१ च्या जनगणनेनुसार रत्नागिरी जिल्हयाची लोकसंख्या १५,३४,५४०, इतकी आहे. १९२१ ते १९३१ या दहा वर्षांच्या काळात रत्नागिरी जिल्हयातील लोकसंख्या ३,८०,२९६ इतकी वाढलेली दिसते. याच दरम्यान रत्नागिरी जिल्हयातील मुंबईत वास्तव्य करणा-या लोकांची संख्या २,३७,२५६ इतकी होती. रत्नागिरी जिल्हयातील जमिनीचे माणसी प्रमाण सुमारे १ एकर ३६ गुंठे पडते परंतु पिकाळ जमिनीचे क्षेत्र २१ गुंठे असलेले दिसते.

अशा स्थितीत खोती सारख्या सरंजामी पध्दतीमुळे तर लोकांचे जीवन अधिकच हालाखीचे बनले होते. जमिनदार, सावकार याच्या युतीपुढे येथील जनता हतबल झाली होती. ब्रिटीशांच्या गुलामगिरीच्या काळात तर येथील जनता दुहेरी पारतंत्र्यात होती. शेतीतील उत्पन्न शेतक-याला तीन ते चारच महिने पुरत असे. भुमिहीन व अस्पृश्य वर्गाची परिस्थिती त्याहुन वाईट होती. अशा परिस्थितीत रत्नागिरी जिल्हयात काही बँक व विमा कंपन्यांनी आपला व्यवसाय करण्याचे धाडस दाखविले. रत्नागिरी जिल्हयात सहकार न रुजल्याने त्याकाळातील शेतकरी व सर्वसामान्य जनतेला या बँका, खाजगी पतपेढ्या व विमा कंपन्यांचा आधार मिळाला असावा असे या कंपन्यांच्या ध्येय धोरणावरून दिसून येते.

सावंतवाडी को-ऑपरेटिव्ह बँक लि. ही खाजगी पतपेढी सावंतवाडी आणि दक्षिण रत्नागिरीमध्ये १९४७ पासून कार्यरत होती. या बँकेला कापड व सूत वाटपाच्या घाउक एजन्सीचे काम सरकारने दिले होते व त्यामुळे आपणाला आकर्षक व्याजाच्या दराने मुदतबंद ठेवी स्विकारणे शक्य होते. त्यामुळे या बँकेत ग्राहकांनी आपल्या ठेवी ठेवाव्यात असे आवाहन या कंपनीने केले.

“दि. बेळगाव बँक लिमिटेड” या बँकेच्या सात शाखा रत्नागिरी जिल्ह्यात होत्या. “ठेवीदारांस खूष खबर ठेवीवरील व्याजाचे दर वाढले” अशी जाहिरात या बँकेने दिली होती या बँकेत ठेवीवरील व्याजदर २ ते ४ टक्के होता.

” दि. बॉम्बे स्टेट को- ऑपरेटिव्ह बँक लि. ” या बँकेच्या शाखा रत्नागिरी जिल्ह्यात सावंतवाडी व कुडाळ येथे होत्या. या बँकेत ठेवी ठेवल्याने शेती, ग्रामोदयोग व सहकारी सस्था यांना मदत केल्यासारखे होते. असा प्रचार या बँकेने केलेला दिसून येतो.

“ दि. पॉप्युलर प्राव्हिडंट अँड बँकींग कंपनी लिमिटेड” अजमेर राजपुताना या कंपनीने आपल्या जाहिरातीमध्ये आकर्षण घोषवाक्य दिले होते. “व्याजबाजी घालवा निष्ठूर सावकारांना सोडा व्याजबाजी घालवा” “याशिवाय देशी उदयोग धंदे वाढवा आणि बेकारी घालवा, दारिद्र्यातून मुक्त व्हा, फक्त कर्ज घेणारे दोन दुय्यम उमेदवार द्या ”

अशा प्रकारची कल्पक व्याससायिक जाहिरात केलेली दिसून येते. या कंपनीचे रत्नागिरी येथील एजंट होते कृष्णाजी शिवराम यावरून आपणास दिसून येते की या बँकांना सामाजिक भान होते. त्यांच्या सहकार्यामुळे शेती,

ग्रामोदयोग यांच्या विकासाला चालना मिळाली शेतकरी सावकारी पाशातून मुक्त होण्यास मदत झाली. जुलमी खोत- जमिनदार लोकांऐवजी बँक व पतपेढ्यांसारखा सुरक्षित पर्याय रत्नागिरी जिल्ह्यातील लोकांना आर्थिक संकटाच्या वेळी उपयुक्त ठरू लागला.

बँकाबरोबरच रत्नागिरी जिल्ह्यामध्ये अनेक विमा कंपन्या कार्यरत होत्या १५/०८/५२ च्या साप्ताहिक “वैनतेयच्या” अंकात समाजजीवनामध्ये विम्याचे महत्व परिणामकारकरित्या स्पष्ट करण्यात आले होते. “रुबी जनरल इन्शुरन्स कं. प्रा. लि. शेठ बी.एम. बिल्वा याची इन्शुरन्स कंपनी ”असून तिचे सावंतवाडी येथील एजंट जी .जी. भिसे हे होते.

दि. न्यू. स्वस्तिक लाईफ अँड शू कं.लि. मुंबई ही कंपनी हिंदुस्थानबरोबरच आफ्रिकेमध्ये देखील आघाडीवर असलेली विमा कंपनी होती. साप्ताहिक किरात मध्ये जाहिरातीच्या माध्यमातून रत्नागिरी जिल्ह्यातील लोकांना या कंपनीच्या विम्याचे संरक्षण घेण्याचे आवाहन केलेले दिसते.

याशिवाय “एशियन” ही रौप्य महोत्सव साजरा केलेली देशी राष्ट्रीय विमा कंपनी होती. मालवण, वेगुर्ले, सावंतवाडी येथे मुख्य एजन्सी देण्याबाबत साप्ताहिकांमध्ये जाहिराती देण्यात आल्या होत्या. रत्नागिरी जिल्ह्यातील संगमेश्वर तालुक्यातील माखजन येथील एस. आर. कानडे यांनी ही जाहिरात केली होती.

“ प्रेसिडेन्सी लाईफ इन्शुरन्स कंपनी लिमिटेड मुंबई” हि विमा कंपनी तसेच “नॅशनल इन्शुरन्स कंपनी मुंबई” या कंपन्यांनी रत्नागिरी जिल्ह्यातील साप्ताहिकामध्ये जाहिरात दिल्या होत्या परंतु रत्नागिरी जिल्ह्यात त्यांच्या कार्यालयाबाबत माहिती उपलब्ध होत नाही.स्वराज्य बॉड याची देखिल

जाहिरात रत्नागिरीतील साप्ताहिकांमध्ये पहावयास मिळते “ आपल्या श्रमाचा पैसा रसेज , लॉटरी, सट्टा व कार्निव्हलमध्ये गमाऊ नका परंतु आपल्या स्वतःचा व कुटुंबाचा फायदा करा व कोणत्याही नुकसानीशीवाय” असे या बॉडचे घोषवाक्य होते. स्वराज्य बॉडचे ऑफीस फोर्ट, मुंबई व लालबाग येथे होते. या परिसरात रत्नागिरी जिल्ह्यातील गिरणी कामगार रामा गडी यांची संख्या जास्त असलेली दिसून येते.

स्वराज्य बॉड हा जरी गुंतवणुकीचा बॉड असला तरी त्याच्या नावावरून व घोषवाक्यावरून आपणास दिसून येते की त्याचा संबंध देशभक्तीशी , स्वातंत्र्याच्या प्रेरणेशी आहे. ब्रिटीशांनी भारतीय

जनतेमध्ये रसेज, लॉटरी , कार्निव्हल याकरीता पैसा उधळण्याचा चंगळवाद रुजविला होता त्यापासून गरीब भारतीय जनतेने शेतकरी कामगारांनी अलिप्त रहावे व आपल्या कष्टाचा घामाचा

पैसा स्वराज्य बॉड मध्ये गुंतवून स्वतःचा देशाचा फायदा करून घ्यावा असे आवाहन केलेले दिसून येते.

याशिवाय रत्नागिरी जिल्ह्यामध्ये १९३५ साली देवगड अर्बन बँक १९३३ साली चिपळून अर्बन बँक तसेच राजापूर अर्बन बँक रत्नागिरी जिल्हा मध्यवर्ती सहकारी बँक लि. बँकासुद्धा याच दरम्यानच्या कालखंडात स्थापन झाल्या. देवगड अर्बन बँक, चिपळून. अर्बन बँक, राजापूर अर्बन बँक रत्नागिरी, जिल्हा मध्यवर्ती सहकारी बँक. आज देखील उत्तमरित्या कामकाज करीत आहेत. त्यांना “अ” दर्जा प्राप्त झालेला असून अनेक समाजोपयोगी उपक्रम आर्थिक गरजू व व्याससायिकांसाठी उपयुक्त योजना त्यांच्या माध्यमातून राबविल्या जात आहेत. या बँकामुळे विमा कंपन्यामुळे रत्नागिरी जिल्ह्यातील जनतेला फार मोठा आधार प्राप्त झालेला दिसून येतो. सावंतवाडी, वेगुर्ला, दाभोळ. येथील अनेक लघूउदयोजक तसेच मत्स्य व्यवसायिक शेतकरी बागायतदार यांच्या आर्थिक प्रगतीमध्ये या बँकाचे स्थान महत्वाचे होते. पुनरावलोकन करताना असे दिसून येते की अजुन देखिल प्रत्येक घराघरात बँक पोहोचलेली दिसत नाही. मा. पंतप्रधान नरेंद्र मोदी यांच्या प्रेरणेतून जन-धन योजने अंतर्गत प्रत्येक व्यक्ती, कुटुंब बँकेशी जोडले जाणार आहे. त्यामुळे बँकाच्या विस्तारीकरणाची प्रक्रिया पूर्ण होईलच परंतु सर्व सरकारी योजनांचे लाभ अनुदाने विमा संरक्षणाचा, विशेषतः जनसुरक्षा विमा योजनेचा लाभ सर्वांना मिळेल. खातेदारांना बँकच्या योजनांचा लाभ मिळेल, स्वयंरोजगाराकरीता बागायत फूड प्रोसेसिंग युनिट सुरु करण्या करीता मदत होईल. रत्नागिरी जिल्ह्याच्या विकासासाठी दारिद्र्य दूर करण्यासाठी काही अशी फायदा होईल असाच विश्वास वाटतो. प्रस्तुत संशोधन लेखांमध्ये सूक्ष्म तांत्रिक माहिती अथवा आकडेवारी स्वरूपाची माहिती पुरेशा प्रमाणात दिलेली नाही, ही मर्यादा असली तरी रत्नागिरी जिल्ह्यातील या काळातील बँक पतसंस्था विमा कंपन्या यांच्या कार्याचा आढावा घेणारे व्यापक संशोधन नवसंशोधकांना हाती घेणस प्रेरणा मिळेल असा विश्वास वाटतो.

संदर्भ —

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ग्राहकांच्या खरेदी वर्तणुकीवर ख्यातनाम व्यक्तींच्या समर्थनाचा प्रभाव

डॉ. कल्याणी संदीप नाझरे

वाणिज्य विभाग

गोखले एज्युकेशन सोसायटीचे,

कला, वाणिज्य आणि विज्ञान महाविद्यालय, श्रीवर्धन.

घोषवारा

ख्यातनाम व्यक्तींच्या (सेलिब्रिटी) प्रसिद्धीचा आणि सामाजिक स्थितीचा वस्तू/सेवेची जाहिरात करण्यासाठी वापर केला जातो यास ख्यातनाम व्यक्तीचे समर्थन असे म्हणतात. एखाद्या सामाजिक बाबी बदल किंवा समस्येबद्दल जनजागृती करण्यासाठी देखील अशा समर्थनाचा वापर केला जातो. बिगर नफा संस्था तसेच सरकार देखील अशा समर्थनाचा उपयोग करून घेते. ख्यातनाम व्यक्तींनी केलेले वस्तू/सेवेचे समर्थन हे एक व्यावसायिक/विपणन धोरण आहे. बोधचिन्ह ओळख आणि प्रतिमा निर्माण करून वस्तूला वेगळेपणा देण्याचा यशस्वी प्रयत्न यामाध्यमाद्वारे केला जातो. ख्यातनाम व्यक्तींवर लोकांचा विश्वास असतो त्यांनी केलेल्या समर्थनामुळे जाहिरात प्रेक्षकांच्या स्मरणात राहते आणि त्याचा परिणाम ग्राहक वर्तणुकीवर होतो. वाढत्या घरगुती आणि जागतिक स्पर्धेला सामोरे जावून अस्तित्व टिकविण्यासाठी ख्यातनाम व्यक्तींचे समर्थन एक प्रभावी विपणन धोरण व जाहिरात युक्ती बनले आहे. या संशोधन अभ्यासामध्ये ग्राहकांच्या खरेदी वर्तणुकीवर ख्यातनाम व्यक्तींच्या समर्थनाचा काय आणि कसा प्रभाव पडतो याचा उहापोह घेण्यात आला आहे.

महत्वाचे शब्द- ख्यातनाम व्यक्ती (सेलिब्रिटी), समर्थन, बोधचिन्ह(छाप), ग्राहक वर्तणुक, ब्रँड प्रतिमा.

प्रस्तावना:

ग्राहकांशी संज्ञापन साधणारा, त्यांना खरेदीसाठी भुरळ घालणारा आणि सार्वत्रिक वापरला जाणारा जाहिरात हा एक सर्वसाधारण व प्रभावी मार्ग आहे. ग्राहकांना आकर्षित करण्यासाठी जाहिरात रचना वेगवेगळ्या प्रकारे तयार केली जाऊ शकते. त्या रचनांपैकी एक रचना म्हणजे जाहिरातीत ख्यातनाम व्यक्तींचे समर्थन. सेलिब्रिटी मार्केटिंग, ज्याला सेलिब्रिटी एंडोर्समेंट किंवा सेलिब्रेटी जाहिरात म्हणून देखील ओळखले जाते, हे एक विपणन धोरण आहे ज्यामध्ये उत्पादन, ब्रँड किंवा सेवेचा प्रचार करण्यासाठी सुप्रसिद्ध आणि प्रभावशाली सेलिब्रिटीच्या वापराचा समावेश होतो. सेलिब्रिटी हे एक प्रसिद्ध व्यक्तिमत्व आहे ज्यास लोक नावाने आणि चेहऱ्याने ओळखतात. वर्तमान आणि संभाव्य ग्राहक यांचा विश्वास संपादित करून विक्री वृद्धी करणे हा त्यामागील हेतू असतो. आधुनिक स्पर्धात्मक युगात, ग्राहक उत्पादनास सकारात्मक प्रतिसाद देतील याहेतूने कंपनीने प्रभावी विपणन धोरण आखणे आवश्यक आहे. ग्राहकांशी प्रभावी संज्ञापन साधण्यासाठी विक्री वृद्धीवर गुंतवणूक करणे आवश्यक आहे कारण तोपर्यंत आपले उत्पादन एक असामान्य आणि प्रसिद्ध उत्पादन बनविण्याचे स्वप्न कंपनी पाहु शकत नाही.

ग्राहकांचा विश्वास, निष्ठा, विश्वासार्हता आणि गुणवत्तेची धारणा निर्माण करून त्यांना वस्तू खरेदीस प्रवृत्त करण्यासाठी, ख्यातनाम व्यक्तींचे समर्थन कामी येत आहे. जेव्हा एखादी वस्तू नवीन असते तिची पुरेशी ओळख

ग्राहकांना झालेली नसते तसेच अशा वस्तूचे फायदे ग्राहकांना माहिती नसतात अशा वेळी ख्यातनाम व्यक्तींनी त्या वस्तूचे समर्थन केल्यास ग्राहक तिचा स्वीकार करतात. बोधचिन्ह जागरूकता निर्माण करण्यासाठी असे समर्थन एक प्रभावी विपणन युक्ती बनते. आणि म्हणूनच अनेक कंपन्यांनी अशा समर्थनाचा वापर त्यांच्या जाहिरातीत केला आहे. ग्राहक निष्ठा, बोधचिन्ह जागरूकता, ब्रँड ओळख आणि ग्राहक विश्वास हे सर्व त्वरित निर्माण करायचे असेल तर ख्यातनाम व्यक्तींनी केलेले समर्थन एक उपयोगी धोरण बनू शकते हे सिद्ध झाले आहे.

ग्राहकांचे लक्ष वेधणे आणि त्यांच्याशी नाते निर्माण करणे कि ज्या मधून ग्राहक खरेदी निर्णय होऊ शकतो हे उत्पादक, विपणन कर्ते आणि जाहिरातदार यांच्या समोर नेहमीचे आव्हान आहे. ग्राहकाचा खरेदी हेतू आणि खरेदी दृष्टीकोन यावर परिणाम करण्यासाठी जाहिरातीत ख्यातनाम व्यक्तीचे समर्थन हा एक सर्वोत्तम पर्याय बनत चालला आहे. याचा ग्राहक खरेदी वर्तणुकीवर सकारात्मक परिणाम होताना दिसतो. ग्राहकाकडून प्रसिद्ध व्यक्तीने समर्थन केलेल्या वस्तूला समर्थन न केलेल्या वस्तू पेक्षा निवडली जाण्याची शक्यता अधिक असते.

ख्यातनाम व्यक्ती व्यतिरिक्त समर्थकांचे अनेक प्रकार आहेत जे कि निष्ठावान ग्राहक, समाधानी ग्राहक, व्यावसायिक लोक, कंपनी संस्थापक, कंपनी अधिकारी, कंपनी संचालक, मॉडेल्स, रेडीओ/टिव्ही वरील निवेदक, सर्वसाधारण लोक, ॲनिमेटेड कार्टून्स ई. प्रत्येक प्रकारची स्वतःची वैशिष्ट्ये आहेत आणि ग्राहकाच्या वर्तणुकीवर प्रभाव टाकण्याची क्षमता वेगळी आहे. हे समर्थक कंपनीचा संदेश जाहिरातीच्या माध्यमातून प्रेक्षकांपर्यंत पोहोचविण्याचे महत्वाचे काम करतात. वस्तूचा प्रचार करण्याचा एक भाग म्हणून ते जाहिरातीत दिसतात. या समर्थकांपैकी योग्य समर्थकाची निवड करणे आवश्यक असते कारण जाहिरात एक खर्चिक बाब आहे त्यामुळे निवडलेला समर्थकाची ग्राहक वर्तणुकीवर प्रभाव टाकण्याची क्षमता आहे का आणि ती किती आहे याचा विचार करणे गरजेचे असते. तसेच ख्यातनाम समर्थकांचा मोबदला दर इतरांपेक्षा अधिक असतो अशावेळी जाहिरात अंदाजपत्रक लक्षात घ्यावे लागते.

ख्यातनाम व्यक्ती (सेलिब्रेटी) या अभिनेते, खेळाडू (भारतात प्रामुख्याने क्रिकेटर्स), विनोदी कलाकार, गायक आणि मनोरंजन करणाऱ्या व्यक्ती असू शकतात. या व्यक्ती लोकांना माहिती असतात आणि लोक त्यांचे चाहते असतात याशिवाय लोकांना पटवून देण्याची व लोकांशी भावनिक संपर्क साधण्याची त्यांची क्षमता असते. जगभरात जाहिरातीमध्ये सेलिब्रेटीचा वापर वाढत आहे. सध्याच्या काळात तर हे सेलिब्रेटी इनरवेअर पासून ते हार्डवेअर पर्यंत सर्व वस्तूंची जाहिरात करतात. सेलिब्रेटी प्रेक्षकांना ब्रँडच्या श्रेष्ठतेबद्दल सांगून प्रभावित करतात आणि त्यांचे मन वळविण्याचा प्रयत्न करतात. सेलिब्रेटीची विश्वासाहता, प्रभाव आणि त्याच्या नावलौकीकामुळे लक्षित प्रेक्षक जाहिरातीत केलेल्या दाव्यांच्या सत्यतेबद्दल शंका घेत नाहीत. सेलिब्रेटी समर्थन असलेल्या जाहिराती अधिक आकर्षक बनतात आणि लोकांचे लक्ष वेधून घेतात. जाहिरात केलेला ब्रँड समर्थकाशी जोडला जातो, जाहिरातीला वेगळेपण निर्माण होते, ग्राहकाला खरेदी वेळी तो ब्रँड आठवतो आणि ग्राहक त्या ब्रँडची खरेदी करतो.

तथापि अशी सर्व समर्थने इच्छित परिणाम साधत नाहीत आणि महत्वाच्या साधनांचा अपव्यय होतो. अर्थात याची अनेक कारणे आहेत जसे कि हे समर्थक लोकांना विशिष्ट ब्रँड वापरा सांगतात पण स्वतः त्याचे वापरकर्ते नसतात, त्यांचे प्रसिद्धी वलय काही काळ मर्यादित असते, एक सेलिब्रेटी एकावेळी अनेक ब्रँडचे समर्थन करतो, कळत किंवा नकळत हे सेलिब्रेटी घोटाळ्यांमध्ये अडकतात, मानधन दर दिवसेंदिवस वाढवतात ई. सेलिब्रेटींनी समर्थन केलेल्या सर्व वस्तूंना बाजारपेठेत यश प्राप्त झाल्याचा कोणताही पुरावा नाही. प्रसिद्ध व्यक्तींच्या समर्थनानंतर देखील बऱ्याच वस्तूंना बाजारपेठेत अपयश आले आल्याने काही जाहिरात तज्ञ सेलिब्रेटीचा वापर करण्याबाबत सावध आहेत.

साहित्याचे पुनरावलोकन

कॉफी ओसेलने त्याच्या “ग्राहकांच्या खरेदी हेतूवर सेलिब्रेटीच्या समर्थनाचा परिणाम” या संशोधन पेपर मध्ये सुचविले आहे कि ग्राहक जेव्हा सेलिब्रेटी कडे नावलौकिक, ख्याती आणि विश्वासाहता हि गुणधर्मे असतात तेव्हा ग्राहकांची वस्तूबद्दल सकारात्मक धारणा होते. परंतु सेलिब्रेटीच्या नकारात्मक प्रसिद्धी मुळे ग्राहकांची खरेदी तीव्रता कमी होत नाही. हुई झाग यांच्या “पर्यटन स्थळाच्या प्रेमावर सेलिब्रेटीच्या समर्थनाचा परिणाम” या संशोधन पेपर मध्ये संभाव्य पर्यटकांच्या विश्वासाहतेवर प्रत्यक्ष परिणाम तर मागील पर्यटकांच्या विश्वासाहतेवर अप्रत्यक्ष परिणाम होऊ शकतो असे नमूद केले आहे. दोनही प्रकारचे पर्यटक या समर्थनामुळे पर्यटन स्थळाच्या प्रेमात पडू शकतात. जस्टीन पौल यांनी असे मत मांडले आहे कि जेव्हा समर्थक आणि वस्तू वापरकर्ता विरुद्ध लिंगाचे असतात तेव्हा सेलिब्रेटीच्या आकर्षकतेचा संबंधित वस्तू गरज पूर्ततेवर ठळक परिणाम होतो. ओनेओ यास सेलिब्रेटी समर्थनाचा ग्राहक खरेदी वागनुकीवरील परिणाम याचा अभ्यास करताना असे आढळून आले कि जाहिरातीत सेलिब्रेटीचा समावेश ब्रँड जागरूकता निर्माण करण्यास विशेष मदत करतो.

संशोधन उद्दिष्टे

१. ख्यातनाम व्यक्तींनी जाहिरातीत केलेल्या समर्थनाबद्दल प्रेक्षकांच्या समजुतीची सद्यस्थिती तपासणे.
२. प्रेक्षकांच्या खरेदी हेतुवरील सेलिब्रेटी गुणधर्मांचा प्रभाव अभ्यासणे.
३. सेलिब्रेटी समर्थनाच्या माध्यमातून ग्राहक खरेदी वर्तणुकीवर प्रभाव टाकणाऱ्या महत्वाच्या घटकांचा शोध घेणे.
४. ग्राहक खरेदी वर्तणुक आणि जाहिरातीतील सेलिब्रेटी समर्थन यांच्यातील संबंधाचा उहापोह करणे.

संशोधनाचे महत्व

या संशोधनाचा वापर करून जाहिरातीतील सेलिब्रेटी समर्थनाच्या ग्राहक खरेदी वर्तणुकीवरील प्रभावाचे अंतर्ज्ञान होईल. कंपन्यांना ग्राहक वर्तणुकीवर कोणते घटक प्रामुख्याने परिणाम करतात हे समजण्यास मदत होईल. तसेच विपणनकर्त्यांना आणि जाहिरात संस्थाना सध्या कोणत्या सेलिब्रेटीची निवड जाहिरातीसाठी करायची हा

महत्वाचा निर्णय घेता येईल. या अभ्यासामुळे जाहिरात परिणामकारकतेचे सूचक म्हणून ख्यातनाम समर्थक गुणधर्माच्या परीक्षणासंबंधी साहित्यातील अंतर भरून काढण्यात मदत होईल.

संशोधनाच्या मर्यादा

हा अभ्यास केवळ ख्यातनाम व्यक्तींच्या जाहिरातीतील समर्थनापुरता मर्यादित आहे इतर समर्थकांच्या ग्राहक वर्तनकीवरील परिणामांचा विचार या मध्ये केलेला नाही. तसेच संशोधनातून काढलेले निष्कर्ष हे केवळ गोळा केलेल्या माहितीच्या विश्लेषणावर आधारित आहेत.

संशोधन पद्धती

समस्येचे विधान

अनेक संस्था जाहिरातीमध्ये सेलिब्रेटी समर्थनाचा वापर करतात तरीही विक्री वृद्धी बाबतीत हे समर्थन काम करत नाही. समर्थकाची प्रतिमा बदलली किंवा मलीन झाली कि जाहिरातीच्या परिणामकारकतेवर त्याचा दुष्परिणाम होतो. सेलिब्रेटी समर्थनाच्या मर्यादा लक्षात घेता पुढील जाहिरात धोरण अतिशय काळजीपूर्वक आखणे आवश्यक असते.

संशोधन साधने

एक संरचित प्रश्नावली तयार करण्यात आली ज्यामध्ये विविध प्रकारच्या प्रश्नांचा समावेश करण्यात आला जसे कि खुले प्रश्न, बंदीस्त प्रश्न, गाळणी प्रश्न, ई. या शिवाय मानवी निरीक्षण या माध्यमातून ग्राहक वर्तणुक अभ्यासण्यात आली.

माहिती संकलन

संशोधनासाठी प्राथमिक आणि दुय्यम माहिती गोळा करण्यात आली. प्राथमिक माहिती हि संरचित प्रश्नावलीच्या माध्यमातून संकलित करण्यात आली. दुय्यम माहिती हि इंटरनेट, संधर्भ पुस्तके, प्रकाशित संशोधन पेपर आणि वर्तमानपत्रे यांमधून गोळा करण्यात आली.

अभ्यास क्षेत्र

वेळ आणि खर्च बचत करण्यासाठी संशोधकाच्या विभागातील प्रेक्षकांचा अभ्यास सर्वेक्षणाच्या माध्यमातून करण्यात आला.

नमुना आकार

संशोधकाच्या विभागातील एकूण ५० ग्राहकांचे सर्वेक्षण करण्यात आले.

नमुना निवड पद्धती

सर्वेक्षण कमी वेळेत व्हावे या उद्देशाने हेतुपुरस्कर हि अयादृच्छिक नमुना निवड पद्धत वापरून नमुना निवडण्यात आला.

माहिती विश्लेषणाची साधने

संकलित केलेल्या माहितीवर प्रक्रिया करण्यात आली. त्यानंतर सोपी टक्केवारी पद्धती आणि लाइकर स्केल विश्लेषण करण्यात आले.

विश्लेषण परिणाम

तक्ता १: उत्तरदाते वैयक्तिक माहिती

लिंग	एकूण संख्या	टक्केवारी
महिला	२९	५८
पुरुष	२१	४२

टिब्ही वर सर्वात जास्त पाहिलेले कार्यक्रम

बातम्या	११	२२
मालिका	२३	४६
क्रीडा कार्यक्रम (शो)	०९	१८
खाद्य संस्कृती कार्यक्रम	०४	०८
ईतर	०३	०६

कार्यक्रम पाहण्याचा सरासरी वेळ

१ तासापेक्षा कमी	१४	२८
१ किंवा १ तासापेक्षा जास्त	१७	३४
२ किंवा २ तासापेक्षा जास्त	०९	१८
३ किंवा ३ तासापेक्षा जास्त	०६	१२
४ किंवा ४ तासापेक्षा जास्त	०४	०८

जाहिरात आली कि चॅनेल बदलतात

हो, नेहमी बदलतो	३३	६६
नाही बदलत जाहिरात संपेपर्यंत वाट बघतो	१७	३४

जाहिरात आवडली तर इतरांना सांगतो

हो मी इतरांना सांगतो	३८	७६
नाही इतरांना सांगत नाही	१२	२४

जाहिरात आवडली तर वस्तू/सेवा खरेदी करतो

हो मी जाहिरात बघून वस्तू वापरू इच्छितो	१४	२८
नाही केवळ जाहिरात पाहून खरेदी करत नाही	३६	७२

निर्वचन:

जरी ७६% उत्तरदाते प्रसिद्ध व्यक्तींनी समर्थन केलेल्या वस्तूंची जाहिरात बघून आवडल्यास इतरांना सांगत असतील तरी केवला १४ च उत्तरदाते म्हणजे फक्त २८% उत्तर दाते जाहिरात पाहून वस्तू/सेवा खरेदीचा निर्णय घेतात. उत्तरदात्यांपैकी ५८% महिला असल्याने मालिका बघण्याचे प्रमाण जास्त आहे. घरातील खरेदी निर्णय हा पुरुष प्रधान असल्यास याचा उपयोग होणार नाही. ३३% उत्तरदाते जाहिरात लागली कि चॅनेल बदलतात यामुळे सेलिब्रेटीला दिलेले अधिक दराचे मानधन तर वाया जातेच शिवाय जाहिरातीचा देखील अपव्यय होतो. तसेच २८% उत्तर दाते १ तासापेक्षा कमी वेळ टिव्ही बघतात याचा अर्थ त्या एक तासातील मोजकाच वेळ जाहिरात पाहण्यासाठी खर्च होत असेल किंवा कमी वेळेमुळे चॅनेल बदलतात.

निष्कर्ष

संशोधनाच्या आधारे असा निष्कर्ष काढता येईल कि सेलिब्रेटी समर्थनामुळे जाहिरात अधिक आकर्षक बनली तरी त्यामुळे खरेदी कृती होईल याची शाश्वती नाही. सेलिब्रेटी समर्थन आणि जाहिरात हे केवळ घटक नाहीत कि जे ग्राहक वर्तणुकीवर परिणाम करतात. केवळ ख्यातनाम व्यक्तींचे समर्थन ग्राहक वर्तणुक ठरविण्यास पुरेसे नाही. ब्रँडची ग्राहकांच्या मनातील प्रतिमा आणि त्यांच्या अपेक्षेनुसार ब्रँडची गुणवत्ता हे घटक देखील ग्राहक खरेदी निर्णय ठरविण्यास कारणीभूत ठरतात त्यामुळे कंपनीने आणि जाहिरात संस्थेने यासाठी प्रयत्न करून विक्री वृद्धी साठी सेलिब्रेटी समर्थनवर किती अवलंबून राहायचे याचा सखोल विचार करणे गरजेचे आहे.

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उत्तम कांबळे यांच्या आत्मकथनातील वैचारिकता

प्रा. डॉ. विवेक कमलाकर खरे

मराठी विभागप्रमुख

चलभाष- ९८२२६५८२८९

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मराठी साहित्यात आपल्या आगळ्यावेगळ्या लेखनशैलीने वाचकांचे लक्ष वेधून घेणारे महत्त्वाचे लेखक म्हणून उत्तम कांबळे ओळखले जातात. कथा, कादंबरी, आत्मकथन तसेच रिपोर्ताज, ललित अशा अनेकविध प्रकारांमध्ये त्यांचे लेखनप्रसिद्ध झालेले आहे. सर्वसामान्यांचे जिह्वाळ्याचे विषय त्यांच्या सर्वच लेखनातून अभिव्यक्त होतात. अर्थात यामागे असलेला त्यांचा जीवनानुभव, वर्तमानपत्रातील बातमीदार ते संपादक म्हणून त्यांनी अनुभवलेले समाजातील प्रश्न, समस्या यांचा हातभार नक्कीच आहे. प्रस्तुत निबंधातून उत्तम कांबळे यांनी लिहिलेल्या ‘वाट तुडवतांना’ आणि ‘आई समजून घेतांना’ या आत्मकथनात्मक पुस्तकांच्या सहाय्याने त्यांची स्वतःची आणि त्यांच्या लेखनातील वैचारिकता उलगडून बघण्याचा प्रयत्न केला आहे.

साहित्य ही अनन्यसाधारण अनुभवांच्या आधारे प्रतिभासंपन्न व्यक्तीमनाने साधलेली नवनिर्मिती असते. दलित साहित्यही याला अपवाद नाही. दलित साहित्यातील सर्वच वाङ्मयप्रकारांमधील लेखन हे अस्सल जीवनानुभवांचे दर्शन घडविते. उत्तम कांबळे यांचे ‘वाट तुडवतांना’ हे आत्मकथन या दृष्टीने महत्त्वाचे आहे. रूढ दलित आत्मकथनांपेक्षा या आत्मकथनात वेगळ काय आहे? असे विचारले असता त्याचे उत्तर असे देता येईल की ते फक्त समाजचित्रणच करीत नाही, संघर्षाचा पाढाच वाचत नाही तर त्या संघर्षातून वाट काढण्याचा मार्गही दाखविते. अर्थात तो मार्ग खडतर जरूर आहे, पण प्रचंड इच्छाशक्तीच्या जोरावर तो सुकरदेखील करता येण्यासारखा आहे असा आशावाद निर्माण करते. कांबळे यांच्या व्यक्तीगत आयुष्यात घडलेल्या घटना घडामोडींनी त्यांच्या आयुष्यात महत्त्वाचे असे वैचारिक बदल घडवून आणले. महाविद्यालयीन शिक्षण घेत असल्यापासून व त्यानंतरच्या काळातही आजूबाजूला ज्या विविध चळवळी सुरू होत्या त्यांचा प्रत्यक्ष परिणाम त्यांच्या जीवनावर झाला. शेतकरी, शेतमजुरांच्या चळवळी, देवदासी निर्मुलन चळवळ, अंधश्रद्धा निर्मुलन चळवळ, दलितांची चळवळ, नामांतराची चळवळ, भूमिहीन, कामगार, धरणग्रस्त, वेश्या, परितक्त्या, एक गाव एक पाणवठा चळवळ, महागाई विरुद्धच्या चळवळी अशा अनेक चळवळी आणि आंदोलनांशी संबंध आल्यामुळे त्यांची वैचारिक पायाभरणी अधिक घट्ट होत गेली. लहानपणापासूनच त्यांना वाचनाची आवड होती. त्या आवडीतूनच पुढे विविध प्रवाहांतील व विविध विषयांवरील ग्रंथ वाचून त्यांची वैचारिक बैठक पक्की होत गेली. यासंबंधी आपल्या मनोगतात उत्तम कांबळे म्हणतात,” ज्याला व्यवस्थेने इतिहास दिलेला नसतो, भूगोल दिलेला नसतो, चालण्यासाठी चांगला

वर्तमानही दिलेला नसतो, अशा माणसांना ग्रंथ उपयोगी पडतात.”^१ या ग्रंथांनीच उत्तम कांबळे यांची वैचारिक पायाभरणी केली. त्याची जंत्री आत्मकथनामधून त्यांनी सविस्तरपणे दिलेली आहे.

माणूस हा जसा समाजशील प्राणी आहे तसाच तो विचार करणारा प्राणीही असतो. आपल्या विचारांची पायाभरणी करण्यासाठी लागणारे खाद्य तो निसर्ग, समाज आणि ग्रंथांतून मिळवीत असतो. दलित समाजातील जनतेचीही पायाभरणी गौतम बुद्ध, महात्मा फुले, राजर्षी शाहू महाराज, डॉ. बाबासाहेब आंबेडकर यांच्या जीवन आणि कार्यावरच आधारीत आहे. उत्तम कांबळे यांचीही वैचारिक जडणघडण याच महानायकांच्या विचारांवर आधारलेली आहे. या बरोबरीनेच कार्ल मार्क्सचेही विचार त्यांनी स्वीकारले. या वैचारिक पायाभरणीवरच पुढे त्यांचे साहित्य उभे राहिलेले दिसते. या संदर्भात त्यांच्या ‘वाट तुडवतांना’मधील काही विधानांच्या आधारे हे समजून घेता येईल. एके ठिकाणी ते म्हणतात, ”फुले, आंबेडकरवाद, मार्क्सवाद, समाजवाद, सर्वोदयवाद, नक्षलवाद असं बरंच काही मेंदूला धक्के देतंय असं वाटायला लागलं. मला हाकारतोय क्रांतीचा आवाज, जिंदाबाद.. मुर्दाबादच्या घोषणा, जग बदलणार आहे, भांडवलशाही संपणार आहे... वगैरे, वगैरे..”^२ आपण नेमके कोणत्या विचारांचे आहोत हीच सांगण्याचा प्रयत्न जाऊ त्यांनी या विधानातून केल्याचे दिसते.

उत्तम कांबळे यांनी अत्यंत खडतर परिस्थितीशी सामना करीत आपले जीवन घडविले आहे. ते घडविण्यामागे ग्रंथाबरोबरच ग्रंथापेक्षाही मोठ्या माणसांचा त्यांना लाभलेला सहवासही कारणीभूत आहे. पत्रकारिता करीत असतांना समाजशिक्षकाची भूमिका पार पाडणारी ही माणसे त्यांच्या आयुष्यात आली आणि त्यातून त्यांचा विचारपिंड घडण्यास मदत झाली. भाई माधवराव बागल, तर्कतीर्थ लक्ष्मणशास्त्री जोशी, प्राचार्य एम.डी. देशपांडे, भालजी पेंढारकर, अनंत माने, कॉ. गोविंद पानसरे, भालचंद्र फडके, वि.वा. शिरवाडकर, शांताबाई दाणी, नारायण सुर्वे, बाबुराव बागुल, रावसाहेब कसबे यांसारख्या महाराष्ट्रातील महत्त्वाच्या विचारवंत, लेखकांच्या सानिध्यातून त्यांची वैचारिक पायाभरणी होत गेली. गावकीची कामे, हमाली, बांधकाम मजूर, कंपाऊंडर, वृत्तपत्र विक्रेता, प्रुफरीडर, सेल्समन, बातमीदार, उपसंपादक अशी अनेक कामे करत आपली भाकरीची लढाई एका बाजूला सुरू ठेवून दुस-या बाजूला ग्रंथांच्या साहय्याने विचारशील बनण्याचा, व्यवस्था परिवर्तन करण्याचा त्यांचा लढाही सुरूच होता. आपल्या एका मुलाखतीत पुस्तकांनी आपल्याला वैचारिक दृष्टी कशी दिली हे सांगतांना ते म्हणतात, “त्या काळात वाचलेले अण्णाभाऊ साठे, महात्मा फुले, डॉ. बाबासाहेब आंबेडकर, पेरियार रामास्वामी, मार्क्स, शिवाजी महाराज, शाहूमहाराज तसेच आयुष्याची लढाई लढायला लावणारी काही ललित पुस्तके मला वेगळीच दृष्टी देत होती. माणूस व्यवस्था बदलू शकतो हे मला ही पुस्तके सांगत होती.”^३ पुढे ते म्हणतात, “आपले हात म्हणजे आत्मविश्वास, विचार – कष्ट, जग बदलण्याचं साधन आहे असा विश्वास पुस्तकांमुळे वाढत गेला. बाबासाहेबांनी शूद्रांच्या सर्वच परिस्थितीचं नेमकं कारण सांगितलं. महात्मा फुल्यांनी तर प्रत्यक्ष कृतीतून परिस्थिती बदलता येते हे सा-या समाजाला दाखवून दिलं. हातातली सत्ता वापरून क्रांती करता येते हे शाहूमहाराजांनी सांगितलं होत. ही सगळी विचारधारा मी आत्मसात करत होतो. आपल्यालापण आपली जेव्हाही ताकत आहे ती वापरून समाज

बदलता येईल का? असा विचार माझ्यात येत गेला.”^४ आपल्या विचार विश्वाची आणि भूमिकेची प्रांजळ कबुलीच त्यांनी या मुलाखतीतून दिली आहे.

धर्म, जात, पंथ यांच्या पलीकडे जावून लेखन करणारे लेखक म्हणजे उत्तम कांबळे होय. दलितत्वाच्याही पलीकडे जात माणसासाठी मानवतावादी भूमिकेतून लेखन करणारे त्यांचे लेखन असल्यामुळे ते जनवादी लेखक ठरतात. केवळ साहित्यनिर्मिती करून कोणताही प्रश्न संपत नाही हे त्यांना ठावूक असल्यामुळे प्रश्नांची मांडणी तर साहित्यातून करायचीच पण सामाजिक चळवळीमध्येही अग्रेसर राहण्याचा त्यांचा नेहमी प्रयत्न राहिलेला आहे.

संदर्भ :

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३. साप्ताहिक सकाळ, वर्ष २४, अंक ११, २५ डिसेंबर २०१०, उत्तम कांबळे यांची प्रदीप कुलकर्णी यांनी घेतलेली मुलाखत, पृष्ठ क्र. ८.
४. तत्रैव, पृष्ठ क्र. १२.

नवीन आर्थिक धोरणाचा कापूस उत्पादनावर झालेला परिणाम

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गोषवारा :

कापूस देशातील प्रमुख व्यावसायिक पीक, लाखो शेतकऱ्यांच्या उदरनिर्वाहाचे साधन तर आहेच, परंतु ते कापड उद्योगाचे मुख्य नैसर्गिक स्रोत देखील आहे, जे औद्योगिक क्रियाकलाप, रोजगार आणि निर्यातीच्या दृष्टीने महत्त्वाचे आहे. एकेकाळी देशातील कापड गिरण्यांना कापसाच्या आयातीवर अवलंबून राहावे लागत होते. गेल्या काही वर्षांत सधन उत्पादन कार्यक्रमासारख्या विशेष योजना लागू केल्यामुळे देश कापूस उत्पादनात स्वयंपूर्ण झाला आहे. सन 2000 मध्ये सुरू झालेल्या तंत्रज्ञान मोहिमेमुळे कापसाच्या उत्पादनात आणि उत्पन्नात लक्षणीय सुधारणा झाली आहे, ज्यामुळे जागतिक बाजारपेठेत अतिरिक्त प्रमाणात निर्यातही झाली आहे. देशाच्या गृह वस्त्रोद्योगाला अनुदानित दरात सुरक्षा प्रदान करण्यात कापूस महत्त्वाची भूमिका बजावते. देशात कापसाच्या पुरेशा उपलब्धतेसह कापड उद्योगाला आंतरराष्ट्रीय बाजारपेठेत स्पर्धात्मक बनविण्यात कापूस महत्त्वाची भूमिका बजावतो. अशाप्रकारे कापूस, एक महत्त्वाचा लाखो लोकांसाठी प्रत्यक्ष आणि अप्रत्यक्ष रोजगाराचा स्रोत आहे. देशातील 13 राज्यातील सुमारे 62 लाख शेतकरी कापूस लागवडीमध्ये गुंतलेले आहेत. इतकेच नाही तर कापूस हा US \$30 अब्ज निर्यात वस्त्रोद्योगाचा मुख्य आधार देखील आहे आणि सध्या एकूण उत्पादनात कापूस पिकाचा वाटा 60% आहे. प्रस्तुत संशोधन पेपरमध्ये नवीन आर्थिक धोरणाचा कापूस उत्पादनावर झालेला परिणाम यावर चर्चा केलेली आहे.

बीज शब्द: स्पर्धात्मक बाजारपेठ, तंत्रज्ञानाचे हस्तांतरण, स्वयंपूर्णता, कर्जाचा सापळा

प्रस्तावना:

आजच्या यवतमाळ जिल्ह्यातील तालुक्याचे ठिकाण असलेल्या कळंब येथे प्राचीन काळात गृत्समद ऋषी राहत असे ते ज्ञानी भक्त आणि कवी तर होतेच याशिवाय ते गणिती, विज्ञानवेत्ता, कृषी संशोधक आणि विणकर सुद्धा होते. त्यांनी आपल्या बुद्धी कौशल्याच्या जोरावर कापसाची रोपे तयार करून सर्वप्रथम कापसाची लागवड केली. कापूस लागवडीचा हा जगातील पहिला यशस्वी प्रयोग मानला जातो त्यामुळे कापसाच्या शोधाचे श्रेय गृत्समद ऋषी यांनाच जाते. यावरून विदर्भातील यवतमाळ जिल्हा हे कापूस पिकांचे उगम स्थान असल्याचे ऋग्वेदावरून दिसून येते. प्राचीन काळापासून विदर्भ प्रांत कापूस लागवडीचे मुख्य केंद्र समजले जात असून नंतरच्या काळात संपूर्ण जगात कापसाचा प्रसार विदर्भातून झाल्याचे दिसून येते.

भारतीय शेतीच्या अर्थकारणात विविध पिकामध्ये कापूस पीक हे अत्यंत महत्वाचे पीक मानले जाते. संपूर्ण जगामध्ये सर्वाधिक कापूस लागवड हे भारतात होत असून भारतातील प्रमुख राज्यामध्ये कापसाचे उत्पादन मुख्य मानले जातात. कोणत्याही देशाचा विकास हा त्या देशातील कृषी क्षेत्रावर अवलंबून असतो. कृषी व उद्योग क्षेत्र एकमेकाला पूरक असून कृषी क्षेत्रा शिवाय कोणता देश आपला आर्थिक विकास करू शकत नाही असे अनेक अर्थशास्त्रांना वाटत होते. म्हणून स्वतंत्र भारताचे पहिले कृषीमंत्री डॉ. पंजाबराव देशमुख यांनी कृषी शिवाय मानवी जीवनाच्या विकासाचा सिद्धांतच निरर्थक आहे. म्हणून शासनाने शेती विकासाकडे लक्ष दिले पाहिजे असे त्यांचे मत होते. सन 1951 पासून भारत सरकारने आर्थिक नियोजनाच्या माध्यमातून देशाचा विकास करण्याचे निश्चित केले. परंतु या नियोजनाच्या माध्यमातून भारतीय शेतीचा पर्याप्त विकास झालेला दिसून येत नाही भारत सरकारने जुलै 1991 पासून भारतीय अर्थव्यवस्थेत नवीन आर्थिक सुधारणांना सुरुवात केली. या आर्थिक सुधारणा मध्ये जागतिकीकरण, उदारीकरण व खाजगीकरण धोरणाला प्राधान्य दिले. परंतु या तथाकथित आर्थिक सुधारणांच्या धोरणानंतर भारतातील शेतकऱ्यांची आर्थिक स्थिती बिकट होत गेल्याचे दिसून येते त्यातही कापूस उत्पादक शेतकरी अधिक देशोधडीला लागलेला असून तो मोठ्या प्रमाणात आत्महत्या करीत आहे याचाच अर्थ असा होतो की नवीन आर्थिक धोरणानंतर कापूस उत्पादकाचे प्रश्न अधिक गंभीर होत गेले.

संपूर्ण जगात कापूस पिकाचे लागवड क्षेत्र सन 2019-20 सुमारे 347 लाख हेक्टर एवढे होते. त्यापैकी भारतात सुमारे 129 लाख हेक्टर क्षेत्रावर कापसाची लागवड होती म्हणजेच एकूण जागतिक कापूस लागवड क्षेत्राच्या 37% होती. भारत हा जगातील पहिल्या क्रमांकाचा कापूस उत्पादक आहे त्यानंतर चीन 47% लाख हेक्टर, अमेरिका 44% लाख हेक्टर, पाकिस्तान 32% लाख हेक्टर, रशिया 27% लाख हेक्टर या देशाचा क्रमांक लागतो. भारतात महाराष्ट्रात सुमारे 22 लाख, गुजरातमध्ये 14 लाख, आंध्र प्रदेशात सुमारे 7.49 लाख, मध्य प्रदेशात 4.78 लाख, हरियाणामध्ये 2.82 लाख, पंजाबमध्ये 2.43 लाख, राजस्थानमध्ये 3.75 लाख आणि तामिळनाडूमध्ये 2.50 लाख शेतकरी कापूस लागवडीत गुंतलेले आहेत. याशिवाय ओरिसा, त्रिपुरा, पश्चिम बंगाल आणि उत्तर प्रदेशमध्येही हजारो शेतकरी कापूस लागवडीमध्ये गुंतलेले आहेत. एकेकाळी देशातील कापड गिरण्यांना कापसाच्या आयातीवर अवलंबून राहावे लागत होते. गेल्या काही वर्षांमध्ये कापूस उत्पादन कार्यक्रमासारख्या विशेष योजना लागू केल्यामुळे, देशातील कापसाचे क्षेत्र, उत्पादन आणि उत्पन्नात लक्षणीय वाढ झाली आहे, ज्यामुळे देश कापूस उत्पादनात केवळ स्वयंपूर्ण झाला नाही, तर आता अतिरिक्त प्रमाणात इतर देशांना निर्यात केली जात आहे. एकूण उत्पादनापैकी एक तृतीयांश फायबरच्या स्वरूपात जागतिक बाजारपेठेत निर्यात केली जात आहे. 2011-12 या वर्षात देशाने जगातील सर्वात मोठा कापूस निर्यातदार होण्याचा दर्जा प्राप्त केला आहे. आणि गेल्या दशकात कापूस उत्पादनात केलेल्या उल्लेखनीय प्रगतीमुळे हे सर्व शक्य झाले आहे. यासाठी सरकारने देशातील शेतकऱ्यांसाठी सुरू केलेली विशेष योजना कौतुकास्पद आहे. कापसाची उत्पादकता आणि गुणवत्ता आंतरराष्ट्रीय मानकांनुसार सुधारण्यासाठी सरकारने फेब्रुवारी 2000 मध्ये कॉटन टेक्नॉलॉजी मिशन सुरू

केले. या अभियानांतर्गत चार मोहिमे आहेत, जी कृषी आणि वस्त्रोद्योग मंत्रालयाच्या संयुक्त विद्यमाने चालवली जात आहेत. या अंतर्गत कापूस संशोधन, तंत्रज्ञान विकास, विपणन पायाभूत सुविधांमध्ये सुधारणा आणि जिनिंग आणि प्रेसिंग मिल्सचे आधुनिकीकरण करण्यात आले. 12 व्या योजनेतही हे अभियान सुरू राहणार आहे. कापूस तंत्रज्ञान अभियान सुरू झाल्यापासून, जास्त उत्पादन देणाऱ्या वाणांचा विकास, तंत्रज्ञानाचे योग्य हस्तांतरण, उत्तम शेती व्यवस्थापन पद्धती, बीटी कापूस संकर इत्यादी, लागवडीखालील क्षेत्र वाढल्यामुळे उत्पादनात लक्षणीय वाढ झाली आहे. या सर्व विकासात्मक उपक्रमांमुळे गेल्या दोन-तीन वर्षांत देशातील कापूस उत्पादनात परिवर्तन घडले आहे. तंत्रज्ञान अभियानांतर्गत केलेल्या विविध उपाययोजनांमुळे कापसाखालील क्षेत्र 2000-01 मधील 85.76 लाख हेक्टरवरून 2019-20मध्ये 129 लाख हेक्टरपर्यंत वाढले आहे, तर उत्पादन 170 किलोच्या 140 लाख गाठींवरून 393 लाख गाठींवर पोहोचले आहे. प्रति हेक्टर उत्पादन 278 किलो प्रति हेक्टर वरून 593.69 किलो पर्यंत वाढले आहे. उत्पादन आणि उत्पादकता वाढल्याने शेतकऱ्यांना तसेच त्यांच्याशी संबंधित सर्व क्षेत्रांना फायदा झाला आहे. कापसाच्या एकूण उत्पादनात लाँग स्टेपल वाणांचा वाटा सर्वात मोठा आहे, त्यानंतर मध्यम लांबीच्या मुख्य जातींचा समावेश होतो. जागतिक सरासरी 860 किलो प्रति हेक्टर उत्पादनाच्या तुलनेत देशातील कापसाचे उत्पादन अजूनही कमी असले तरी, भूतकाळाच्या तुलनेत महाराष्ट्र आणि गुजरात तसेच आंध्रप्रदेशसह देशातील काही राज्यांमध्ये उत्पादनात लक्षणीय सुधारणा झाली आहे. भारतात कापूस लागवडीत झालेला मूलभूत बदलामुळे भविष्यात उत्पादकता जागतिक सरासरी कापूस उत्पादनाच्या जवळ आणण्याची क्षमता असल्याचे दिसून येत आहे.

उद्देश्य:

- कापूस आणि भारतीय वस्त्रोद्योग यांचे महत्व अभ्यासणे
- नवीन आर्थिक धोरणाचा कापूस उत्पादनावर झालेला परिणाम अभ्यासणे
- आयात खुलीकरणाचा कापूस पिकावर परिणाम अभ्यासणे
- बी. टी. तंत्रज्ञान कॉटन क्रांतीचे यश-अपयश यांचा अभ्यास करणे.
- ❖ कापूस आणि भारतीय वस्त्रोद्योग:
 - भारतीय वस्त्रोद्योगासाठी (मुख्यतः कापूस वस्त्रोद्योग) कापूस हा महत्त्वाचा कच्चा माल पुरवतो.
 - भारतीय वस्त्रोद्योगात कापूस, नैसर्गिक आणि मानवनिर्मित तंतू, रेशीम-आधारित कापड तसेच इतर वस्त्रे यांचा समावेश होतो.
 - सर्वसमावेशक मूल्य साखळी, मजबूत कच्चा माल आणि मजबूत उत्पादन क्षमता यामुळे भारतीय वस्त्रोद्योग जगातील सर्वात मोठ्या वस्त्रोद्योगांमध्ये महत्त्वाचे स्थान व्यापतो. या उद्योगाचे वैशिष्ट्य त्याच्या व्यापक

विस्तारामध्ये आहे जेथे एकीकडे भांडवल-गहन गिरणी उद्योग आहेत आणि दुसरीकडे उत्तम कारागीर असलेले हात उद्योग आहेत.

- भारतीय वस्त्रोद्योगाचे कृषी आणि देशाच्या संस्कृती आणि परंपरांशी नैसर्गिक संबंध आहेत, ज्यामुळे देशांतर्गत आणि निर्यात बाजारपेठेसाठी उपयुक्त असलेल्या उत्पादनांचा बहुआयामी विस्तार होतो.
- वस्त्रोद्योग औद्योगिक उत्पादन, रोजगार निर्मिती आणि निर्यात कमाईद्वारे भारतीय अर्थव्यवस्थेत महत्त्वपूर्ण योगदान देतो. उद्योगामध्ये कापूस, नैसर्गिक आणि मानवनिर्मित तंतू, रेशीम-आधारित कापड, निटवेअर आणि इतर वस्त्रे यांचा समावेश होतो.

नवीन आर्थिक धोरण आणि कापूस उत्पादनावर परिणाम :

भारत सरकारने सन 1991 पासून नवीन आर्थिक धोरण स्वीकारले त्याचा फटका भारतासह महाराष्ट्रातील शेती क्षेत्राला बसून शेती क्षेत्र कोल मडलेआहे. भारताच्या पहिल्या पंचवार्षिक योजनेत कृषी क्षेत्रात अधिक भर देण्यात आला आला असून त्यावेळी कृषी क्षेत्राच्या एकूण योजना खर्चापैकी 31 टक्के खर्च करण्यात आला. दुसऱ्या पंचवार्षिक योजने पासून मात्र कृषी खर्चावर कपात करण्यात आली आणि उद्योग क्षेत्रावर अधिक खर्च करण्यात आला. त्यानंतरच्या योजनेमध्ये सुद्धा कृषी क्षेत्राच्या खर्चात कपात करण्यात आली. ज्या कृषी क्षेत्रावर भारतातील आजही 58% लोकसंख्या अवलंबून आहे. भारताच्या संपूर्ण 12 पंचवार्षिक योजनेपर्यंत एकूण खर्चापैकी 17 टक्के खर्च झाल्यामुळे शेती क्षेत्रात गंभीर समस्या निर्माण झालेल्या आहेत.

उदारीकरणानंतर आलेल्या नवीन तंत्रज्ञानामुळे देशातील कापूस उत्पादनात वाढ झाली मात्र उत्पादनाचा खर्च अधिक प्रमाणात वाढला आणि उत्पादन खर्चावर आधारित हमारी हमीभाव कापसाला न मिळाल्यामुळे कापूस उत्पादक देशोधडीला लागले क्षेत्रातील शेतकऱ्यांच्या मोठ्या प्रमाणात आत्महत्या झालेल्या दिसून येतात. कापूस पिकाच्या लागवडी बाबत संपूर्ण देशाचा विचार करता महाराष्ट्र आंध्र प्रदेश तेलंगाना कर्नाटक मध्य प्रदेश छत्तीसगड गुजरात राजस्थान पंजाब हरियाणा ही प्रमुख कापूस उत्पादक राज्य आहेत. यापैकी महाराष्ट्र आंध्र प्रदेश तेलंगाना कर्नाटक मध्य प्रदेश छत्तीसगड या पाच राज्यांमध्ये मोठ्या प्रमाणात कापसाची लागवड होते. परंतु दुर्दैव म्हणजे यात पाच राज्यांमध्ये सर्वात जास्त शेतकऱ्यांनी आत्महत्या केल्याचे दिसून येते. राष्ट्रीय गुन्हे नोंद विभागाच्या अहवालानुसार दिशा सन 1995 ते 2011 या 17 वर्षांच्या काळात एकूण 270940 शेतकऱ्यांनी आत्महत्या केल्या त्यापैकी तब्बल 61.52% म्हणजेच 166685 शेतकरी आत्महत्या वरील पाच मोठ्या राज्यात झाल्याचे अहवालात नमूद करण्यात आलेले आहे. याचाच अर्थ कापसाचे पीक व शेतकऱ्यांचा आत्महत्या यांचा जवळचा संबंध दिसून येतो. सन 1995 ते 2019 या पंचवीस वर्षांच्या काळात भारतात एकूण 365492 शेतकऱ्यांनी आत्महत्या केल्याचे एनसीआरबीच्या अवला वरून दिसून येते

एकीकडे कापूस उत्पादनाचा वाढलेला भरमसाठ खर्च मात्र त्या तुलनेत कापसाला न मिळालेला कीफायतशीर हमीभाव परिणामी उत्पन्नात घट व दारिद्र्य अवस्थेत ढकललेल्या जाणारा कापूस उत्पादक शेतकरी सापडलेला दिसून येतो. अमेरिकेने सन 1982 मध्ये आपल्या शेतकऱ्यावरील सर्व कर्ज माफ करून त्यानंतरच शेती हा विषय जागतिक व्यापार संघटना करारामध्ये समाविष्ट केला. एवढेच नव्हे तर अमेरिकेसह जगातील सर्वच विकसित देशांनी शेती क्षेत्र जागतिक व्यापार संघटनेत समाविष्ट करण्यापूर्वी कृषी क्षेत्रासाठी प्रचंड अनुदान वाढवून घेतले व ते सुरक्षित ठेवण्यासाठी ग्रीन बॉक्स व ब्ल्यू बॉक्स अशी तरतूद करून ठेवली याउलट भारत सरकारने मात्र भारतातील शेतकऱ्यांना पूर्वी मिळत असलेले तुटपुंजे शेती अनुदाने ही जागतिक व्यापार संघटनेच्या नियमांतर्गत कमी केल्याने भारतातील शेती क्षेत्र उदारीकरणा नंतर मोठ्या प्रमाणात संकटात सापडले.

आयात खुलीकरण्याचा कापूस पिकावर परिणाम:-

सन 1996 पासून भारत सरकारने आयात खुली करण्याची प्रक्रिया सुरू करून ती 01 एप्रिल 2001 रोजी पूर्ण केली. कापूस, तेलबिया भाजीपाला, फळे, नारळ, इत्यादी शेतमाल आणि शेतमालावरील आधारित पशुजन्य वस्तू इत्यादी वस्तू बाबत आयात निर्बंध उठविण्यात आले. परिणामी विदेशातील प्रचंड अनुदान प्राप्त स्वस्त शेतमाल भारतात येऊ लागल्याने येथील शेती क्षेत्र धोक्यात आले. दुसरीकडे विकसित देशांमध्ये मात्र शेतमालाच्या आयातीवर मोठ्या प्रमाणात आयात कर आकारण्यात आला. भारत सरकार सुद्धा विश्व व्यापार संघटनेच्या नियमांतर्गत कापसावर सुद्धा 300% आयात कर आकारू शकते परंतु देशातील कापड मिल लॉबीच्या व परकीय देशाच्या दबावामुळे कापसाच्या आयातीवर भारत सरकार केवळ दहा टक्के आयात कर आकारते. भारताचे तत्कालीन पंतप्रधान स्वर्गीय अटल बिहारी वाजपेयी यांच्या काळात तर कापसावरील आयात कर शून्य टक्के करण्यात आला होता. परिणामी सन 1997 पासून भारताची ओळख कापूस निर्यातदार देश म्हणून न राहता जगातील कापूस आयात करणारा एक प्रमुख देश अशी झालेली आहे. वर्तमान काळात कापसावर भारत सरकार दहा टक्के आयात कर आकारते तर खाद्य तेलावर 45 टक्के आयात कर आकारते.

बी. टी. तंत्रज्ञान कॉटन क्रांतीचे यश-अपयश :

संकरित वाणाच्या कपाशीवर बोंड अळीचा प्रादुर्भाव मोठ्या प्रमाणात होत असल्याने शेतकऱ्यांचा कीटकनाशकावरील खर्च भरमसाठ वाढत गेला कापसावरील वाढत्या उत्पादन खर्चामुळे त्रस्त झाले तर दुसरीकडे त्या प्रमाणात कापसाला बाजार भाव मिळत नसल्यामुळे कापूस उत्पादक मेटाकुटीस आले. यावर उपाय म्हणून कापूस वनात बी.टी. तंत्रज्ञान आणले गेले. अमेरिकेतील मोसेंटो या बियाणे निर्माण करणाऱ्या कंपनीने भारतातील कपाशीच्या बियाणाबाबत शेतकऱ्यांचा प्रचंड विश्वास असलेल्या

महाराष्ट्रातील जालना येथील महिको कंपनीसोबत सहकार्य करार करून महिको-मोसेंटो या संयुक्त नावाने बीटी तंत्रज्ञान युक्त कपाशीचे सुरुवातीला बोलगार्ड -1 त्यानंतर अनुक्रमे बोलगार्ड-2 आणि बोलगार्ड-3 या व्यापारी

नावांनी कापसाचे नवीन वाण बाजारात आणले आणि साधारणपणे 2002 पासून भारत सरकारने कपाशीच्या बीटी वाणाला भारतात वापरण्यासाठी परवानगी दिली. बीटी वाणाला जणूकीय सुधारित पिके असेही म्हटले जाते. कपाशीची हे बीटी वाण शेतकऱ्यांनी वापरल्यास शेतकऱ्यांना प्रति हेक्टर 35 क्विंटल कापसाचे उत्पादन होईल आणि कपाशीवर बोंड अळीचा प्रादुर्भाव राहणार नाही परिणामी शेतकऱ्यांच्या कापूस उत्पादनात व पर्यायाने त्यांच्या उत्पन्नात भरघोस वाढ होईल असीम महिको - मो सेंटो मात्र कपाशीच्या या वाणासाठी या कंपनीद्वारे जाहिरात करण्यात आली. मात्र कपाशीच्या वाहनासाठी सिंचनाची सुविधा असणे आवश्यक आहे असे कुठेही त्यांनी स्पष्ट केलेले नाही. त्यामुळे कोरडवाहू शेतकऱ्यांसाठी हे वाण फायदेशीर ठरलेले नाही. सुरुवातीच्या काळात काही वर्षे कपाशीच्या या नवीन वाणामुळे उत्पादनात काही प्रमाणात वाढ सुद्धा झाली. परंतु सिंचनाच्या सोयी असणाऱ्या शेतकऱ्यांचा अधिक फायदा झाला. परंतु कंपनीने केलेल्या डाव्याप्रमाणे एकरी 35 क्विंटल कापसाचे उत्पादन झालेले नाही. बोंड अळीची नैसर्गिक प्रतिकारक्षमता पाच ते सहा वर्षे वगळता बोंड अळीचा प्रादुर्भाव दिसू लागला आणि शेतकऱ्यांना पुन्हा कीटकनाशकाचा वापर करावा लागत आहे. याशिवाय कीटकनाशकाची फवारणी करून गुलाबी बोंड अळीसारखी नवीन प्रकारचे रोगांनी बीटी वाणांना ग्रासले आहे. त्यामुळे स्वाभाविकपणे शेतकऱ्यांचा उत्पादन खर्च अधिक वाढला शेतकऱ्यांना तर या बीटीवाण्याचा फायदा मुळीच झालेला नाही व ते शेतकरी कर्जाच्या सापळ्यात अडकत गेले शेवटी त्यांना या संकटातून मुक्तता होण्यासाठी शेतकऱ्यांनी आत्महत्येचा मार्ग स्वीकारलेला दिसून येतो.

नवीन हरितक्रांतीचे आश्वासन देऊन बीटी कापूस शेतात आला, पण वीस वर्षांतच संकट कोसळले. 2003 आणि 2006 मध्ये सरकारने बोंडअळी नियंत्रणात बीटी कपाशीची प्रभावीता आणि कीटकनाशकांचा वापर कमी करण्याविषयी सांगितले होते. कृषी आणि शेतकरी कल्याण मंत्रालयांतर्गत स्थापन करण्यात आलेल्या 'ऑल इंडिया कोऑर्डिनेटेड कॉटन इम्प्रूव्हमेंट प्रोग्राम' अंतर्गत 2007-08 च्या अहवालात असे म्हटले आहे की, "कापूस उत्पादनाच्या लँडस्केपमध्ये मोठ्या संख्येने खाजगी क्षेत्रातील बीटी कॉटन हायब्रीड्सचा परिचय दिल्यानंतर असाधारण यशामुळे उत्पादन नफ्याच्या बाबतीत बदल घडून आला आहे." बीटी कापूस, अनेक कीटकांपासून लढण्यासाठी मातीतील जीवाणूंपासून वापरण्यात आलेला, सुमारे 25 वर्षांपूर्वी यूएस प्रयोगशाळेत वाढत्या पीक उत्पादनावर आणि कीटकनाशकांच्या वाढत्या वापरावर विज्ञानाचे उत्तर म्हणून जिवंत झाला. 2002 ते 2009 या काळात संपूर्ण महाराष्ट्रासोबत भारतात कापसाचे उत्पादन आणि क्षेत्र झपाट्याने वाढले. महाराष्ट्रात, 2002-03 मधील 2.6 दशलक्ष गांठींवरून 2008-09 मध्ये 6.2 दशलक्ष गांठींचे उत्पादन वाढले. 2008-03 मध्ये 158 किलो प्रति हेक्टर वरून 2008-09 मध्ये 336 किलो प्रति हेक्टर पर्यंत वाढले. उत्पादनात वाढ झाल्यामुळे प्रमुख कापूस उत्पादक क्षेत्राचे कौतुक झाले. पण 2010 पासून, 2011-12 मध्ये 17 टक्के आणि 2017-18 मध्ये 13 टक्क्यांनी उत्पादकतेत घट झाली आहे.

निष्कर्ष:

नवीन आर्थिक धोरणाचा कापूस उत्पादनावर मोठ्या प्रमाणात परिणाम झालेला दिसून येतो. शेतकऱ्याचा उत्पादन खर्च वाढल्यामुळे आणि किमान हमीभाव न मिळाल्यामुळे कापूस उत्पादक शेतकऱ्यांची परिस्थिती हलाखीची झालेली आहे. उत्पादन खर्च अधिक 50% किमान हमीभाव देण्यात यावा असे सन 2004 मध्ये स्थापन केलेल्या पहिल्या शेतकरी आयोगाचे अध्यक्ष डॉ. एम.एस. स्वामीनाथन यांनी म्हटले होते. शेतकऱ्यांना बी- बियाणे, रासायनिक खते, कीटकनाशके यांच्या किमतीत भरमसाठ वाढ झाल्यामुळे अशा वस्तूच्या खरेदीसाठी सरकारने शेतकऱ्यांना विशिष्ट प्रमाणात अनुदान द्यावे जेणेकरून शेतकऱ्यांना त्या वस्तू खरेदी करणे शक्य होईल तसेच उत्पादन खर्चात घट होईल आणि शेतकऱ्यांना दिलासा मिळेल. याशिवाय शेतकऱ्यांच्या आदानांची किंमती बहुराष्ट्रीय कंपन्या द्वारे अधिक प्रमाणात वाढवल्यामुळे या किमतीवर सरकारने नियंत्रण ठेवावे जेणेकरून या कंपन्या अतिरिक्त नफा प्राप्त करणार नाही. भारतातील अनेक राज्या सिंचनाचे प्रमाण कमी असल्यामुळे तेथे सिंचनाचे प्रमाण वाढवावे तसेच महाराष्ट्रात विदर्भ सारख्या प्रांतात कापूस उत्पादन मोठ्या प्रमाणात होते परंतु सिंचनाच्या सोयी अजूनही अपुऱ्या प्रमाणात दिसून येतात अशा क्षेत्रात सिंचनाचे प्रमाण वाढवावे जेणेकरून कापसासारख्या उत्पादनात वाढ होईल. भारतासारख्या कृषीप्रधान अर्थव्यवस्थेत कृषी क्षेत्र हे महत्त्वपूर्ण क्षेत्र आहेत. परंतु प्रगत देशांच्या तुलनेत शेतीला मिळणारे अनुदान हे अल्प असून त्यांचा परिणाम भारतीय शेतकऱ्यांना होत आहे. आंतरराष्ट्रीय स्तरावर भारतीय शेतकरी सक्षम होण्यासाठी सरकारने कोणत्याही आंतरराष्ट्रीय दबावाला बळी न पडता केवळ भारतातील शेतकऱ्यांचे हित लक्षात घेऊन निर्णय घ्यावे तरच भारतीय शेतकरी वर्तमान काळात टिकेल आणि जगेल सुद्धा यात शंका नाही.

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सार :

यह पेपर पारंपरिक बौद्धिक संपदा अधिकार (IPR) कानूनों तथा विशेष रूप से कॉपीराइट कानून और सूचना प्रौद्योगिकी संबंधों पर गौर करता है। यह बिल्कुल स्पष्ट है कि कॉपीराइट उल्लंघन सूचना प्रौद्योगिकी से जुड़ी एक समस्या है। अधिकांश कॉपीराइट कानून प्री-डिजिटल के साथ लिखा गया था प्रौद्योगिकी को ध्यान में रखते हुए, इन धारणाओं की कलाकृतियाँ कानून की परवाह किए बिना जारी रहती हैं। इसे आधुनिक बनाने का प्रयास किया जा रहा है। प्रौद्योगिकी कारक उन अधिकार धारकों के लिए मायने रखते हैं जो उनसे पैसा कमाना चाहते हैं। बौद्धिक संपदा अधिकार रचनात्मक कार्य: प्रतिलिपि प्रौद्योगिकी, वितरण प्रौद्योगिकी और बिक्री प्रौद्योगिकी यह इन तीन बिंदुपरआधारित है। मुद्रित से लेकर डिजिटल कार्यों तक संबंधित अवधारणाएँ, कैसे डिजिटल प्रतिकृति की विशेषताएँ पारंपरिक IPR प्रणालियों के लिए समस्याएँ खड़ी करती हैं यह चर्चा करता है। यह चर्चा करके भारतीय सॉफ्टवेयर उद्योग में कुछ अवधारणात्मकता प्रदान करता है। भारतीय कॉपीराइट कानून का दायरा, मालिक के अधिकार, उल्लंघन, दंड आदि इसके अलावा "सार्वजनिक" उल्लंघन करने वालों के बीच अंतर पर भी चर्चा करता है। दूसरों के लिए उपलब्ध कार्य, या तो मुफ्त में या लाभ के लिए, और "निजी" उल्लंघनकर्ता जो एक व्यक्तिगत प्रतिलिपि बना रहे हैं इस पर विशेष रूप से प्रकाश डालता है।

कीवर्ड: बौद्धिक संपदा अधिकार, कॉपीराइट अधिनियम, IPR कानून,

1. परिचय :

आज हम सूचना युग में रह रहे हैं, जहां सूचना एक महत्वपूर्ण संसाधन है। ऐसे विभिन्न माध्यम हैं जिनके माध्यम से कोई व्यक्ति जानकारी प्राप्त कर सकता है। जानकारी का एक अच्छा स्रोत किताब है। पुस्तक मनुष्य के ज्ञान और बुद्धि को व्यक्त करने का एक अतुलनीय साधन है।

बौद्धिक संपदा कानून यह एक क्षेत्र है जो प्रौद्योगिकी के विकास के साथ विकसित हुआ है। कंप्यूटर और संचार प्रौद्योगिकियों दोनों के बढ़ते उपयोग ने डिजिटल अर्थव्यवस्था को बढ़ावा दिया है। यह नई अर्थव्यवस्था उत्पादों के निर्माण के तरीके, उत्पादों की प्रकृति और उनके वितरण को बदल रही है। डिजिटल मीडिया की कुछ विशेषताओं ने चुनौतीपूर्ण कानूनी मुद्दे पैदा कर दिए हैं। इस प्रकार, बौद्धिक संपदा अधिकारों को आर्थिक प्रभुत्व के लिए एक

महत्वपूर्ण उपकरण के रूप में पहचाना जाता है। भारत में कई पुस्तकालय विभिन्न मीडिया में सूचना स्रोतों तक पहुँच रखते हैं, जिनमें से एक डिजिटल मीडिया है। डिजिटल फॉर्म सूचना स्रोतों को आसानी से कॉपी करने और नेटवर्क पर स्थानांतरित करने में सक्षम बनाता है। डिजिटल मीडिया को भारतीय कॉपीराइट अधिनियम या एक पूरी तरह से अलग कानून में विशिष्ट संशोधन की आवश्यकता है ताकि यह सुनिश्चित किया जा सके कि ऐसे मीडिया के उचित उपयोग के माध्यम से निर्माता के अधिकारों की रक्षा की जा सके।

बौद्धिक संपदा अधिकार सहस्राब्दि लेकिन आधुनिक अर्थों में एक अवधारणा है। इसके बजाय ऐसा प्रतीत होता है कि नए और हमारे बीच कोई सांस्कृतिक जुड़ाव या मंजूरी नहीं है। भारत में बौद्धिक संपदा अधिकारों का देश है। कानूनी प्रावधान शायद ही 150 वर्षों से अधिक पुराने हैं। पेटेंट पर पहला भारतीय अधिनियम 1856 में पारित किया गया था, जिसमें कुछ विशेष प्रावधान थे। चौदह वर्षों के लिए आविष्कारकों के अधिकार (विशेष वर्गों के लिए आरक्षित)। इसे दोबारा लागू करना पड़ा। कुछ संशोधनों के साथ सन 1859 के अधिनियम के रूप में यह 'नए अन्वेषकों' को प्रदान किया गया था। भारत में आविष्कार के निर्माण, बिक्री और उपयोग के विशेष अधिकार किसी को ऐसा करने के लिए अधिकृत करना तथा इंटीरियर डिजाइन को शामिल करने के लिए इसका दायरा बढ़ाया गया तथा पेटेंट और डिजाइन संरक्षण अधिनियम 1972 के बाद में आया। सन 1888 के अधिनियम के अनुसार आविष्कार और डिजाइन अधिनियम और बाद में सन 1911 का भारतीय पेटेंट और डिजाइन अधिनियम, जो कि काफी हद तक ब्रिटिश पेटेंट और डिजाइन अधिनियम 1907 पर आधारित था। सन 1947 में आजादी के बाद सरकार को अधिक प्रभावी पेटेंट की आवश्यकता महसूस हुई, पेटेंट कानून के संबंध में मौजूदा स्थिति दुबारा हासिल की गई। इस संबंध में निम्नलिखित समिति का गठन किया गया।

1. न्यायमूर्ति राजगोपाल अयंगर

2. बरख्शी टेक चंद के नेतृत्व में

इस समिती रिपोर्ट में ये सामने आया कि बहुराष्ट्रीय कंपनियों के पास भारत में 90% पेटेंट हैं। और सभी कंपनिया पेटेंट का दुरुपयोग करती हैं। मुख्य रूप से भारत में अपने उत्पादों के लिए संरक्षित बाजार सुनिश्चित करने के लिए इनकार कर रहे हैं। पेटेंट इन समितियों की रिपोर्ट के बाद इस बिल पर एक दशक तक बहस चली अंततः भारतीय पेटेंट अधिनियम सन 1970 लागू हुआ। इसकी बहुत सराहना की गई, दूसरों के बीच, UNCTAD, सबसे प्रगतिशील पेटेंट कानून के रूप में और इसी तरह से प्रेरित है।

विश्व व्यापार संगठन में भारत की सदस्यता और ट्रिप्स के तहत दायित्वों का पालन करना यह समझौता हुआ, भारतीय पेटेंट अधिनियम 1970, पेटेंट (संशोधन) द्वारा संशोधित किया गया था, अधिनियम 1999 और पेटेंट (संशोधन) अधिनियम 2002, जो 2 मई को लागू हुए, अधिनियम 2003 वर्तमान प्रावधान ट्रिप्स समझौते के अनुरूप है।

2. उद्देश्य : इस शोध पत्रीका का उद्देश्य कॉपीराइट सुरक्षा के संदर्भ में उभरते डिजिटल IPR अभ्यास का विश्लेषण करना है।

3. ट्रेडमार्क सूचना:

सन 1940 से पहले भारत में ट्रेडमार्क पर कोई विशिष्ट कानून मौजूद नहीं था। हालाँकि, इसके लिए उपाय ट्रेड मार्क का उल्लंघन भारतीय दंड संहिता 1860 के तहत उपलब्ध था तथा इस अधिनियम को विशिष्ट राहत अधिनियम 1877 में मिली। अधिनियम 1940 को व्यापार और ट्रेड मार्क्स द्वारा प्रतिस्थापित किया गया था। डिज़ाइन भारतीय पेटेंट के प्रावधानों द्वारा शासित होते रहे डिज़ाइन अधिनियम, 1911, जबकि डिज़ाइन अधिनियम 2000 पारित किया गया था।

4. कॉपीराइट संबंधी जानकारी:

कॉपीराइट के मामलों में अंग्रेजी कॉपीराइट अधिनियम 1842 लागू किया गया भारत ने सोचा कि ऐसा कभी भी स्पष्ट रूप से घोषित नहीं किया गया। इंग्लैंड के कॉपीराइट अधिनियम, 1911 को ब्रिटिश प्रभुत्व के रूप में भारत तक विस्तारित किया गया था। भारतीय कॉपीराइट अधिनियम 1914 ने उल्लंघन के लिए आपराधिक प्रतिबंध पेश किया यह कानून 21.1.1958 को कॉपीराइट अधिनियम 1957 लागू होने तक जारी रहा।

यह कानून एक स्वतंत्र राष्ट्र के रूप में भारत की बदली हुई स्थिति के कारण यह उतना ही आवश्यक हो गया था पुनरुत्पादन, सूचना एवं संचार की प्रौद्योगिकी की उन्नति इस अधिनियम में कई मूल विशेषताएं थीं; कॉपीराइट का पंजीकरण स्वैच्छिक था; कॉपीराइट के पंजीकरण के लिए प्रशासनिक तंत्र स्थापित किया गया था। इस अधिनियम के अनुसार सरकार को अन्य देशों के नागरिकों के कॉपीराइट की रक्षा करने का अधिकार मिल गया। भारत ने WTO के सदस्य के रूप में ट्रिप्स समझौते के अनुसार इसमें 1983, 1992, 1994 और 1999 में अंतिम संशोधन किया गया है।

5. IPR - बौद्धिक संपदा अधिकार :

वर्तमान समय में पुस्तकें और अन्य सूचना संसाधन मुद्रित और गैर-मुद्रित रूप में भी उपलब्ध हैं। जैसे-जैसे अधिक से अधिक सूचना संसाधन गैर-मुद्रित रूप में उपलब्ध कराए जा रहे हैं, बौद्धिक संपदा अधिकार की अवधारणा और इस प्रकार कॉपीराइट का महत्व बढ़ रहा है।

6. भारत में IPR कानून :

भारत यूनिवर्सल कॉपीराइट कन्वेंशन और बर्न कन्वेंशन दोनों का सदस्य देश है। आंतराष्ट्रीय संघ GATT वार्ता में व्यापार संबंधित बौद्धिक संपदा अधिकार पर समझौता हुआ जिसमें कॉपीराइट कानून के तहत कंप्यूटर सॉफ्टवेयर और डेटाबेस की सुरक्षा से संबंधित प्रावधान शामिल थे। कंप्यूटर सॉफ्टवेयर के लिए भारतीय IPR भारतीय कॉपीराइट अधिनियम 1957 के प्रावधानों के अंतर्गत आता है। भारतीय कॉपीराइट कानून में कई संशोधन सन 1994

में पेश किए गए थे, जो 10 मई 1995 को दुनिया में सबसे जटिल में से एक के रूप में लागू हुए। भारत में पहली बार, कॉपीराइट कानून ने कॉपीराइट धारक के अधिकारों, सॉफ्टवेयर किराये की स्थिति और उपयोगकर्ताओं के बैकअप प्रतियां बनाने के अधिकारों को स्पष्ट रूप से समझाया। इसने सॉफ्टवेयर कॉपीराइट के उल्लंघन के लिए भारी दंड और जुर्माने का प्रावधान है।

7. भारत में कॉपीराइट कानून :

भारत में कॉपीराइट कानून भारत के किसी भी मूल साहित्यिक कृति के लेखकों को नैतिक अधिकार देता है। इस कानून के तहत नैतिक अधिकार मूल कार्य के लेखकों को प्रदान किए गए हैं। इसमें तीन अधिकारों का संयोजन शामिल है, अर्थात् प्रकाशन का अधिकार; पितृत्व का अधिकार; और ईमानदारी का अधिकार। इस कानून में यह ध्यान रखना महत्वपूर्ण है, कि नैतिक अधिकार, लेखकीय रचनाओं के माध्यम से आने वाले आर्थिक अधिकारों से स्वतंत्र होते हैं, और उनके कॉपीराइट के हस्तांतरण के बाद भी लेखक के पास निहित होते हैं।

उपरोक्त IP कानून निम्नलिखित प्रदान करते हैं:

- ❖ दावों को मंजूरी देने और पंजीकृत करने के लिए एक पूरी तरह से सशक्त प्रशासनिक मशीनरी निष्पक्ष और पारदर्शी तरीके से IPR के लिए काम करे; तथा
- ❖ यदि आवश्यक हो तो प्रशासनिक निर्णयों के विरुद्ध अपील के लिए एक तंत्र विकसित हो ; तथा
- ❖ IPR के कानूनी प्रवर्तन के लिए एक प्रक्रिया हो और पेटेंट, औद्योगिक डिजाइन किसी भी कानूनी दावे के लिए प्रासंगिक अधिनियमों के तहत पंजीकृत होना व IPR की सुरक्षा आवश्यक है। हालाँकि, भारत में कॉपीराइट और ट्रेडमार्क का कोई स्वामित्व नहीं है। ऐसी आवश्यकताएं हैं कि उनका पंजीकरण स्वैच्छिक है, लेकिन कानूनी होने की स्थिति में विवाद, पंजीकरण के विशिष्ट लाभ हैं। नकल के रूप में, जालसाजी और जालसाजी आसान, व्यापक और किफायती हो गई है। कॉपीराइट का उल्लंघन करने या ब्रांड नाम (व्यापार) का उपयोग करने के परिणाम मार्क अनुचित तरीके से बहुत बड़ा हो सकता है, कॉपीराइट प्राप्त करना उचित है और ट्रेडमार्क विधिवत पंजीकृत करना अनिवार्य है।
- ❖ सर्वोच्च नियंत्रक के निर्णय आदेश के विरुद्ध अपील का प्रावधान है। एक सुदृढ़ कानूनी प्रणाली के तहत ही प्राधिकार निष्पक्ष और आवश्यक है।

8. निष्कर्ष :

ऐतिहासिक जानकारी सहित भारत में बौद्धिक संपदा परिदृश्य भारत में बौद्धिक संपदा (IP) कानून, भारत द्वारा अधिनियमित IP अधिनियम और भारत द्वारा हस्ताक्षरित IP में प्रमुख अंतर्राष्ट्रीय संधियों में कुछ मुद्दों पर चर्चा की गई है सूचना के क्षेत्र में संचार प्रौद्योगिकी तेजी से प्रगति के साथ उभरा। आर्थिक वृद्धि और विकास के लिए आवश्यक है फलता-फूलता अंतर्राष्ट्रीय व्यापार और बौद्धिक रचनात्मकता का माहौल भारत जो अन्वेष IP प्रावधानों और

प्रभावी आधार की आवश्यकता है IPR के लिए प्रवर्तन तंत्र इस शोध लेख में मैंने इसकी जांच की के विकास में पेटेंट, कॉपीराइट, ट्रेडमार्क और डिज़ाइन यह जानकारी कानून और राष्ट्रीय विकास के माध्यम से राष्ट्रीय अर्थव्यवस्था के लिये कितनी महत्वपूर्ण है इस पर चर्चा हुई है।

9. संदर्भ :

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बेरोजगारी

प्रा.नवज्योत नथुराम जावळेकर

गो.ए.सो चे कला,वाणिज्य आणि विज्ञान महाविद्यालय श्रीवर्धन(रायगड)

प्रस्तावना:-

मानवी गरजा पूर्ण करण्यासाठी रोजगाराची खूप महत्वाची भूमिका असते. त्यामुळे आर्थिक सुरक्षा केवळ वैयक्तिकच नव्हे तर लोकांचा समाजात तसेच अर्थव्यवस्थेत सहभाग वाढण्यासाठी प्रोत्साहन मिळते. व्यक्तीला मिळणाऱ्या रोजगारामुळे गरजे बरोबरच आरोग्य व शिक्षणाच्या चांगल्या सुविधा प्राप्त होतात. रोजगारामुळे व्यक्तीचा आत्म सन्मान सुद्धा वाढतो. पण आज आपल्या वाढत्या श्रमशक्तीला उत्पादक आणि फायदेशीर रोजगार देऊन सर्वसमावेशक विकास साधणे हे मोठे आव्हान आहे. बेरोजगारीची व्याख्या करणे स्वाभाविकच अवघड आहे.

- १) बेरोजगार कोणत्या वयोगटातील व्यक्तीला म्हणावे.
- २) रोजगार उपलब्ध आहे पण किती कालावधीसाठी
- ३) तथापि, बेरोजगारीची घटना केवळ नोकऱ्यांच्या अभावाने दर्शविली जात नाही, तर ती एक बहुआयामी समस्या आहे ज्याची सामाजिक, आर्थिक आणि राजकीय कारणे आणि परिणाम आहेत.

वरील प्रकारे बेरोजगारीच्या व्याख्या करताना अडचणी निर्माण होतात.

बेरोजगारी म्हणजे काय? - व्याख्या आणि अर्थ

भारतातील बेरोजगारी म्हणजे ज्या व्यक्ती काम करण्यास सक्षम आहेत, सक्रियपणे काम शोधत आहेत, परंतु कोणत्याही प्रकारचे रोजगार शोधण्यात अक्षम आहेत. बेरोजगार हे प्रामुख्याने १५-५९ वयोगटातील कामगार दलातील व्यक्ती आहेत , ज्यांच्याकडे सध्या नोकरी नाही किंवा उत्पन्नाचा स्थिर स्रोत नाही. ज्या व्यक्ती सक्षम आणि काम करण्यास इच्छुक आहेत त्यांना फायदेशीर रोजगार मिळू शकत नाही, त्यामुळे मनुष्यबळाच्या संसाधनांचा अपव्यय होतो. बेरोजगारी आणि त्याच्याशी संबंधित मेट्रिक्स सामान्यतः देशाच्या अर्थव्यवस्थेचे आरोग्य मोजण्यासाठी वापरले जातात.

नॅशनल स्टॅटिस्टिकल ऑफिस (NSO) नुसार, रोजगार आणि बेरोजगारीची व्याख्या एखाद्या व्यक्तीच्या खालील क्रियाकलाप स्थितींद्वारे केली जाऊ शकते -

१.नियोजित - कोणत्याही आर्थिक कार्यात गुंतलेल्या व्यक्तींना 'रोजगार' म्हणून वर्गीकृत केले जाते. यामध्ये पूर्णवेळ, अर्धवेळ आणि तात्पुरते काम समाविष्ट आहे, जे रोजगाराची व्यापक समज दर्शवते.

२.बेरोजगार - ज्या व्यक्ती सक्रियपणे कामाच्या शोधात आहेत किंवा उपलब्ध आहेत परंतु सध्या कोणत्याही आर्थिक कार्यात गुंतलेले नाहीत. हे मुख्य निकष म्हणून काम करण्याची इच्छा आणि क्षमता यावर जोर देते.

३.काम करत नाही किंवा काम करण्यास इच्छुक नाही - NSO च्या मते, ज्या व्यक्ती कामासाठी शोधत नाहीत किंवा उपलब्ध नाहीत ते कामगार दलाच्या बाहेर पडतात. या श्रेणीमध्ये विद्यार्थी, सेवानिवृत्त किंवा गृहिणी यांचा समावेश असू शकतो.

४.पहिल्या दोन श्रेण्या, म्हणजे, रोजगार आणि बेरोजगार हे अर्थव्यवस्थेतील कामगार शक्ती बनवतात . हे सामान्यतः 15-59 वर्षे वयोगटातील व्यक्ती असते.

"जेव्हा चालू वेतनावर काम करण्यास इच्छुक लोक नोकऱ्या शोधू शकत नाहीत तेव्हा बेरोजगारी अस्तित्वात आहे असे म्हणतात."

भारताच्या संदर्भात, बेरोजगारी ही केवळ एक सांख्यिकीय आकडेवारी नाही - ती गंभीर सामाजिक आणि आर्थिक परिणामांसह एक जटिल समस्या आहे. भारतातील सध्याचा बेरोजगारीचा दर ८.११% आहे. आता, जरी बेरोजगारीचा दर सांख्यिकीयदृष्ट्या कमी दिसत असला तरी, बरेच लोक कमी उत्पन्नाच्या कामात गुंतलेले आहेत जे त्यांना निर्वाह स्तरावर ठेवतात. अपुऱ्या कामात सक्तीने गुंतलेली ही प्रचलित बेरोजगारीचे स्वरूप आहे. सुशिक्षित लोक योग्य नोकऱ्या शोधण्यात असमर्थ आहेत.

बेरोजगारीमुळे आर्थिक बोजा वाढतो, कारण बेरोजगार हे काम करणाऱ्या लोकसंख्येवर अवलंबून असतात, ज्यामुळे जीवनमान, आरोग्य स्थिती आणि शिक्षणावर विपरित परिणाम होतो. हे उदासीन अर्थव्यवस्थेचे सूचक आहे, जे अकार्यक्षमता आणि विकासाच्या गमावलेल्या संधी दर्शवते. भारतात, जैवतंत्रज्ञान आणि माहिती तंत्रज्ञान यांसारख्या लघु-उत्पादन आणि उदयोन्मुख सेवांसारखी क्षेत्रे रोजगाराची परिस्थिती समजून घेण्यासाठी महत्त्वपूर्ण आहेत. एकूण वाढीवर बेरोजगारीचा हानिकारक प्रभाव लक्षित हस्तक्षेपांचे महत्त्व अधोरेखित करतो आणि भारतीय अर्थव्यवस्थेतील अनन्य आव्हाने आणि संधींची व्यापक समज अधोरेखित करतो.

भारतातील बेरोजगारीचे प्रकार

भारतात सात प्रकारच्या बेरोजगारी आहेत. बेरोजगारीच्या प्रकारांची खाली चर्चा केली आहे:

१.छुपी बेरोजगारी: हा एक प्रकारचा बेरोजगारी आहे ज्यामध्ये काम करणारे लोक प्रत्यक्षात गरजेपेक्षा जास्त असतात. प्रचलित बेरोजगारी सामान्यतः असंगठित क्षेत्र किंवा कृषी क्षेत्रांमध्ये आढळते.

२.रचनात्मक बेरोजगारी: जेव्हा कामगारांची कौशल्ये आणि बाजारपेठेतील नोकऱ्यांची उपलब्धता यांच्यात जुळत नाही तेव्हा ही बेरोजगारी उद्भवते. भारतातील बऱ्याच लोकांना त्यांच्या कौशल्यांशी जुळणारी नोकरी मिळत नाही किंवा आवश्यक कौशल्यांच्या कमतरतेमुळे त्यांना नोकऱ्या मिळत नाहीत आणि कमी शैक्षणिक पातळीमुळे त्यांना संबंधित प्रशिक्षण देणे महत्त्वाचे बनते.

३.हंगामी बेरोजगारी: वर्षाच्या ठराविक ऋतूंमध्ये लोकांकडे काम नसताना बेरोजगारीची परिस्थिती जसे की भारतातील मजूर क्वचितच वर्षभर काम करतात.

४.असुरक्षित बेरोजगारी: या बेरोजगारी अंतर्गत लोकांना बेरोजगार मानले जाते. लोक नोकरी करतात परंतु अनौपचारिकपणे म्हणजे योग्य नोकरीच्या करारांशिवाय आणि अशा प्रकारे त्यांच्या कामाच्या नोंदी कधीही ठेवल्या जात नाहीत. हा भारतातील बेरोजगारीच्या मुख्य प्रकारांपैकी एक आहे.

५.तांत्रिक बेरोजगारी: जेव्हा तंत्रज्ञानाच्या प्रगतीमुळे लोक त्यांच्या नोकऱ्या गमावतात तेव्हा परिस्थिती. 2016 मध्ये, जागतिक बँकेच्या आकडेवारीनुसार भारतात ऑटोमेशनमुळे धोक्यात आलेल्या नोकऱ्यांचे प्रमाण वार्षिक 69% आहे.

६.चक्रीय बेरोजगारी: व्यवसायाच्या चक्रामुळे उद्भवलेली बेरोजगारी, जेथे मंदीच्या काळात बेरोजगारांची संख्या वाढते आणि अर्थव्यवस्थेच्या वाढीसह घटते. भारतात चक्रीय बेरोजगारीची आकडेवारी नगण्य आहे.

७.ऐच्छिक बेरोजगारी: ही अशी परिस्थिती आहे जेव्हा लोक नवीन नोकरी शोधत असताना किंवा नोकऱ्यांमध्ये बदल करताना अल्प कालावधीसाठी बेरोजगार असतात. या बेरोजगारीला शोध बेरोजगारी देखील म्हणतात, ऐच्छिक बेरोजगारी मानली जाते कारण बेरोजगारीचे कारण नोकऱ्यांची कमतरता नाही, परंतु प्रत्यक्षात, कामगार स्वतःच चांगल्या संधींच्या शोधात नोकरी सोडतात.

बेरोजगारीची कारणे:

भारतातील बेरोजगारीची प्रमुख कारणे खालीलप्रमाणे आहेत.

- वाढती लोकसंख्या हे अतिशय महत्वाचे कारण आहे.
- व्यावसायिक कौशल्यांचा अभाव किंवा कार्यरत लोकसंख्येची कमी शैक्षणिक पातळी.
- विशेषतः नोटाबंदीनंतर खाजगी गुंतवणुकीतील मंदीमुळे कामगार-केंद्रित क्षेत्रे त्रस्त आहेत
- कृषी क्षेत्रातील कमी उत्पादकता तसेच कृषी कामगारांसाठी पर्यायी संधींचा अभाव यामुळे तीन क्षेत्रांमधील संक्रमण कठीण होते.
- कायदेशीर गुंतागुंत, अपुरा राज्य समर्थन, लहान व्यवसायांशी कमी पायाभूत सुविधा, आर्थिक आणि बाजारपेठेतील संबंध यामुळे अशा उद्योगांना खर्च आणि अनुपालन ओव्हररन्ससह अव्यवहार्य बनतात.
- पायाभूत सुविधांची अपुरी वाढ आणि उत्पादन क्षेत्रातील कमी गुंतवणूक, त्यामुळे दुय्यम क्षेत्रातील रोजगार क्षमता मर्यादित करते.
- आवश्यक शिक्षण किंवा कौशल्ये नसल्यामुळे देशातील प्रचंड कर्मचारी वर्ग अनौपचारिक क्षेत्राशी निगडित आहे आणि हा डेटा रोजगाराच्या आकडेवारीत पकडला जात नाही.
- रचनात्मक बेरोजगारीचे मुख्य कारण म्हणजे शाळा आणि महाविद्यालयांमध्ये दिले जाणारे शिक्षण उद्योगांच्या सध्याच्या गरजेनुसार नाही.
- प्रतिगामी सामाजिक नियम जे महिलांना नोकरी करण्यापासून परावृत्त करतात.

बेरोजगारीचा परिणाम

कोणत्याही देशातील बेरोजगारीचे अर्थव्यवस्थेवर पुढील परिणाम होतात:

- बेरोजगारीच्या समस्येमुळे गरिबीची समस्या निर्माण होते.
- सरकारला अतिरिक्त कर्जाचा बोजा सहन करावा लागतो कारण बेरोजगारीमुळे उत्पादनात घट होते आणि लोकांकडून वस्तू आणि सेवांचा कमी वापर होतो.
- बेरोजगार व्यक्तींना असामाजिक घटक सहजपणे भुलवू शकतात. त्यामुळे त्यांचा देशातील लोकशाही मूल्यांवरचा विश्वास उडतो.
- दीर्घकाळ बेरोजगार असलेले लोक पैसे कमावण्यासाठी बेकायदेशीर आणि चुकीच्या कामात गुंतू शकतात ज्यामुळे देशात गुन्हेगारी वाढते.
- बेरोजगारी देशाच्या अर्थव्यवस्थेवर परिणाम करते कारण संसाधने निर्माण करण्यासाठी फायदेशीरपणे कार्यरत असलेले कर्मचारी प्रत्यक्षात उर्वरित कार्यरत लोकसंख्येवर अवलंबून असतात, त्यामुळे राज्याच्या सामाजिक-आर्थिक खर्चात वाढ होते. उदाहरणार्थ, बेरोजगारीमध्ये 1% वाढ जीडीपी 2% ने कमी करते.
- अनेकदा असे दिसून येते की बेरोजगार लोक अंमली पदार्थ आणि दारूचे व्यसन करतात किंवा आत्महत्येचा प्रयत्न करतात, ज्यामुळे देशाच्या मानव संसाधनाचे नुकसान होते.

बेरोजगारीवर नियंत्रण ठेवण्यासाठी सरकारने अनेक धोरणे आखली आहेत.

अर्थव्यवस्थेतील बेरोजगारीची समस्या कमी करण्यासाठी सरकारने अनेक धोरणे सुरू केली आहेत. बेरोजगारी कमी करण्यासाठी खालील धोरणे महत्वाची आहेत.

- 1979 मध्ये सरकारने TRYSEM - ग्रामीण युवकांचे स्वयं-रोजगार प्रशिक्षण सुरू केले. या योजनेचा उद्देश 18 ते 35 वर्षे वयोगटातील ग्रामीण भागातील बेरोजगार तरुणांना स्वयंरोजगारासाठी कौशल्ये आत्मसात करण्यासाठी मदत करणे हा होता. या योजनेतर्गत SC/ST प्रवर्गातील महिला आणि तरुणांना प्राधान्य देण्यात आले.
- ग्रामीण भागात रोजगाराच्या पूर्ण संधी निर्माण करण्यासाठी सरकारने 1980 मध्ये IRDP - एकात्मिक ग्रामीण विकास कार्यक्रम (IRDP) सुरू केला.
- श्री धर्मस्थळ मंजुनाथेश्वरा एज्युकेशनल ट्रस्ट, कॅनरा बँक आणि सिंडिकेट बँक यांनी संयुक्तपणे 1982 मध्ये RSETI/RUDSETI नावाचा नवीन उपक्रम राबवण्याचा प्रयत्न केला. ग्रामीण विकास आणि स्वयंरोजगार प्रशिक्षण संस्थेचे संक्षिप्त रूप असलेल्या RUDSETI चा उद्देश तरुणांमधील बेरोजगारीची

समस्या कमी करणे हा होता. ग्रामीण स्वयंरोजगार प्रशिक्षण संस्था/आरएसईटीआय आता बँका राज्य आणि केंद्र सरकारच्या सक्रिय सहकार्याने व्यवस्थापित करतात.

- जवाहर रोजगार योजना (JRY) एप्रिल 1989 मध्ये दोन विद्यमान वेतन रोजगार कार्यक्रम जसे की RLEGP - ग्रामीण भूमिहीन रोजगार हमी कार्यक्रम आणि NREP - राष्ट्रीय ग्रामीण रोजगार कार्यक्रम 80:20 खर्च शेअरिंग आधारावर राज्य आणि केंद्र यांच्यात विलीन करून सुरू करण्यात आली.
- मनरेगा - महात्मा गांधी राष्ट्रीय ग्रामीण रोजगार हमी कायदा 2005 मध्ये लोकांना काम करण्याचा अधिकार प्रदान करण्यात आला. MGNREGA ची रोजगार योजना ज्या कुटुंबातील प्रौढ सदस्य अकुशल कामगार-केंद्रित कामासाठी निवडतात अशा सर्व कुटुंबांना दरवर्षी किमान 100 दिवसांच्या सशुल्क कामाची हमी देऊन सामाजिक सुरक्षा प्रदान करण्याचे उद्दिष्ट आहे. मनरेगाच्या तपशीलासाठी दिलेली लिंक तपासा.
- PMKVY – प्रधानमंत्री कौशल विकास योजना 2015 मध्ये सुरू करण्यात आली होती. PMKVY चे उद्दिष्ट देशातील तरुणांना एक सुरक्षित उत्तम उपजीविका मिळविण्यासाठी उद्योग-संबंधित कौशल्य प्रशिक्षण घेण्यास सक्षम करणे हे होते.
- सरकारने 2016 मध्ये स्टार्ट-अप इंडिया योजना सुरू केली. स्टार्टअप इंडिया कार्यक्रमांचे उद्दिष्ट देशभरातील उद्योजकतेचे पालनपोषण आणि प्रोत्साहन देणारी इकोसिस्टम विकसित करणे हे होते.
- स्टँड अप इंडिया योजना देखील 2016 मध्ये सुरू करण्यात आली होती ज्याचा उद्देश महिला आणि SC/ST कर्जदारांना 10 लाख ते रु. ग्रीनफिल्ड एंटरप्राइझ स्थापन करण्यासाठी 1 कोटी. इतकी रक्कम देऊन व्यवसायास चालना देणे.
- नोव्हेंबर 2014 मध्ये राष्ट्रीय कौशल्य विकास मिशनची स्थापना 'कौशल्य भारत' अजेंडा 'मिशन मोड'मध्ये चालविण्यासाठी आणि सध्याच्या कौशल्य प्रशिक्षण उपक्रमांना एकत्रित करण्यासाठी आणि कौशल्य प्रयत्नांचे प्रमाण आणि गुणवत्ता एकत्रित करण्यासाठी, गतीसह चालविण्यासाठी करण्यात आली.

‘संत साहित्याचा समाजावरील प्रभाव’

प्रा. संतोष बलभीम लंकेश्वर
सहायक प्राध्यापक,
गो.ए.सो. कला, वाणिज्य व विज्ञान महाविद्यालय श्रीवर्धन

प्रस्तावना:

महाराष्ट्र ही संतांची, वीरांची आणि समाजसुधारकांची भूमी आहे. तिला एक वैभवशाली परंपरा लाभलेली आहे.

‘जगाच्या कल्याणा संतांच्या विभूती,
देह कष्टविती परोपकारे!’

या अभंगातून याची प्रचिती येते. वारकरी संप्रदायांमध्ये १२व्या शतकापासून ते १७व्या शतकापर्यंत अनेक संत मंडळींनी आपल्या साहित्यातून समाजप्रबोधन करण्याचा प्रयत्न केला. संतांनी लोकांच्या मनातील द्वेष, अहंकार, मत्सर, अज्ञान, क्रोध हे सर्व दुर्गुण काढून त्या ठिकाणी सहानुभूती, प्रेम, दया, जिव्हाळा, सदाचार, करुणा, बंधुभाव, परोपकार इत्यादी मानवी मूल्याची बीजे रोवली. तसेच समाजाला योग्य दिशा देणे, वाट चुकल्याने योग्य मार्ग दाखविणे, अंधश्रद्धा, अनिष्ट रुढी, परंपरा, चांगले वाईट शत्रु-मित्र ओळखणे शिकवले, देवधर्म, भोळेपणा सोडून विज्ञानवादी दृष्टिकोन स्वीकारण्यात भाग पाडले. भविष्याची उज्वल स्वप्न दाखवण्याचे महान कार्य संतांनी केले आहे. समाजाला त्यागाची, एकतेची, समानतेची, बंधू-भावाची शिकवण ते देतात. आपले संपूर्ण आयुष्य समाजाच्या भल्यासाठी घालवतात. पापु-पुण्य, अंधश्रद्धा, जन्म-मृत्यू यामध्ये न अडकता चांगले जीवन कसे जगावे याचे शिकवण देतात. अशा संतांच्या मांदियाळीत संत ज्ञानेश्वर, संत नामदेव, संत एकनाथ, संत तुकाराम, संत चोखामेळा, संत नरहरी सोनार, संत कर्ममेळा, संत जनाबाई, संत मुक्ताबाई, संत सोयराबाई, संत कान्होपात्रा, तसेच राष्ट्रसंत तुकडोजी महाराज, गाडगेबाबा इत्यादी. या विविध जाती धर्मातील संत मंडळींनी समाजातील दैववाद व कर्मकांडावर प्रहार करून समाजाला अध्यात्मिक भक्तीबरोबर, व्यवहार कुशलतेची शिकवण दिली आणि सामाजिक व धार्मिक क्षेत्रात फार मोठे परिवर्तन घडवून आणले. संतांच्या या कार्याकडे सामाजिक दृष्टिकोनातून पाहणे गरजेचे आहे.

महाराष्ट्रातील संत साहित्याचा आणि संतांच्या कार्याचा परामर्श अनेक अभ्यासकांनी आपापल्या परीने घेतलेला आहे. संत साहित्यातील सामाजिक जीवनाचा आढावा घेत असताना संत साहित्याकडे सामाजिक भूमिकेतून पाहण्याच्या पद्धतीचा पाया न्यायमूर्ती रानडे यांनी घातला. न्यायमूर्ती रानडे यांच्यावरती पाश्चिमात्य विचारसरणीचा प्रभाव होता, परंतु त्यांनी संत चळवळीकडे सयुक्तिक, विधायक भूमिकेतून पाहिले. वैज्ञानिक दृष्टिकोन, इहवादी भूमिका व धर्मनिरपेक्षतेचा अवलंब सर्वांनी केला पाहिजे असे त्यांना वाटते. संतकालीन

महाराष्ट्राच्या सामाजिक, आर्थिक व राजकीय विवेचन करताना गं.बा सरदार लिहितात, “भौतिक दुरावस्था व मानसिक गुलामगिरी यामुळे सामान्य जनता जडमुख व आगतिक बनलेले होती. त्या केविलवाण्या स्थितीतून तिला मुक्त करण्यासाठी संत चळवळ जन्माला आली. या चळवळीचे कार्यक्षेत्र बऱ्याच अंशी सांस्कृतिक व धार्मिक होते. सामाजिक जीवनातील मूलभूत प्रश्नाला हात घातला नाही. शास्त्रप्रामाण्यांना व जाती व्यवस्थेला धक्का न लावता वारकरी पंतांनी स्त्री शूद्रादिकांना आत्मविकासाचा मार्ग खुला करून दिला. पूर्व कर्मानुसार प्राप्त झालेल्या बाह्य परिस्थितीत आपणास किंचितही बदल करता आला नाही. तरी हताश न होण्याचे कारण नाही. कोणत्याही जातीच्या मनुष्याला भक्तीपंथाच्याद्वारे आध्यात्मिक उन्नती साधता येईल. नैतिक सामर्थ्य वाढविता येईल. प्रापंचिक दुःखावर मात करता येईल असा या चळवळीने विश्वास निर्माण केला. त्यावेळी असा विश्वास समाजात निर्माण झाला आणि समाजाच्या सर्व जातीतून, अस्पृश जातीतून अनेक संत तयार झाले. त्यांनी आपल्या अभंगातून सामाजिक विषमतेची मांडणी करून, आपल्या जीवन जाणिवेचा स्पष्ट उल्लेख करून समाजात समता प्रस्थापित व्हावी यासाठी आपल्या साहित्यातून भूमिका घेतली.

संत साहित्यातील समाज जीवनाचा आढावा घेत असताना, अकराव्या शतकात यादवांची देवगिरीवर सत्ता होती त्या शतकापासूनच समाजात विविध विचारप्रवाहाबरोबरच अनेक घटना घडामोडी यांचा उदय होत होता. अल्लाउद्दीन खिलजी याने १२९४ ला देवगिरीवर आक्रमण करून ती सत्ता आपल्या ताब्यात घेतली. तो काळ अत्यंत धामधुमीचा होता. मराठी समीक्षक डॉ. जयंत कळके म्हणतात, “तेरा-चोदाव्या शतकात अस्मानी-सुलतानी संकटांमुळे महाराष्ट्राची पार वाताहत झाली. महाराष्ट्रावर मुसलमानांचा अंमल सुरू झाला. महाराष्ट्राच्या सांस्कृतिक जीवनातील तमोयुगाला आरंभ झाला.” धर्म, भाषा, संस्कृती यांना उतरती कळा लागली. एकीकडे यादवांचाच प्रधान असलेल्या हेमाद्री पंडिताने 'चतुर्वर्गचिंतामणी' हा धार्मिक ग्रंथ लिहून पुरोहित वर्गासाठी बहुजन समाजाला लुटण्याचा मार्गच मोकळा करून दिला. देव व धर्म ही विशिष्ट वर्गाची मक्तेदारी बनलेली होती. वृत्तवैकल्ये, कर्मकांड, नवस, उपास-तापास, तीर्थयात्रा, दक्षिणा इ.च्या माध्यमातून सामान्य जनतेचे प्रचंड आर्थिक शोषण होत होते. यज्ञामध्ये निष्पाप जनावरांना बळी देण्यात येत असे. सामाजिक क्षेत्रात जातीयता शिगेला पोहोचली होती. उच्च नीचता, सोवळे-ओवळे यामुळे उच्चवर्णीयाकडून गोरगरिबांचे हाल होत असे. शूद्रातिशूद्र व स्त्रियांना शिक्षण बंदी, मंदिर प्रवेश बंदी होती. अठरा पगड जातीतील सर्व सामान्य माणसे धर्माच्या नावावर अक्षरशः मानसिक गुलामगिरीत भरडून निघत होती. मात्र मुठभर ब्राह्मण पंडितांची मौज होती. धर्माचा नेमका अर्थच समाजाला कळत नव्हता. अशा अंधाधुंदीच्या काळात दिशाहीन झालेल्या समाजाला संत नामदेवांनी,

‘नाचू कीर्तनाचे रंगी,

ज्ञानदीप लावू जगी.

असा ज्ञानाचा मूलमंत्र देऊन 'भागवत' धर्माचा पाया रचला. संत नामदेव हे कीर्तन परंपरेचे जनक होते. त्यांचे स्थान संत साहित्यात वरचे आहे. नामदेव खालील अभंगातून म्हणतात..

'पाषाणाचा देव बोलीला का कधी?

हरिभव व व्याधी केवी घडे!'

असा सवाल करून दगडाला देव मानणाऱ्या देव भोळ्या समाजाला त्यांनी उपदेश केला. दगडाचा देव जर आपल्या इच्छा पूरवित असेल तर आपल्यावर संकटे का येतात? असे म्हणून, पाषाणाच्या देवाची पूजा करणाऱ्या अंध भक्तांना त्यांनी सर्वस्वी यशाला मुकाल असे बजावले.

या संत परंपरेत अनेक प्रवाह असूनही सर्व संतांची वाटचाल मात्र निखळ ईश्वरभक्ती व लोककल्याण याकडेच होती. संतांनी अंधश्रद्धेला तीळ मात्र स्थान दिल्याचे दिसत नाही.

संत चोखामेळा हे ही याच परंपरेतील संत होते. तत्कालीन जातीव्यवस्थेमुळे आपल्या वाट्याला आलेले अपमान व मानसिक कुचंबना प्रत्यक्ष चोखामेळांनी आपल्या अभंगातून व्यक्त केले. त्यांची अभंग वाणी ही विद्रोहाचा पहिला हुंदकाच आहे. जोहारावर अभंग लिहिणारे पहिले संत म्हणून चोखामेळ्यांची विशेष ओळख आहे.

'जोहार मायबाप जोहार,

तुमच्या महाराचा मी महार.

बहु भुकेला जाहलो,

तुमच्या उष्ट्यासाठी आलो.

बहू केली आस,

तुमच्या दासाचा मी दास!'

चोखामेळाच्या काही अभंगातून बंडखोर व्यक्तिमत्व ही दिसून येते. मात्र ते फक्त विठ्ठलापर्यंतच सीमित राहते. तर पुढच्या अभंगात सोवळ्या-ओवळ्या संदर्भातही चोखामेळ्यांनी भाष्य केले आहे.

'कोण तो सोवळा, कोण तो ओवळा?

दोहींच्या वेगळा विठ्ठल माझा.

कोणाशी विटाळ कशाचा जाहला,

मुळींचा संचला सोवळाची.

पाचांचा विटाळ एकाचिये अंगा,

सोवळा तो जगा माजि कोण?

'चोखा म्हणे माझा विठ्ठल सोवळा,

आरूपे आगळा विटेवरी!'

संत चोखामेळाचे सामाजिक व्यवस्थेबद्दलचे निरीक्षण सूक्ष्म आहे असे सांगून प्रा.गौतम निकम पुढे म्हणतात, “चोखामेळ्यांच्या अभंगात वेदनेची, दुःखाची तीव्रता अधिक आहे. पण क्रांतीची जाणीव त्यात नाही.

त्यांनी वास्तवातील दुःख मांडले. पण, त्याची कारण परंपरा किंवा उगमस्थान शोधले नाही. त्यांनी प्रस्थापित्यांविरुद्ध एक प्रकारे अमूर्त स्वरूपाची बंडखोरीच केली. असे प्रा. निकम यांनी आपल्या 'संतांचे सामाजिक व धार्मिक विद्रोह' या पुस्तकात पान नं. १०८, १०९ वर म्हटले आहे.”

संत चोखामेळा पुढील विद्रोही अभंगातून तत्कालीन विटाळ -चांडाळंवर कडाडून हल्ला केला आहे. ते म्हणतात..

' वेदांशी विटाळ, शास्त्राशी विटाळ,
पुराणे अमंगळ विटाळाची.
जीवाशी विटाळ, शिवाशी विटाळ,
काया अमंगळ विटाळाची.
ब्रह्माशी विटाळ, विष्णूशी विटाळ,
शंकरा विटाळ अमंगळ.
जन्मता विटाळ, मरता विटाळ,
चोखा म्हणे विटाळ आदि अंत.'

सर्व माणसे एकाच परमेश्वराची लेकरे असून ते सर्व समान आहेत.' हे विश्वचि माझे घर' असे म्हणणारे संत ज्ञानेश्वर. किंवा,

'नामदेव रचिला पाया,
तुका झालासे कळस.'

या उक्तीप्रमाणे सर्व वारकरी धर्मातील संतांनी पांडुरंगाचे नामस्मरण करण्यासाठी जातपात व धर्माचे बंधन नसावे असा परमार्थिक समतेचा विचार मांडला.

संत सेना महाराजही असेच बंडखोर संत. त्यांनीही आपल्या अभंगातून त्याकाळच्या उच्चनीचता व जातीव्यवस्थेचे विदारक वर्णन केले आहे. ते म्हणतात..

'आम्ही वारिक वारिक,
करू हजामत बारीक.
उदक शांती डोई घोळू,
अहंकाराची शेंडी पिळू.

ही भेदाभेद करणारी अन्यायी जातिव्यवस्था नष्ट झाल्याशिवाय मी शांत राहणार नाही असा आर्त स्वर वरील अभंगातून येतो.

वारकरी संप्रदायातील संतांनी आपल्या व्यवसायालाच पूजा मानून अभंगरचना करित असत. त्यापैकीच एक संत म्हणजे संत सावतामाळी. त्यांचे पुढील अभंग हे उत्तम उदाहरण आहे.

'कांदा मुळा भाजी,

अवघी विठाबाई माझी.
 लसुन, मिरची, कोथिंबीर.
 अवघा झाला माझा हरी,
 मोट, नाडा, विहीर दोरी,
 अवघी व्यापिली पंढरी.
 सावता म्हणे केला मळा,
 विठ्ठलापाई गोविला गळा.'

आपल्या अभंगवाणीतून संत तुकारामांनी तत्कालीन समाजातील दंभावर, बुवाबाजी अंधश्रद्धा, उच्चनीचता, भेदाभेद आणि कर्मकांडांवर कसे तुटून पडले ते खाली पहा.

'तीर्थी, धोंडा, पाणी,
 देव रोकडा सज्जनी'

या अभंगातून त्यांनी तीर्थस्थाने, दगडगोटे व पाण्यात देव शोधण्यापेक्षा सज्जन माणसातच देव शोधण्याचा विचार दिला.

संत तुकारामांनी तत्कालीन समाजात रूढ असणाऱ्या अनेक विकृतींवर हल्ले चढविले आहेत. खोट्या व दांभिक प्रवृत्तीच्या साधुत्वावरही त्यांनी निशाणा साधला. संत तुकाराम महाराज म्हणतात.. अशा भोंदू लोकांच्या सानिध्यात तुम्ही राहूनका असाही उपदेश लोकांना सांगून ते केवळ एवढ्यावरच थांबत नाहीत. तर ते अशा लोकांचा आपल्या शेकडो अभंगातून पर्दाफाश करतात.

'ऐसे कसे झाले भोंदू
 कर्म करोनि म्हणती साधू
 तुका म्हणे सांगू किती
 जळोतयांची संगती'

समाजाला फसवणाऱ्या वेड्या साधू महाराजांना थोबाडीतच मारा असा आदेशच समाजाला ते देऊन जातात. तुकारामांनी अशिक्षित वर्गाला देव व खरा साधू ओळखण्याची लक्षणे आपल्या अभंगातून समजून सांगतात.

'जे का रंजले गांजले,
 त्याशी म्हणे जो आपले.
 तोचि साधू ओळखावा,
 देव तेथेचि जाणवा.'

आपल्या अनेक वस्तूनिष्ठ अभंगाद्वारे समाजाला जागृत करणारे तुकोबा हे छत्रपती शिवरायांचे ही गुरुस्थानी होते. शिवबा बालवयापासूनच त्यांचे कीर्तन ऐकत असत. स्वराज्य निर्मितीसाठी शिवबांनी तुकोबांची प्रेरणा मानून

आपले कार्य केले. तुकारामाने आपल्या विद्रोही विचारांच्या मूशीतून अनेक वारकरी हे धारकरी मावळे बनवून शिवरायांच्या स्वराज्य स्थापनेच्या लढाईत पाठवले आहे. हा इतिहास आहे.

संत तुकाराम हे उदारमतवादी होते तसेच तर्कशुद्ध विचार करणारे एक बुद्धीवादी विचारवंत होते. क्रांतिकारी संत म्हणून प्रसिद्ध आहेत.

'भले तरी देऊ कासेची लंगोटी,
नाठाळाचे माथा हनु काठी'

किंवा

'वेदांचा तो अर्थ आम्हासीच ठावा,
येराणी वाहवा भार माथा'

अशा विविध अभंगाद्वारे त्यांची समाज हिताची तळमळ किती विलक्षण होती हे जाणवते.

संत साहित्यात संत कवयित्रींनीही समाज बदलासाठी काव्य लिहून प्रस्थापित व्यवस्थेला प्रतिक्रिया दिल्या.

संत जनाई, सोयराबाई, निर्मला, मुक्ताई यांच्यासह 'गणिका' म्हणून ज्यांना समाजव्यवस्थेचा छळ सोसावा लागला. त्यांच्या अभंगात दाहक वेदना उमटते.

'नको देवराया, अंत आता पाहू,
प्राण हा सर्वथा, जाऊ पाहे.
हरीणीचे पाडस, व्याघ्रे धरीयले
मज लागी जाहले, तैसे देवा.
तुजविण ठाव, न दिसे त्रिभुवनी.
धावे हो जननी विठाबाई.
मोकलोनी आस, जाहले उदास.
घेई कान्होपात्रेस हृदयात.'

वरील अभंगाद्वारे आपणास तत्कालीन समाज व्यवस्थेत स्त्री ही सुरक्षित नसल्याचे ज्वलंत चित्र पाहायला मिळते.

समारोप

अशा प्रकारे संतांनी आपल्या साहित्यातून समाजाला कसे परिवर्तित करायचंय याबद्दलचे त्यांचे विचार खूप उत्तम आहेत. त्यांनी आध्यात्मिक भक्तीला सामाजिक मूल्यांच्या सोबत जोडून समाजात परस्परी बंधुत्व आणि एकात्मता नांदावून, समाजाचा सर्वांगीण विकास कसा होईल याचं विचार केलं. त्यांच्या कृतींमध्ये अशा विचारांचं प्रतिष्ठान आहे आणि त्यांनी आपल्या शिष्यांसाठी आणि समाजासाठी हे विचार प्रसार करण्याचा प्रयत्न केला.

संतांच्या साहित्याचा प्रभाव महात्मा फुले, न्या. रानडे, आगरकर, शाहू महाराज, कर्मवीर भाऊराव पा., महर्षी शिंदे, डॉ. आंबेडकर, प्रबोधनकार ठाकरे यांच्या विचारांवर, सुधारकांवर पडला. त्यांनीही संतांच्या विचारांचा

आदर केला आणि त्यांच्या विचारांनुसार समाजातील बदलाची सोपी व सुरक्षित पद्धतीने करण्याचा प्रयत्न केला. अशा प्रकारे संतांच्या विचारांना आज दीपस्तंभाच्या प्रमाणे स्मरणीय केले जातात, आणि त्यांचे विचार आजच्या आणि भविष्यातील समाजासाठी महत्वाचे आहेत.

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संशोधन पद्धती

सौ.सुरेखा रा.चित्ते

गोखले एज्युकेशन सोसायटी

कला,वाणिज्य व विज्ञान महाविद्यालय श्रीवर्धन

जि.रायगड पिन.४०२११०

मों.नं.९२०९२६७०६२

प्रस्तावना:

मानवी जीवनात जिज्ञासावृत्ती ही मानवाच्या जन्मापासूनच त्याच्या मनामध्ये सदैव आढळते. या जिज्ञासेपोटी माणूस अनेक प्रश्नांचे उत्तरे शोधत शोधत आलेला आहे आणि त्यामधूनच त्याने आपल्या जीवनाची विकासाकडे वाटचालही केलेली आहे. संशोधनही मानवाची एक उपजत प्रवृत्ती आहे. उपलब्ध साधनसुविधांमध्ये कमतरता जाणवली वा त्या अपुऱ्या वाटू लागल्या की, माणूस नवीन साधनसुविधांचा शोध घेऊ लागतो. उपलब्ध ज्ञानव्यवस्थेत वा साधनव्यवस्थेत अपुरेपणा जाणवु लागला, वा त्यातील विसंगती लक्षात येऊ लागल्या की त्या दूर करण्यासाठी माणूस वेगवेगळे प्रयोग करू लागतो. उपलब्ध ज्ञानसामग्रीची पनरचना करू लागतो, वा त्या समग्रीतील बंध नव्याने जुळवू पाहतो व त्यातून नवनवे अर्थान्वेषण शोधण्याचा प्रयत्न करतो म्हणूनच आदिमानवापासूनच चंद्रावर पोहचलेल्या आधुनिक मानवापर्यंत जी वाटचाल त्याने केलेली आहे ती वाटचाल या जिज्ञासेमधून व संशोधनामधून त्याला प्राप्त झाली आहे असे म्हणावेसे वाटते. माणूस हा निरक्षर असो वा साक्षर असो तो सतत वेगवेगळ्या नाविन्याचा, ज्ञानाचा शोध व धांडोळा घेताना आपणास दिसत असतो. म्हणूनच असे म्हणता येईल की, मानवाच्या ठिकाणी असलेली जिज्ञासा प्रवृत्ती व संशोधन प्रवृत्ती ही त्याच्या ठिकाणी जन्मापासूनच आढळते. या प्रवृत्तीमधूनच मराठी संशोधनाला प्रारंभ झालेला दिसून येतो.

संशोधनाकडे वळू पाहणाऱ्या बऱ्याच उत्साही लोकांना संशोधन म्हणजे काय याबद्दल काही वेळेस याची पुरेशी कल्पना नसते. त्या दृष्टीने संशोधन पद्धती माहिती करून घेतल्या तर ते फार अवघड वाटणार नाही यासाठी संशोधन पद्धतीची माहित असणे आवश्यक आहे.

उद्दिष्टे :

- संशोधनाच्या विविध पद्धतींचा आढावा घेणे.
- संशोधन पद्धतीची संकल्पना व स्वरूप समजून घेणे
- संशोधन पद्धतीची प्रकार कोणते आहेत हे समजून घेणे.
- महत्वाच्या संशोधन पद्धती समजून घेणे.

गृहितके :

- संशोधन पद्धतीची व्याख्या समजून घेतली जाईल.
- संशोधन पद्धतीच्या प्रकाराची मांडणी केली जाईल.
- नविन संशोधन करणाऱ्या विद्यार्थ्यांस महत्वाच्या संशोधन पद्धतीची माहिती दिली जाईल.
- संशोधनाची वैशिष्ट्ये थोडक्यात सांगितले जाईल.

संशोधनाचा अर्थ :

संशोधन ही सतत चालणारी बौद्धिक प्रक्रिया आहे. या प्रक्रियेत जुन्या त्रुटी दूर करून नवीन वस्तुस्थिती कोणताही पूर्वग्रह मनाशी न बाळगता मांडल्या जातात. 'संशोधन' या शब्दास संस्कृतमध्ये "परिशीलन" म्हटले आहे. सत्य शोधून काढणे आणि त्याद्वारे निर्णय घेणे हे बौद्धिक प्रक्रियेचे अंगभूत लक्षण समजले जाते. **Re-search** या शब्दाचा अर्थ चौकशी किंवा शोध असा आहे. एखाद्या विषयाशी संबंधित सत्य चौकशी किंवा शोधाच्या माध्यमातून माहित करून घेणे म्हणजे **Re-search** किंवा संशोधन असाही अर्थ घेतला जातो.

संशोधनाचे स्वरूप

शोधनाची आणि संशोधनाची ही बौद्धिक प्रक्रिया खूप जुनी आहे. याच प्रक्रियेच्या जोरावर माणसाने आजवरची सारी प्रगती साधली आहे. पुढे त्याला अग्नीचा शोध लागला, चाकाचा शोध लागला. त्यासाठी त्याने अनेक अवजारे शोधली. इतर प्राण्यांच्या तुलनेत मानवी मेंदू वेगळा असल्याने त्याने भाषेचा शोध लावला. त्याद्वारे ज्ञानसंचय केला आणि आपल्या भवतालाचा वारंवार पुनर्शोध घेत अधिकाधिक साधनसुविधांची निर्मिती केली. अश्मयुग, लोहयुग, ताम्रयुग असा प्रवास शोधन क्रियेमुळेच पार पडला आहे. जे अज्ञात आहे ते ज्ञानाच्या पातळीवर आणल्यावरही माणूस थांबला नाही, तर त्या मिळालेल्या ज्ञानाचा त्याने आपल्या समृद्धीसाठी आणि अभिवृद्धीसाठी उपयोग करून घेतला. हाती आलेल्या ज्ञानाची त्याने अशी व्यवस्था लावली. याचा अर्थ मानवाच्या संशोधनवृत्तीतूनच हे सगळे विश्व उभे राहिले आहे.

संशोधनाच महत्व:

जिज्ञासा मानवाचा मूळ स्वभाव आहे. नैसर्गिक घटनांच्या प्रती मानवाच्या मनात असलेली कुतूहलाची भावना सातत्याने अतृप्तेची व जिज्ञासाची राहिलेली आहे. मानवाच्या प्राथमिक अवस्थेपासूनच सूर्य, चंद्र, अग्नी, ऊन, पाऊस, जन्म, मृत्यू, भुकंप इ. घटना मानवाकरिता आश्चर्यकारक व रहस्यमय स्वरूपाच्या होत्या. या घटनांचे स्वरूप जाणून घेण्याकरता मानव सतत प्रयत्नशील राहिला. आपली जिज्ञासा तृप्त करण्याकरता प्रारंभिक ज्ञानप्राप्तीत त्याने सातत्याने भर घातली. सुरुवातीचे त्याचे ज्ञान सर्वसाधारण असले तरी कालांतराने त्याचे स्वरूप संघटित होत जाऊन नैसर्गिक घटनांची उकल तो करू लागला. आदिमकाळात नैसर्गिक घटनांचा संबंध मानवाने जादूशी लावला. तदनंतर त्याचा संबंध दैवी इच्छांशी लावला गेला. यातूनच पुढे नवनवीन कल्पना आणि धारणा यांतून मानवाने सौध्दान्तिक विचारधारेकडे आपली वाटचाल सुरू केली. संशोधनही ज्ञानकक्षा वाढवणारी प्रक्रिया आहे तसेच संशोधनातील उपलब्ध ज्ञानाची सत्यता पडताळणारी प्रक्रिया आहे असे म्हणता

येईल. संशोधन प्रक्रियेचा पाया हा व्यक्तीची जिज्ञासू वृत्ती हा असतो. सामाजिक संबंध, विचारप्रणाली, परस्पर संबंध आणि सत्य शोधण्याची धडपड या बाबी संशोधनाची व्यापकता स्पष्ट करण्यासाठी उपयुक्त ठरतात. संशोधन ही सतत चालणारी प्रक्रिया असून पूर्वज्ञानाचे विश्लेषण आणि वस्तुनिष्ठ पद्धतीने नवीन सत्य नवनवीन संकल्पनांच्या स्वरूपात मांडले जाते. संत साहित्य, दलित साहित्य, धार्मिक ग्रंथ इ. चे विश्लेषण केल्यानंतर त्यातील तात्विकता स्पष्ट स्वरूपात अनुभवता येते म्हणून तात्विक सत्य शोधणे (वस्तुनिष्ठ स्वरूपात) हे संशोधनाचे मुख्य उद्दिष्ट समजले जाते.

संशोधनाच्या विविध व्याख्या

१. संशोधन म्हणजे कोणत्याही ज्ञानशाखेत नवीन तत्वे अथवा तथ्ये शोधण्यासाठी आणि जुनी तत्वे परीक्षण्यासाठी केलेला चिकित्सक व पद्धतशीर अभ्यास.

२. संशोधन म्हणजे अभ्यासपूर्ण रीतीने केलेली एक चौकशी असते. चिकित्सकपणे सर्वकष पद्धतीने केलेली ती एक पाहणी असते. त्यात प्रयोगशीलता असते. नव्याने प्रकाशात आलेल्या घटनांच्या प्रकाशात लोकमान्य घटनांचा पुनर्विचार करण्याचे उद्दिष्ट या पाहणीच्या मूळाशी असते.

३. एखादया विशिष्ट विषयासंबंधी विशिष्ट उद्देश मनात धरून आवश्यक ती माहिती मिळविण्याचा पद्धतशीर प्रयत्न म्हणजे संशोधन.

४. संशोधन म्हणजे नुसती माहिती शोधणे, संकलित करणे नव्हे, त्यामागे निरीक्षण हवे, सिद्धान्तप्रतिपादन हवे, सिद्धान्तांची मूलभूत नवीनता हवी प्रमाण — प्रत्यंतरांनी सिद्ध केलेला असायला हवा.

५. संशोधन म्हणजे ज्ञानाची पातळी वाढविण्यासाठी एखादया विषयाचा पद्धतशीरपणे केलेला अभ्यास होय. यामध्ये सत्याची तपासणी, आधी सापडलेल्या तत्वांची पुष्टी, नवीन विषयाचा अभ्यास आदी प्रकार असतात. संशोधन हे नेहमी काही प्रयोजने नजरेसमोर ठेऊनच केले जाते.

संशोधनाचे वैशिष्ट्ये— थोडक्यात :

१. संशोधनाद्वारे प्राप्त होणारे निष्कर्ष हे समाजास, सरकार शिक्षण संस्था, उद्योगसंस्था आणि इतर संस्थांना धोरणात्मक निर्णय घेण्यासाठी उपयुक्त ठरतात.
२. संशोधनाची संकल्पना ही आधुनिक काळात अतिशय व्यापक असून भौतिकशास्त्रातील संशोधन, सामाजिक शास्त्रातील संशोधन, भाषेतील संशोधन इ. प्रकारातून स्पष्ट होते.
३. संशोधन करणाऱ्यास संशोधक असे म्हणतात आणि संशोधक हा संबंधित विषयातील जाणकार किंवा तज्ज्ञ (Expert) समजला जातो.
४. संशोधन ही बौद्धिक प्रक्रिया असल्यामुळे संशोधनामध्ये आत्मविश्वास आणि धैर्य महत्वाचे आहे. आत्मविश्वास आणि धैर्याचा अभाव असेल तर संशोधन होऊ शकत नाही.
५. संशोधन हा मानवी जीवनाचा अविभाज्य भाग (Integral Part)आहे.

मुख्य संशोधन पद्धती:

१. प्रयोगशाळेत केले जाणारे संशोधन.

२. ग्रंथालयात बसून केले जाणारे संशोधन.
३. ठरावीक क्षेत्र निवडून केले जाणारे (क्षेत्रीय) संशोधन.

महत्वाच्या संशोधन पद्धती :

- | | |
|--------------------------------|--------------------------------------|
| १. ऐतिहासिक संशोधन पद्धती | २. वर्णनात्मक संशोधन पद्धती |
| ३. तौलनिक संशोधन पद्धती | ४. क्षेत्रीय सर्वेक्षण संशोधन पद्धती |
| ५. शैलीवैज्ञानिक संशोधन पद्धती | ६. समाजशास्त्रीय संशोधन पद्धती |
| ७. संग्रहग्रंथ संशोधन पद्धती | ८. संरचनात्मक संशोधन पद्धती |

ऐतिहासिक संशोधन पद्धती :

मानवनिर्मित गोष्टींची वाटचाल सहसंबंधाने व परस्परपरिणामाने व्यापलेली असते. त्यामुळे कोणत्याही गोष्टीसंदर्भाचे संशोधन करताना तिच्या व तिच्याशी संबंधित घटकांचा ऐतिहासिक आढावा महत्वाचा ठरतो. म्हणूनच संशोधन करताना ऐतिहासिक संशोधन पद्धतीचा वापर करणे आवश्यक असते.

वर्णनात्मक संशोधन पद्धती:

उपलब्ध असलेली माहिती, साधनसामग्री नेमकेपणा शब्दांकित करणे म्हणजे वर्णन. वर्णन ही पायाभूत संकल्पना आहे. संशोधनात ही वर्णनात्मक पद्धती पायाभूत ठरते. ऐतिहासिक पद्धतीत विषयाची पूर्वगती स्पष्ट करताना, विशिष्ट काळातील संशोधन करताना, दोन घटकांची तुलना करताना घटकांच्या वर्णन उपलब्धतेसाठी या पद्धतीचाच आधार घ्यावा लागतो.

तौलनिक संशोधन पद्धती :

मूल्यमापनात श्रेष्ठ — कनिष्ठता ठरवणसाठी, प्रतवारी ठरवण्यासाठी तुलनेचाच आधार घेतलेला आसतो. तुलनेमुळे घटकांच्या स्वरूपावर वेगळा प्रकाश पडतो दर्लक्षित अंगे दृष्टोत्पत्तीस येतात. घटकाचे सर्वसाधारणत्व वा अन्यन्यसाधारणत्व सिद्ध होते. तुलना करताना काही निकषांची निश्चिती करीत तुलना करायची असते. ही तुलना करताना एका भाषेतील वा दोन भिन्न भाषांतील साहित्यकृतींची वा लेखकांच्या साहित्याची निवड करूनही काही निरीक्षणे नोंदवता येतात.

क्षेत्रीय संशोधन पद्धती

आपले समाजजीवन अत्यंत व्यामित्र व गुंतागुतीचे आहे, त्यामुळे त्यात नित्य नव्या समस्या निर्माण होत असतात. या समस्यांवर उपाययोजना करायच्या असतील तर त्या समस्या आधी नीट समजून घेतल्या पाहिजेत. या समस्या ग्रंथनिविष्ट झालेल्या नसतील तर त्यांच्या संदर्भातील शास्त्रशुद्ध, वस्तुनिष्ठ माहिती मिळविण्यासाठी 'क्षेत्रीय सर्वेक्षण पद्धती' उपयोगी ठरते. सामाजिक शास्त्राच्या संशोधनात ही पद्धती अधिक उपयुक्त असते.

शैलीवैज्ञानिक संशोधन पद्धती

प्रत्येक लेखनाची शैली असते, साहित्याची अभिव्यक्ती, भाषाशैली, निवेदनशैली, लेखनशैली, यासाठी शैलीवैज्ञानिक संशोधन पद्धतीचा अवलंब केला जातो.

समाजशास्त्रीय संशोधन पद्धती

सामाजिक संशोधन ही बौद्धिक प्रक्रिया आहे. संशोधनामुळे उपलब्ध असलेल्या ज्ञानाचा शोध घेऊन ज्ञानामध्ये भर टाकली जाते. उपलब्ध असलेल्या ज्ञानाचे परीक्षण, पुनर्परीक्षण केले जाते आणि साहित्याची समीक्षा करून ज्ञानात भर टाकली जाते. म्हणून विषयाची मांडणी करताना समाज हा केंद्रस्थानी ठेवून अभ्यास करावा लागतो. यासाठी समाजशास्त्रीय संशोधन पद्धतीचा अवलंब केला जातो.

संरचनात्मक संशोधन पद्धती

या पद्धतीमुळे संशोधनाच्या अभ्यासाला एक नवीन दिश मिळते. त्यामुळे संरचनात्मक अभ्यासपद्धतीचा वापर केला जाईल. साहित्य संशोधन करताना एक प्रकारे विशिष्ट स्थलकाल संदर्भाधिष्ठित घडणारी घटना असते. हा अभ्यास अनेक शास्त्रांच्या साहाय्याने करावा लागतो. त्यासाठी संदर्भग्रंथ अभ्यासपद्धतीचा वापर केला जातो.

सारांश :

प्रत्येक व्यक्तीला आपल्या जीवनामध्ये काही ना काही कार्य, काम, संशोधन करावे लागते. अशा वेळी कोणत्या पद्धतीचा अवलंब केल्याने या सुकरता येईल याची कल्पना, मार्गदर्शन या शोधनिबंधात थोडक्यात दिली आहे. संशोधनाकडे वळू पाहणाऱ्या बऱ्याच उत्साही लोकांना 'संशोधन पद्धती' कोणकोणत्या आहेत हे माहिती नसते, याची पुरेशी कल्पना नसते. संशोधन करताना लागणाऱ्या संशोधन पद्धतींची सविस्तर माहिती या शोधनिबंधात दिली आहे. किंबहुना ते संशोधक विद्यार्थ्यांस उपयोगी पडेल असा माझा प्रयत्न आहे. संदर्भ:

- १) संशोधनपाथेय — डॉ. भास्कर व्यं. गिरिधारी गौरवग्रंथ, शब्दालय प्रकाशन, श्रीरामपूर, प्रथम आवृत्ती २०१३.
- २) साहित्य संशोधन वाटा आणि वळणे — सुधाकर शेलार, अक्षरवाड.मय, प्रकाशन पुणे, प्रथम आवृत्ती १३ जुन २०१९.
- ३) साहित्यसंशोधन: नव्या दिशा — डॉ. अविनाश आवलगावकर, शब्दवैभव प्रकाशन, पुणे, प्रथम आवृत्ती २००६.
- ४) प्रगत सामाजिक संशोधन पद्धती व सांख्यिकी — प्रा. दिलीप खैरनार, डायमंड पब्लिकेशन, पुणे, प्रथम आवृत्ती २००९.
- ५) संशोधन पद्धती — डॉ. गंगाधर वि. कायदे — पाटील, चैतल्य पब्लिकेशन्स, नाशिक, प्रथम आवृत्ती, ०३ ऑक्टोबर २००४.
- ६) संशोधन पद्धतीशास्त्र — डॉ. रा. र. बोरुडे, पुणे विद्यार्थी गृह प्रकाशन पुणे, प्रथम आवृत्ती १७ सप्टेंबर २००५.
- ७) संशोधन : स्वरूप आणि समस्या — डॉ. बाळासाहेब गुंजाळ, शब्दालय प्रकाशन पुणे, प्रथम आवृत्ती डिसेंबर २०१४.



College Highlights

- The college is recognized by the University Grants Commission (UGC) under sections 2(f) and 12B.
- Founded in 1998, the college has achieved permanent affiliation with the University of Mumbai.
- Re-accredited by NAAC with a 'B' grade, showcasing its commitment to quality education.
- The institution is ISO 9001:2015 certified, reflecting its adherence to international standards.
- Offers a comprehensive academic program ranging from undergraduate to Ph.D. studies, particularly in Botany.
- A fully-equipped education complex that plays a crucial role in the economic, social, and cultural development of students from rural areas.
- The only Grant-in-Aid college in Shreevardhan, dedicated to providing accessible education to rural and Economically Weaker students.
- Prioritizes teaching, research, and community outreach to fulfill its core mission and goals.
- The college has a registered and active Alumni Association that fosters continuous engagement and support.
- Encourages student participation in various sports activities, including inter-collegiate and university-level competitions as well NSS.
- The college boasts a highly qualified and experienced faculty, with many members holding M.Phil. and Ph.D. degrees.
- Actively involved in social work, community services, and other extracurricular activities, contributing to the overall development of students and society.



GOKHALE EDUCATION SOCIETY'S
ARTS, COMMERCE AND SCIENCE COLLEGE SHRIWARDHAN, RAIGAD