3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year

				ence pr						
Sr. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceeding s of the conference	Name of the confere nce	National / Internatio nal	Yea r of pub lica tion	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
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				20:	10.20		<u> </u>			
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				202	20-21					
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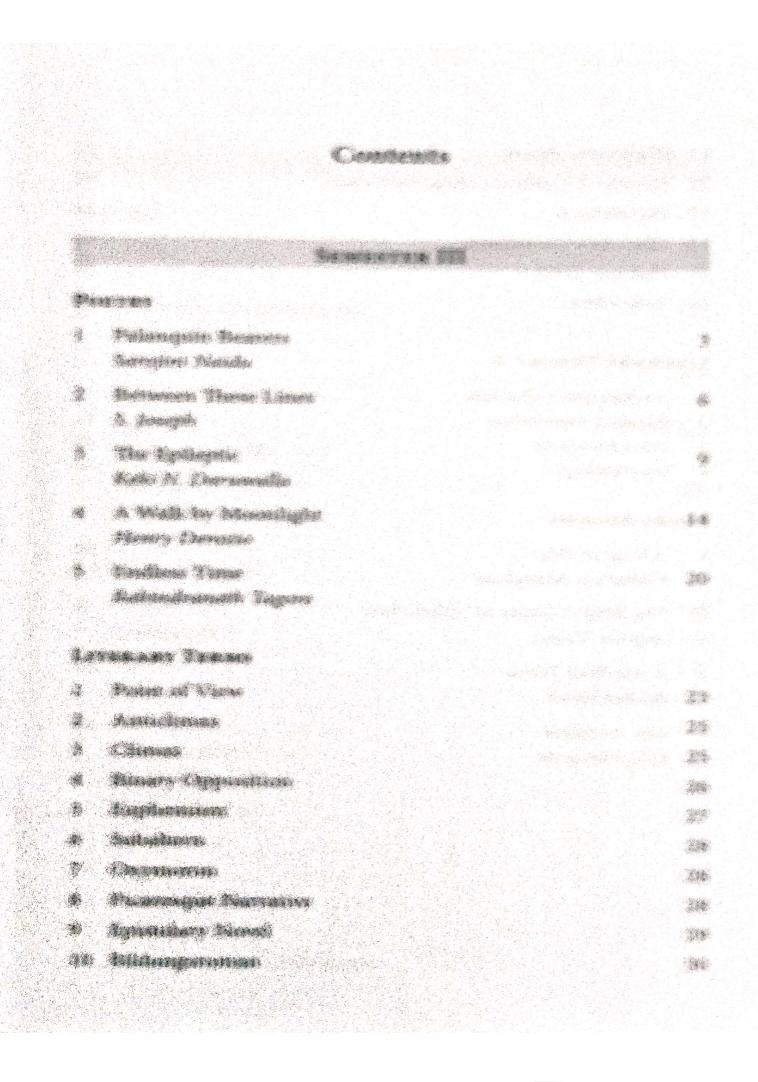
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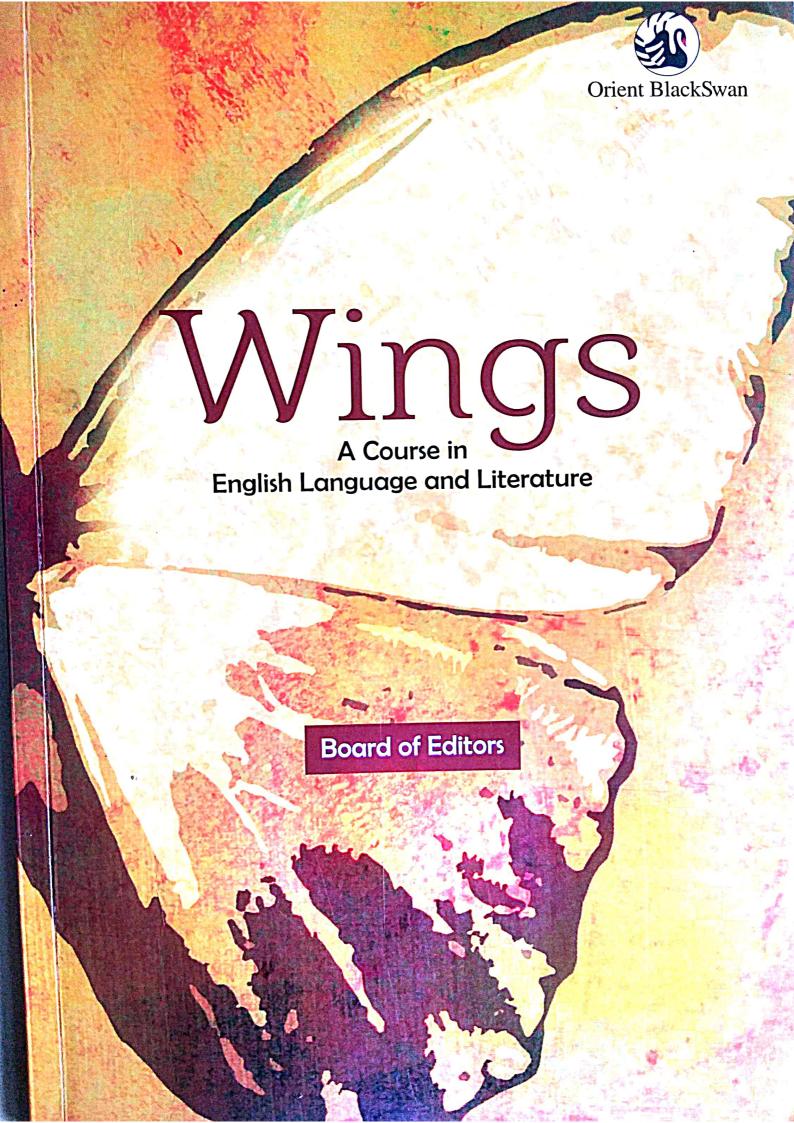
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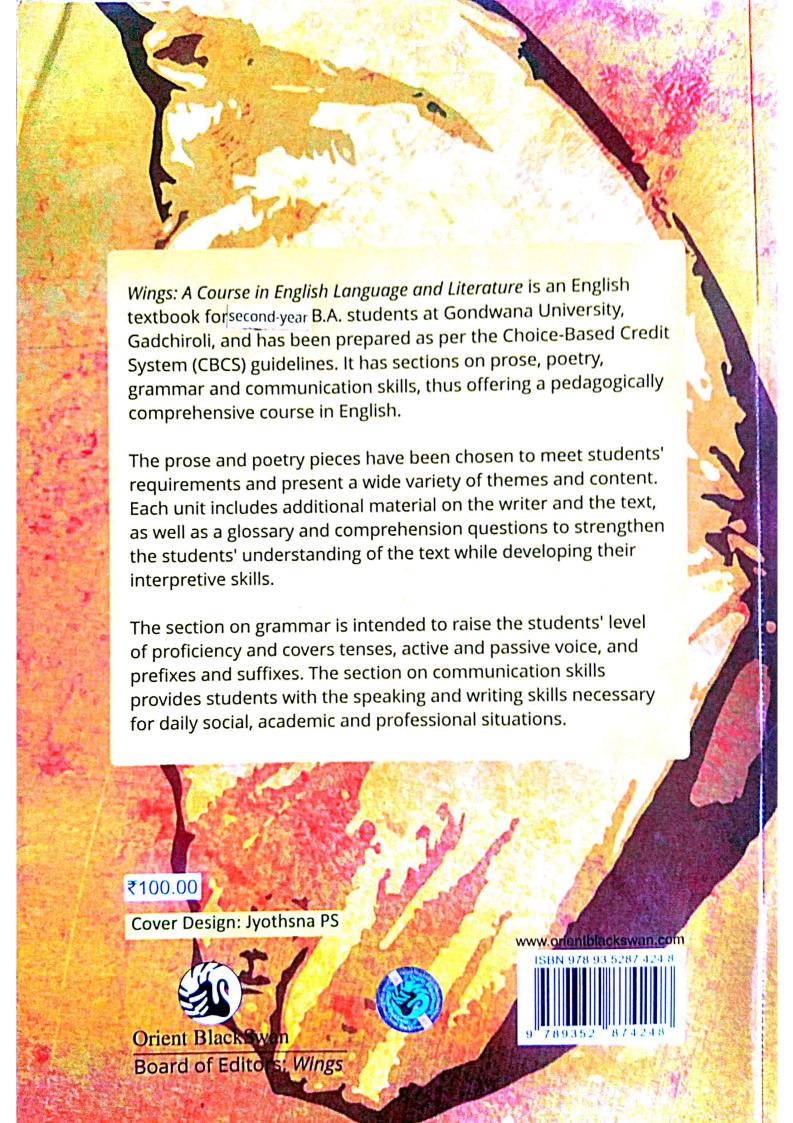
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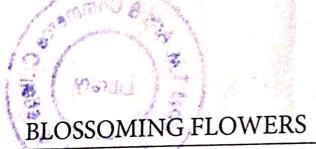
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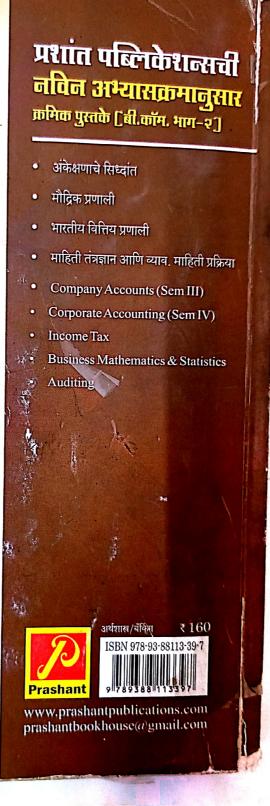
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''मौद्रिक प्रणाली'' हा विषय विविध स्पर्धा परीक्षा तसेच अनेक विद्यापीठांच्या अभ्यासक्रमांमध्ये आहे. त्यानुसार विद्यार्थ्यांच्या अभ्यासासाठी या पुस्तकामध्ये नवीन आकडेवारीन्सार मांडणी करण्यात आली आहे. त्याचप्रमाणे नोटाबंदीचा मुद्राबाजारावर झालेला परिणाम व त्याचे फायदे आणि तोटे इत्यादी बाबींचे विश्लेषण करण्यात आले आहे. या पुस्तकाची पाच प्रकरणामध्ये विभागणी करण्यात आली आहे. पहिल्या प्रकरणामध्ये वस्तुविनिमय आणि त्याच्या अडचणी; मुद्रेदा इतिहास, अर्थ, व्याख्या आणि स्वरूप; मुद्रेची कार्ये आणि महत्य; भुद्रेचे प्रकार आणि निश्चलनीकरणाचे फायदे आणि तोटे बाबींचे विश्लेषण करण्यात आले आहे. दुसऱ्या 'मुद्रामूल्य' या प्रकरंणात मुद्रेची मागणी व मुद्रेचा पुरवठा त्यांचा अर्थ आणि निर्धारक घटक, मुद्रेच न् मुद्रेची मागणी द एवठा यांचे संतुलन, फिशरचा मुद्रा परिमाण सिद्धांत याबाबत विश्लेषण करण्यात अप्ते आहे. तिसऱ्या प्रकरणामध्ये स्फिती व अपस्फिती आणि व्यापारचक्र; चौथ्या मुद्राबाजार या प्रकरणामध्ये भारतीय मुद्राबाजार व्यवस्था आणि त्यावर निश्चलनीकरणाचा झालेला परिणाम तर पाचव्या भांडवल बाजारावरील प्रकरणामध्ये भारतीय भांडवल बाजार, त्याचे महत्व आणि कार्य त्याचप्रमाणे सेवीच्या जबाबदाऱ्या आणि कार्ये इत्यादीसंदर्भात मांडणी करण्यात आली आहे. नवीन आकडेवारीनुसार लिहिलेल्या या पुस्तकाचे स्वागत प्राध्यापक वर्ग, विद्यार्थी तसेच विविध क्षेत्रातील अभ्यासक करतील याबद्दल विश्वास आहे.



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प्रा. डॉ. राजेंद्र आर. गव्हाळे

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आरोग्याचे अर्थशास्त्र

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E-Souvenir

Impact Of COVID-19 lockdown on the Agricultural Sector



















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Painganga Prakashan, Aurangabad

paingangaprakashan@gmail.com 9975132211 9850927424

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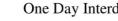
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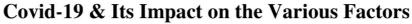
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टाळेबंदीचा साहित्य क्षेत्रावरील परिणाम

डॉ.सुभाष ज्ञानबा गव्हाणे

शि.प्र.मं.तात्यासाहेब महाजन महाविद्यालय चिखली,जि.बुलडाणा. पिन नं — ४४३२०१

प्रस्तावना :-

चीनमधील वुहान प्रांतात डिसेंबर २०१९ मध्ये प्रथमच नव्यारूपात आढळून आलेला 'कोविड' हा संसर्गजन्य रोग ज्याने संपूर्ण जग आज व्यापले आहे. त्यामुळे जवळपास जगभरातल्या देशांनी टाळेबंदीचा निर्णय घेऊन ' जग हे बंदिशाळा ' या गाण्याची अनुभूती सर्वांना आणून दिली आहे. अर्थात समाज संक्रमणाचा धोका टाळण्यासाठी घेतलेल्या या निर्णयामुळे संपूर्ण जग घरात बंदिस्त झाले. हजारो वर्षांपासून पृथ्वीच्या पाठीवर जगत असलेल्या मानव जातीने अलिकडील ५०—६० वर्षांत प्रचंड प्रगती करीत वेगाने जीवनप्रवास केला. प्रत्येक क्षेत्रात प्रचंड स्पर्धा निर्माण झाली. त्या स्पर्धेत टिकण्यासाठी रात्र दिवस काम, चढाओढ हे नित्याचेच झाले. अशी प्रचंड गतीने फिरणारी चाके कोरानामुळे अचानक थांबली आणि त्यामुळे प्रचंड तारांबळ मानवी जीवनात निर्माण झाली. कोरोनापूर्व मानवी जीवन आणि कोरोना महामारीनंतर चे मानवी जीवन यात प्रचंड फरक असणार आहे. कोरोनामुळे जाहीर करण्यात आलेल्या टाळेबंदीमुळे (लॉकडाऊन) मानवी जीवनाशी संबंधित सर्वच क्षेत्रे ढवळून निघाली आहेत. आर्थिक, सामाजिक, सांस्कृतिक, राजकीय, शैक्षणिक, क्रीडा इत्यादी क्षेत्रात यापूर्वी कधी अनुभवले नाहीत असे बदल अल्पावधीत जाणवू लागले आहेत. या बदलांचे बरे—वाईट परिणाम भविष्यात अधिक ठळकपणे दिसतीलच. टाळेबंदीचे विविध क्षेत्रावर जे बरे — वाईट परिणाम झालेत किंवा होणार आहेत यापैकी साहित्य हे क्षेत्र सुध्दा मानवी जीवनाचा अविभाज्य भाग आहे. प्रस्तुत शोधनिंबधात कोविड— १९ या संक्रमित आजारामुळे जाहिर करण्यात आलेल्या टाळेबंदीचा साहित्याच्या क्षेत्रावर कसा परिणाम होत आहे. हे सांगण्याचा प्रयत्न केला आहे.

भारतामध्ये कोरोना विषाणूचा प्रवेश जानेवारी २०२० मध्ये झाला. पहिला रूग्ण केरळमध्ये आढळला आणि हळूहळू त्याचा प्रसार होऊ लागला. पुढे महानगरांमध्ये सुध्दा रूग्ण दिसू लागले. त्यामुळे मार्च २०२० च्या उत्तरार्धात संपूर्ण भारत लॉकडाऊन करण्यात आला. त्यामुळे १३५ कोटी लोकसंख्या घरात बंदिस्त झाली आणि कोरोना इफेक्टचा अनुभव घेऊ लागली. सार्वजिनक वाहतुक व्यवस्था उप्प झाली. संकटकाळात शेवटचा आधार मानल्या जाणाऱ्या देविदेवतांची मंदिरे— प्रार्थनास्थळे सुध्दा बंद झालीत, शाळा महाविद्यालयामध्ये शिक्षण घेणाऱ्या विद्यार्थांचे शिक्षण पारंपारिक पध्दतीने घेणे थांबले, गर्दिचे कार्यक्रम, लग्न सोहळे, यात्रा — जत्रा, नवस इत्यादी पूर्णतः उप्प झाले. २४ ४७ अहोरात्र सर्वच कोरोनामय चर्चा झडू लागल्यात. दूरदर्शनच्या माध्यामातून विविध वाहिन्यांव्दारे दररोज वाढणाऱ्या कोरोना रूग्णांची संख्या, मृत पावणाऱ्या रूग्णांची संख्या, या आजारावर वैद्यकशास्त्र इतके पुढारलेले असतांनाही कुठलेच औषध उपलब्ध नाही याबद्दलच्या चर्चा यामुळे संपूर्ण जनमानसात एक भीतीचे वातावरण तयार झाले. अनेककांच्या अशा चर्चांमूळे मानसिक त्रास ही होऊ लागला.

टाळेबंदीमुळे कामगार, मजूर यांचे आर्थिक बजेट पूर्णतः कोलमडले आहे. कारण सर्वत्र बंद असल्यामुळे काम नाही म्हणून पैसा नाही. पैसा नाही म्हणून पोटा—पाण्याचे प्रश्न उभे राहिलेत. महानगरामधील परराज्यातील कामगारांचे प्रचंड हाल झालेत. वाहतुक व्यवस्था बंद असल्यामुळे या कठीण काळात घराच्या ओढीने प्रचंड जथ्थ्येच्या जथ्थे डोक्यावर सामानाची बाचके, लेकरं घेऊन शेकडो किलोमीटर पायी प्रवास करणारे मजूर हायवेंनी दिसत आहेत. टाळेबंदीत महिलांवरील हिंसाचारातही वाढझाली आहे. मनिषा गुप्ते या लेखिका याबद्दल म्हणतात, ' शारीरिक, मानसिक, आर्थिक आणि लैंगिंक हिंसाचार जणू काही शिगेला पोहोचले आहेत, असं चित्र दिसून येत आहे. घराच्या

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चार भिंतीमध्ये किंवा एका खोलीच्या पत्र्याखाली आज महिला आणि मुले आपल्यावर हिंसा करणाऱ्या व्यक्तीसोंबत बंदिस्त झालेली आहेत. भें महिलांवरील व मुलांवरील हिंसाचाराच्या घटनात या काळात अचानक वाढझाली. तसेच या काळात अनेकांना महिलांच्या अथक परिश्रमाची शक्ती सुध्दा कळुन आली. हिंदु— मुस्लीम संबंधात कोरानामुळे एक प्रकारचा दुरावा निर्माण झाल्यासारखा वाटतोय. काही खाजगी डॉक्टर्सनी अशा कठीण काळात आपले हॉस्पिटल बंद ठेवलेत त्यामुळे सरकारी दवाखान्याशिवाय दुसरा पर्याय उरला नाही.

शिक्षण क्षेत्राचा विचार केल्यास महाराष्ट्रात मार्च २०२० च्या माध्यातच महाराष्ट्र सरकारने शाळा महाविद्यालये पूर्णतः बंद केलीत विद्यार्थ्यांच्या वार्षिक परीक्षा पुढे ढकलाव्या लागल्या. शाळा महाविद्यालयांचे ऑनलाईन वर्ग घरीच सुरू झालेत. मात्र परिक्षेच्या अनिश्चितेमुळे विद्यार्थ्यांमध्ये चिंता वाढली. बळीराजाने मात्र त्याचे जगाचे पोशिंदेपण सार्थ ठरविले. अर्थात मोठया बाजारपेठेत माल न पाठिवता आल्यामुळे स्थानिक बाजारातच त्याला पडत्या भावत शेतमाल विकावा लागला त्यामुळे त्याचे आर्थिक नुकसान झाले. या लॉकडाऊन काळात सामजाला काही नव्या शब्दांचा परिचय झाला. लॉकडाऊन, आयासोलेशन, क्वारंटिन, सेफ डिस्टन्स, सोशल डिस्टन्सींग, मास्क, व्हायरस, सॅनिटायझर, लिक्वीड सोप, हॅडवॉश हे शब्दप्रयोग जीवनाचे अविभाज्य घटक झालेत.

टाळेबंदी काळात घरातच बंदिस्त झाल्यामुळे अनेकांनी अनेक प्रकारचे छंदही जोपासलेत. सोशल मिडियातून त्याचा अनुभव सर्वांनीच घेतला आहे. अनेक कलावंतांनी आपल्या सुप्त गुणांना या निमित्ताने वाव दिला. गीत गायन, नृत्य, चित्रकला, पेटीवादन, बासरीवादन असे विविध छंद जोपासले गेलेत. म्हणजेच या लॉकडाऊमुळे मानवी जीवनात टोकाचे बदल झालेत. ते भविष्यातही दिसतीलच. आज प्रत्येक जण संक्रमणाच्या भितीमुळे एकमेकांकडे संशयाच्या दृष्टीने बघतो. आजार होऊ नये म्हणून काळजी घेतो. मानसाला विज्ञानाचे आणि वैज्ञानिक दृष्टिकोणाचे महत्वही कळून चुकले आहे. 'जिथे विज्ञान थांबते तेथपासून अध्यात्म सुरू हाते ' असे म्हणणारे आज धार्मिक स्थळेच लॉकडाऊन असल्यामुळे चूप बसले आहेत. असे अनेकविध परिणाम लॉकडाऊमुळे मानवी जीवनावर झालेले आहेत आणि पुढील काळात ते आणखी ठळक स्वरूपात बघावयास मिळणार आहेत. अनेक नवनवे प्रश्न मानवी जीवनासमोर उभे राहणार आहेत. बदलत्या जागतिक राजकारणामुळे भारतासारख्या देशासमोर नवीन संधी सुध्दा उभ्या राहणार आहेत.

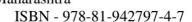
एकंदर मानवी जीवनावर कोरोना या आजाराचा प्रचंड परिणाम झाला आणि नवनवीन परिणाम दिवसागणिक समोर दिसत आहेत. शोधनिबंधासाठी घेतलेला जो विषय आहे, 'टाळेबंदिचा साहित्य क्षेत्रावरील परिणाम 'त्या अनुषांगाने साहित्याचे क्षेत्र सुध्दा या परिणामापासून नामनिराळे राहू शकत नाही. कारण जे समाजात घडत असते. सामाजाचे जे वर्तमान वास्तव असते त्याचे प्रतिबिंब साहित्यातुन उमटतच असते. त्याचमुळे साहित्याला समाजमनाचा आरसा संबोधल्या जाते. साहित्यिक आपल्या अवती—भोवती घडणाऱ्या घटनांचे वास्तव वित्रण साहित्यातून करित असतात. कोरोना महामारीमुळे कराव्या लागलेल्या लॉकडाऊनच परिणाम जसे जीवनाच्या विविध पातळयांवर दिसू लागले आहेत. तसेच साहित्यातून सुध्दा कोरोनाच्या कथा रंगवल्या जाऊ लागलेल्या बघावयास मिळतात. सद्या लॉकडाऊन सुरूच आहे त्यामुळे लॉकडाऊनमुळे मानवी जीवनासमोर उभे राहिलेले प्रश्न काव्य रूपात तत्काल प्रकट झालेत. वर्तमानपत्रे दरम्यान बरेच दिवस प्रकाशित होणे थांबलेले होते. मात्र सोशल मिडीयांच्या माध्यमातून अनेक कविवयांनी आपल्या भावना कवितेच्या रूपाने मांडल्या. काहींनी चारोळयांच्या माध्यमातून कोरोना महामारीमुळे उपस्थित झालेले प्रश्न विनोदी पध्दतीने मांडण्याचा प्रयत्न केला. काहींणी छोटे मोठे लेख लिहिलेत त्यामध्ये प्रगत वैद्यकशास्त्रावर प्रश्न उपस्थित केले? काहींनी अख्खी पृथ्वी बेचिराख करणारे अणुबॉम्बचे तंत्रज्ञान शोधून काढले मात्र एखाद्या सहामारीतून वाचण्यासाठी नवीन शोध लावण्यात माणूस गाफिल राहिला, अशा भावना व्यक्त केल्या.म्हणजे विज्ञानाच्या सहाय्याने मानवाने मरणाची व्यवस्था करून ठेवली मात्र जीवन वाचवण्याच्या संशोधनात ते कुठेतरी कमी पडला. अशा आशायाचे लेखन अनेकांनी केले.

' एक एक पाऊल ' या कवितेत शेख जावेद या कविनी महानगरामधून आपल्या स्वग्रामी पायी निघालेल्या आणि गावात आल्यानंतर शेजारी पाजारी संशयाच्या नजरेने त्याचेकडे कसे बघतात याचे आणि

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Covid-19 & Its Impact on the Various Factors







महानगरांमध्ये जीवन जगण्यासाठी गेलेली माणसे आज जीवन वाचवण्यसाठी खेडयाकडे जातांना त्यांची झालेली शोकांतिका त्यांच्या कवितेतून मांडतात.

> पायी चालत घर गाठणाऱ्यांना तुम्ही असे हिणवून नका लाऊ..... आपल्याच गावातील रहिवासी

त्याला संशयी नजरेने नका पाहु.....

Date: 26 May 2020

हजार बाराशे किलोमीटर तो

बिचारा तो चालत आला गावी कवी जावेद शेख

वाटेत पडत होता रडत होता

दै.देशोन्नती, दि १६ मे

2020

गावात तरी आपली कदर व्हावी....

घराची वाट धरल्यानंतर रस्त्याने शेवटी वाटेतील गावकरीच मदतीस आल्याचे कवी म्हणतात. जालना— औरंगाबाद रेल्वे रूळाने काही मजूर प्रवासी पायी पराराज्यात आपल्या घराकडे निघालेले असतांना चालता चालता थकल्यामुळे आराम करण्यासाठी थांबतात अचानक झोपा लागतात रेल्वे बंद असतानाही मालगाडी धावत येते आणि मजुरांना चिरडून जाते. अगदी नुकतीच घडलेली ही ताजी घटना जगन सर्जेराव बुरूकुल या कविंनी 'कुरकाळ ' या कविंतेतून या घटनेची शोकांतिका मांडली आहे.

' सोपं असतं का मैलोनमैल अंतर कापणं पायपीट करून हौस थोडीच असते कुणाला कवी.जगन बुरकुल राहायची घरटे सोडून...... दै.देशोन्नती, दि. १६ मे २०२०

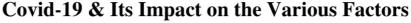
केवळ पोटाची खळगी भरण्यासाठी परराज्यातून आलेले मजूर त्यांची स्वप्ने काही बंगले बांधण्याची नसतात. तर केवळ आणि केवळ पोटापाण्याची व्यवस्था एवढीच त्यांची सिमित इच्छा असते, स्वप्न असते. मात्र आज त्यांचे ते साधे स्वप्न सुध्दा रेल्वेरूपी कुरकाळाने चिरडून टाकले आहे.

रम्य रम्य दिव्य स्वपं गरिबांना पडत नाहीत चुकून त्यांची साधी साधी स्वपं चुरडण्यासाठी कवी.जगन बुरकुल रेल्वे रूपी कुरकाळ असतो टपून दै.देशोन्नती, दि १६ मे २०२०

नुकत्याच घडलेल्या दुर्घटनेचे चित्रण या कवितेतून कवींनी केले आहे. लॉकडाऊनमुळे सर्वजण घरात बंदिस्त झालेत. शासन प्रशासन ओरडून ओरडून सांगत आहे की विनाकारण बाहेर पडू नका, परंतु तरिही याकडे दुर्लक्ष करून लोक बाहेर पडताहेत त्याच्या परिणामबद्दल जावेद शेख कवी लिहितात.

> जिल्हा तर सोडाच माणूस परराज्यात जाऊन आला गेला अंत्यसंस्कारात अन कोरोनाच घेऊन आला..... संपर्कात आलेल्या लोकांना चांगलीच बसली असेल धास्ती

अन रिकामं फिरणारांची कवी. जावेद शेख







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आता उतरली असेल मस्ती

दै.देशोन्नती, दि १६ मे २०२०

जावेद शेख यांच्या एका कवितेत त्यांनी जणसमान्यांना काळजी घेण्याचा सल्ला दिला ते 'कोरोनाला हरवू या कवितेतून म्हणतात.

> बाहेर जातांना आवर्जून तुम्ही वापर करा मास्क आयुष्याने आयुष्याशी असा खेळू नये हो टाक्स

कवी जावेद शेख

दै.देशोन्नती, दि. १७ मे २०२०

असा सतर्क रहाण्याचा सल्ला त्यांनी दिला कोरोनाला जर हरवायचे असेल तर काही बंघने स्वत: पाळावेच लागतील तरच कोरोनासोबतचे हे युध्द आपण जिंकू कवितेत शेवटी ते म्हणतात.

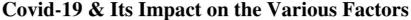
पहिल्यासारखं जगु आपण जनमनात लवकर मिखु सतर्क राहु नेहमी आपण आणि या कोरोनाला हखू.......

कोरोनामुळे ज्या अनेकानेक समस्या मानवी जीवनासमोर निर्माण झाल्या त्या बघुन भोवतालचे वर्तमान वास्तव अनेक नवख्या कविंनी अशा प्रकारे कवितांमधुन उजागार करण्याचा प्रयत्न केला. त्यासोबतच कवितेच्या माध्यामातुन जनजागृतीचाही प्रयत्न झाला आहे.

कवितेसारख्या साहित्य प्रकारातुन वर्तमान वास्तव लगेच प्रतिबिंबित होतांना दिसते. मात्र कथा कादंबरी यासारख्या साहित्य प्रकारातून हे प्रतिबिंब उमटायला थोडा अवधी लागतो. पंरत् तरिही काही लघुकथा कोरोना या विषयावर ब्लॉग्ज किंवा वर्तमान प्रत्रातुन किंवा सोशल मिडीयातुन वाचावयास मिळाल्यात. सन्ना मोरे यांची 'मनी वसे ते..'ही लघुकथा याचे उदाहरण सांगता येईल. कोरोनाने अनेकांच्या मनांत प्रचंड भीती दहशत निर्माण केली.श्रीधर आणि शकुंतला यांची ही कथा —मुलगा परदेशात गेलेला घरी दोघेच पती—पत्नी ' वर्क फॉम होम ' मुळे श्रीधर घरूनच ऑफीसचे काम करतो. कोरोनाचा प्रादुर्भाव झाल्यापासुन जवळपास दोन महिने झाले ती घरातून बाहेर गेलेलीच नव्हती. श्रीधरची ऑनलाईन मिटींग असल्यामुळे शंकुतला पहिल्यांदा भीतभीत आंबे घेण्यासाठी बाहेर पडते. परंतु परत आल्यानंतर ती प्रचंड भ्यालेली असते. आता आपल्याला कोरोना होणार असा तिने ग्रह केलेला असतो .परत आल्या आल्या ती आंघोळ करते. श्रीधरला दूर रहायला सांगते. श्रीधर खूप समजावतो तिला पण तिच्या मनातील कोरोना दुर जात नाही. ती थरथरत असते. चहाचा कपहीधरता येत नाही. एवढी प्रचंड दहशत. ती स्वत:ला खोलीत कोंड्न घेते. केवळ १५ मि.साठी बाहेर गेल्याने कोरोना होणे शक्य नाही हे अनेकदा समजावल्यानंतरही तिच्या मनात कोरोनाने घर केलेले असते. मुलाचा फोन आला म्हणून श्रीधर फोन द्यायला तिच्याकडे जातो तेव्हा ' तुम्ही लांब राह माझ्यापासुन मला कोरोना झालायं ' असे ती म्हणते अचानक तिला भोवळ येते. सायंकाळी ताप, खोकला, शिंका येऊ लागतात. डॉक्टरांना बोलावून हॉस्पीटलमध्ये दाखल करण्यात येते. स्कॅब नमुना तपासणीसाठी पाठविल्या जातो. बारा तासानंतर तिचा अहवाल पॉझिटिव्ह येतो. श्रीधरलाही तपासणीचा सल्ला दिल्या जातो. तेव्हा प्रश्न श्रीधरावाच्या मनात उपस्थित होतो. पंधरा मिनीटांनी घात केला की 'मनी वसे ते स्वप्नी दिसे.'कोरोनामुळे किती प्रचंड मानसिक ताण निर्माण झाला आणि त्यामुळे जीवन जगण्यासाठी जे मानसिक बळ लागते ते अनेकांचे नष्ट झाले. हेच या लघु कथेतून लेखकांनी सांगितले आहे.' विवके संदे या लेखकाची 'गाण्याची कोरोना 'ही कथा विनोदी शैलीतून साकार होते. या कथेत कोरोना ही सुंदर मुलगी कल्पिलेली आहे. त्यातून विनोद निर्मिती करून कोरोनाच्या ताणतणवातून वाचकांना बाहेर काढण्याचा प्रयत्न विवके संदे यांनी केला आहे.

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याशिवाय चारोळी या काव्य प्रकारातूनही अनेकांनी आपल्या भावना व्यक्त करित कोरोनाचे परिणामही दाखवून दिले आहेत.

सेना आणि मनसेच ध्येय कोरोनाने साध्य केले

महाराष्ट्र सोडायला

परप्रांतियांना बाध्य केले. पुंगी— लुंगीच्या नाऱ्याशिवाय पाहिजे त्या गोष्टी झाल्र्ला आहेत ! आता मराठी माणसासाठी

सुर्यकांत डोळसे

त्यांच्या सर्व जागा खुल्या आहेत

कोरोनामुळे लाखो परप्रांतीय आपल्या राज्यात निघुन गेल्यामुळे बदललेली परिस्थिती या वात्राटिकेसारख्या चारोळीतून व्यक्त होते. लॉकडाऊन काळात दारूची दुकाने बंद असल्यामुळे तळीरामांची खूप पंचाईत झाली . मात्र जेव्हा दारू दुकाने सुरू झाली तेव्हा अनेकांनी आनंदात यावरही खूप विनोदी चारोळया, कविता लिहिल्या आणि कोरोनाचा ताण हलका करण्याचा प्रयत्न केला.

निष्कर्ष:-

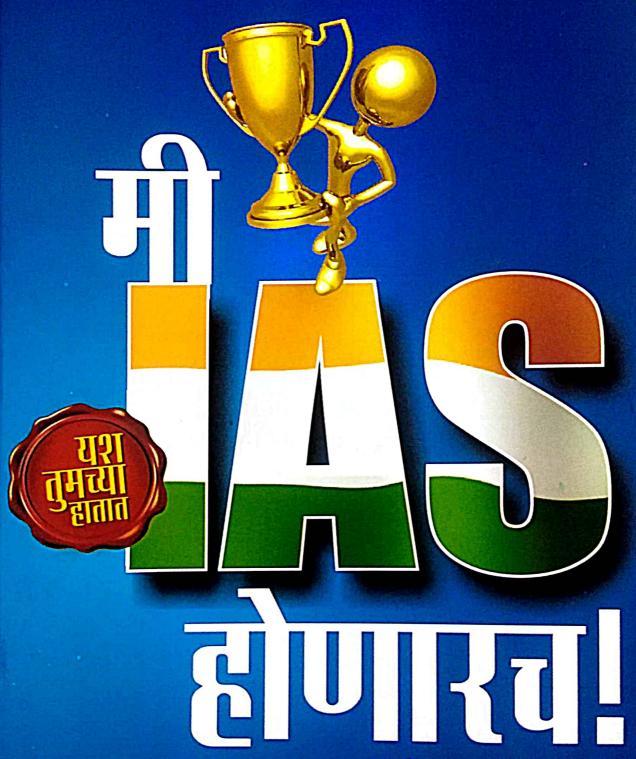
संवेदनशील लेखक, कवींनी कोरोना विषयावर साहित्य सृजनास प्रारंभ केला आहे. साहित्यकारांना लॉकडाऊनमुळे भरपूर वेळ मिळाला त्यामुळे साहितय सृजन हे होणारच जेव्हा मानव जातीवर इतिहास वेळोवेळी जी संकटे आली आहेत. त्या त्या वेळी नवीन साहित्य प्रवाह निर्माण साहित्य प्रवाह निर्माण झाले आहेत. कोरोनामुळेचा लॉकडाऊन साहित्य क्षेत्रामध्ये नवीन संधी घेऊन जन्मास आला आहे. कविता, चारोळी, लघुकथा सारख्या साहित्य प्रकारातून टाळेबंदीमुळे बदलेलत्या परिस्थितीचे प्रतिबिंब प्रथमतः उमटले. कोरोना ही मानवी जीवनावरची फार मोठी आपत्ती आहे. कोरोनाने माणसाचे जीवन येणाऱ्या काळात पूर्णतः बदलणार आहे. टाळेबंदीच्या काळातील अनेकांचीझालेली शोकांतिका हा साहित्य निर्मितीसाठी मोठा आणि अत्यंत महत्वाचा विषय आहे. तुर्त साहित्याच्या या लघु प्रकारातून कोरोना इफेक्ट इतका तितका जाणवत असला तरी दिर्घ कथा, काव्य,कादंबरी, या साहित्य प्रकारातून येणाऱ्या काळात सकस लेखन होणार हे निश्चित आहे.

संदर्भ :-

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"IAS ही केवळ नोकरी नाही, तर स्वत: च्या सर्व क्षमता आपले अधिकार,समाज आणि देशाच्या प्रगतीसाठी उपयोगात आणण्याचा राजयोग आहे."



- डॉ.केदार ठोसर
- विनोद माळोदे



- डॉ.केदार ठोसर
- विनोद माळोदे



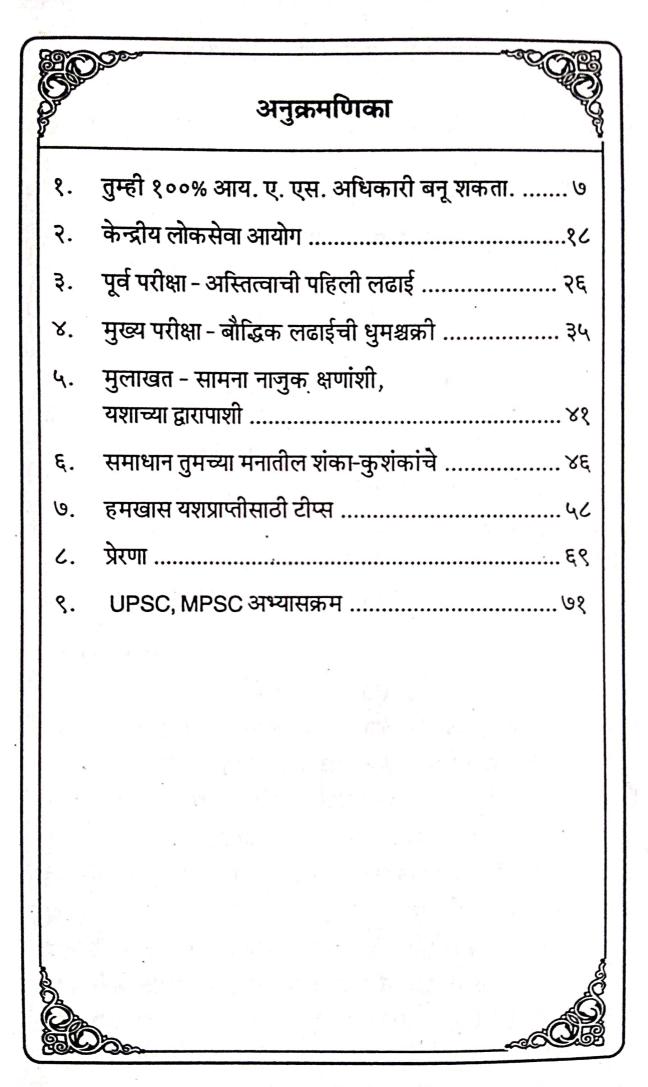
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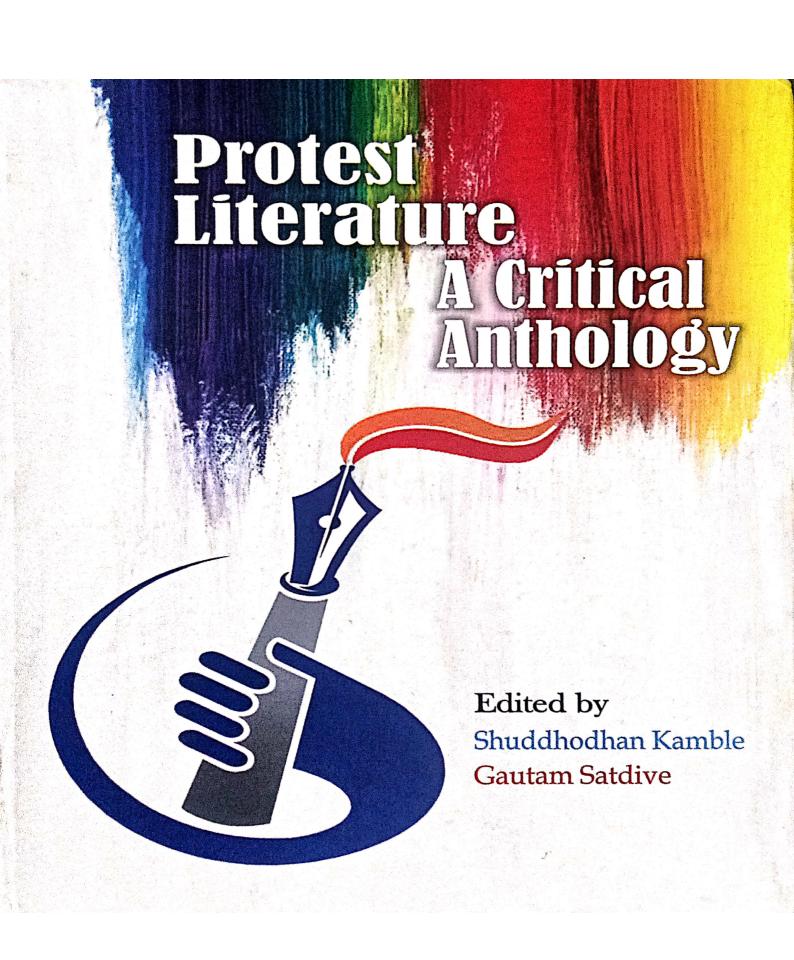
सुप्रसिद्ध IAS अधिकाऱ्यांचे फोटो पाहिल्यानंतर त्यांच्या समाजोपयोगी कामाचं स्मरण होते. अनेकदा आश्चर्यसुद्धा वाटतं की इतकं प्रचंड काम हे अधिकारी कसे करु शकले. पण हे अधिकारी सुद्धा आधी चारचौघांसारखे तरुणच होते. आपली चिकाटी, जिह्द, आणि प्रचंड परिश्रमांद्वारे त्यांनी आपलं ध्येय गाठलं. तुम्हालाही हे ध्येय गाठता यावं, यासाठी उपयुक्त, प्रेरक पुस्तक म्हणजे "मी IAS होणारच!"



विद्या विकास पब्लिशर्स प्रा. लि.,

नकाशे, तवते, पुस्तके व शैक्षणिक साहित्याचे प्रकाशक मेहाडिया चौक, धनतोली, नागप्र फोन नं.: ०७१२ - २४२४९६० Email: shaileshdeshpande1410@gmail.com Books available at bookganga.com





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- 22) Sarita Rameshchandra Bhardwaj
 Assistant Professor, Department of Hindi and Comparative Literature,
 Mahatma Gandhi Antarashtriya Hindi Vishwavidyalaya,
 Wardha. (Maharashtra) Email id: saru.3333@gmail.com
- 23) Anna Abarao Muley
 Assistant Professor,
 Arts, Commerce & Science College, Navapur,
 Dist. Nandurbar (MS) 425418
 Email: annamuley@yahoo.com
- 24) Dr. Rajesh Anandrao Ade Assistant Professor, Shriram Kala Mahila Mahavidyalaya, Dhamangaon Railway, Dist. Amravati email id-rajeshade 76@gmail.com
- 25) V.Siva
 Research Scholar, School of English and Foreign Languages
 The Gandhigram Rural Institute, Dindigul, Tamil Nadu-624302,
 Email: vsiva0001@gmail.com
- 26) Sanjay Kumar Research Scholar, St. John's College Agra, Dr. B. R. Ambedkar University Agra (U.P.)
- Satish Dnyaneshwar Morey
 Assistant Professor, Department of English,
 S.P.M. Tatyasaheb Mahajan Arts and Commerce College,
 Chikhali, Dist-Buldhana 443201 (MS) India.
 Email: satishdmore8@gmail.com
 - 28) Mohan Bhagwan Ballal
 Assistant Professor, Department of English,
 Ghulam Nabi Azad Arts, Commerce and Science College,
 Barshitakli, Dist-Akola (Maharashtra)
 - 29) Sanjay Manohar Meghasham Assistant Professor, Dr. Patangrao Kadam College, Pen.Tq. Pen, Dist. Raigad, 402107 (Maharashtra)
 - 30) Nitin K. Wasnik
 Assistant Professor in English,
 Shivramji Moghe College, Kelapur (Pandharkawada) 445302
 (Maharashtra)
 email. nitinwasnik777@gmail.com
 - 31) Dr. Mariam Thomas
 Head, Department of English
 Mahatma Jyotiba Phule College, Amravati (Maharashtra)
 - 32) Dr. Waman Gulabrao Jawanjal Assistant Professor (English), Indirabai Meghe Mahila Mahvidhyalaya, Amravati (Maharashtra) Email id- wjawanjal067@gmail.com

I, Too: A Protest Against Racism

Satish Dnyaneshwar Morey

Langston Hughes is a famous and revolutionary Afro-American poet of twentieth century America. I, Too is a short, free verse poem that focuses on African-American identity within the dominant white culture of the USA. It encapsulates the history of oppression of black people by means of slavery, denial of rights and inequality. Now a day the American culture has transformed into a cosmopolitan culture due to its vast gambit of assimilation of world culture within itself. But at the time of the poet it was divided into black and white culture. In the sixteenth century the European powers got attracted to the newly discovered land where the scope of habitation was tremendous for the growing population as well as for imperialism. Thus the history of America started with the struggle of the people migrated to America from European countries. Following next centuries the people from Africa had been forcefully brought and sold as slaves in America for the purpose of tilting the vast lands.

Thus, the tradition of slavery began in American continent

which was deeply rooted in American society that took centuries to be eradicated. They had been denied equality in American culture even though being a part of American society. However the sixteenth president of America, Abraham Lincoln fought for it at the cost of his own life in the year 1864 which was called as a civil war in American history. The present poem is a kind of proclamation for liberty, equality and identity. During the height of the Harlem Renaissance, the poem portrays American racism as experienced by a black man. In the poem, white people deny the speaker a literal and metaphorical seat at the table. The speaker assert that he is just as much as part of America as are white people.

In his essay "The Negro Artist and the Racial Mountain," he quotes:

'We younger Negro artists who create now intend to express our individual dark-skinned selves without fear or shame. If white people are glad. If they are not, it doesn't matter. We know we are beautiful. And ugly too.'

The above is a kind of proclamation of their self which geared up the confidence in the new generation of Negro in America. The metaphoric representation of racism on the basis of color bar has become the strength of this poem. The speaker in this poem puts many questions on international platform, and sought to be answered categorically. The feeling of the speaker in the form of address pursues the reader to think over the suffering and the discriminatory treatment given to them only for being blackskinned.

Even though Hughes feels ostracized because of his race, he still sings as an American. Hughes turned to poetry in order to speak out against the blatant racism and oppression surrounding African Americans, and this poem is no exception. Although short in length, it delivers a powerful message about how many African Americans felt—and still feel—in America. The word kitchen metaphorically presents for the segregation of one group of people from the other-one in the form of oppressor and other as an oppressed. The division made for the benefits of one group over the other by which the hold on asset could be tightens for

(169)

generations. The theme of the poem tends to elaborate this fact more lucidly and in a poetic manner. The poem starts with the line: "I, too sing an America" in a rather asserting attitude which exhibit the patriotism of the speaker. He wants the dignity and collaboration for the more developed country. As in India the division of labor was made for keeping a large section of society underprivileged and away from the sustainable development. The poem clearly explains this:

"They send me to eat in the kitchen/when company comes."2

These two lines depict the conditions of separation and segregation of Black Americans. Even after slavery was abolished in the States, many African Americans were still forced to work for the white man, and many of these men paid Black Americans to work in their houses as butlers, cooks, maids, and drivers. Hughes also seems to be calling out the hypocrisy African Americans are forced to endure. Hughes calls himself a "brother," and perhaps many whites have recognized the abolition of slavery, but they still do not want to be seen as equals to African Americans. When company comes over, they force their Black "brothers" to hide away in the kitchen to eat by themselves. The class and color bar restrict the African American from the all humanitarian treatments. The discrimination on the basis of race and color brought about tremendous damages to American ethos, culture and unity. As it is crystal clear that America has been the destination for the people who believe in its cosmopolitan nature.

In India, the discrimination is done on the basis of caste which is the worst form of slavery according to Dr. B. R. Ambedkar he who was the proponent of empowerment of the downtrodden in India. In America the movement of liberation for the black people was headed by Martin Luther King Junior. The poem reflects the similarity to *Dalit* literature in India. It is said that the caste system is more severe and deep-rooted than the class system in America and Europe. The caste system is described by Ambedkar as a pyramid where each section is separated from other with the strong and unchangeable boundaries. Dr. B. R. Ambedkar was the severe critique of the segregation of a group of people from

the other just on the basis of one's birth. In the age of modernization the barriers of caste system seems to be wither away but it till lurks in the minds of the people; this can be more clearly elaborated in the following words:

'Globalization has thus variously strengthened caste, though this has not happened necessarily in terms of classical identities but cannot erase them, except by creating hybrid ones"³

The above comparison brings to the notice that the attempts of eradication of caste system by the force of law after the constitution came into force and yet could not have changed the mindset of people and their prejudices. The classical caste identity sticks up wherever person goes and it can never be shaded away from one's identity. The modern education system succeeded in developing some kind of broader views that helps to erase prejudices but a very few. When the color bar in America is taken into consideration which is visible and on the other hand caste system imposed the derogatory life style on the down-trodden: prevention of education, introduction of caste based profession and many more such restrictions on a large section of society. In this way the class system appears to be more flexible and changeable than caste system. The American minds are more liberal and ready to accept changes than the most traditional way of Indian thinking. As in this poem the speaker is searching his own identity: once Ambedkar asked this question of his nationality that he had no mother-land but rather in a determined tone. As in America the racial theory became more prominent whereas in India the caste theory took its root for centuries ago. And later on it had been solidified by the coming generations which resulted into the broken society and pushed India backward in physical development and more in an age of darkness. The humiliation and hatred of black skinned people gave a strong jerk to the very American liberal thoughts. The following line expresses the agony of black people that living in America for generations but still be awaited for the assimilation in American culture. The extreme qualm of mind and heart appears in the form of plea as stated in the (171)

following line of the poem:

"I am the darker brother."

Langston Hughes questions to the so called white Americans about his skin color that is black and due to that color difference compels him to suffer from the disparity and discrimination. He asserts that however he is black in color but till he has as much patriotism and love for his nation as his fellow white Americans. It also indicates that the notion of being patriotic needs no scaffolding of skin color but shifts to one's deep understanding in nation building and love for country. Instead of classifying people in different groups poet asks to use one umbrella term i.e.

American by nationality.

The rebellious mood of the speaker proclaims his liberation in particular and of the black people in general. The poet pours his mind out through the speaker of the poem. As the Negro had no self identity at all before the Civil Rights passed in 1965 by the American congress which helped to cradicate the discrimination on the basis of color and race. The situation was very dire and critical for Negro's to live in America. In this way it had become the hell for Negro's. Towards the end of the poem, speaker becomes optimistic about the future of his race to be bright and prosperous where and when he and his race would be free for singing and living under the liberated and free atmosphere. Due to the struggle of black people they got liberated and succeeded in their efforts. In the last stanza poet becomes hopeful about the change in coming future.

In the words of Barack Obama the first African American president:

"There is no black America and no white America there is United States of America."4

This affirmation was supported by the record majority votes he has got in the coming election. This could prove the liberal democratic features of American society that the poet Langston Hughes might be predicting. As of today the American mindset became more mature and gave birth to the cosmopolitan culture in America where the intellectual cream of the world expects the

place for them. Even the people became so mature that the white people agitate against oppressive behavior of the white race and stand by the black oppressed; this miracle is due to the solidification of the universal brotherhood. In this way the white American treat and behave with their African American brothers and sisters. The pronouncement of their liberation is seen through the statement given by the poet in this poem.

Conclusion: The assertion of equality and freedom except one's race and color is a prominent demand of the poem which culminates into the optimism of being American and the white's confession of being wrong. The poet makes beautiful balance between liberation and the transformation of the fellow white Americans. In both systems the proponent of humanity found their ways through the extreme perseverance and struggle to enshrine the rights of their people. The new dawn arrived at the horizon of dark night which was prevailing over for centuries. Thus the poem is in a real sense a protest against racism and discrimination.

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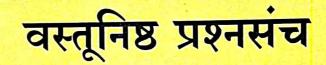
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भारतीय विसरवताच्या स्वकृत्याच्या

Concepts of Western and Indian Thinkers

संत गाडगेबाबा अमरावती विद्यापीठाच्या नवीन अभ्यासक्रमानुसार बी.ए. भाग ३ च्या सेमिस्टर ६ करीता व इतर विद्यापीठाच्या पदवी व पदव्युत्तर अभ्यासक्रमाकरीता तसेच UPSC, MPSC, NET-SET व इतर स्पर्धा परीक्षांसाठी उपयुक्त.

Concepts of Western & Indian Thinkers

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(वस्तुनिष्ठ प्रश्नसंच)

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प्राचार्य, जनता कला-वाणिज्य महाविद्यालय, मलकापूर. सदस्य, राज्यशास्त्र अभ्यास मंडळ, सं.गा.बा.अम. विद्या. अमरावती.

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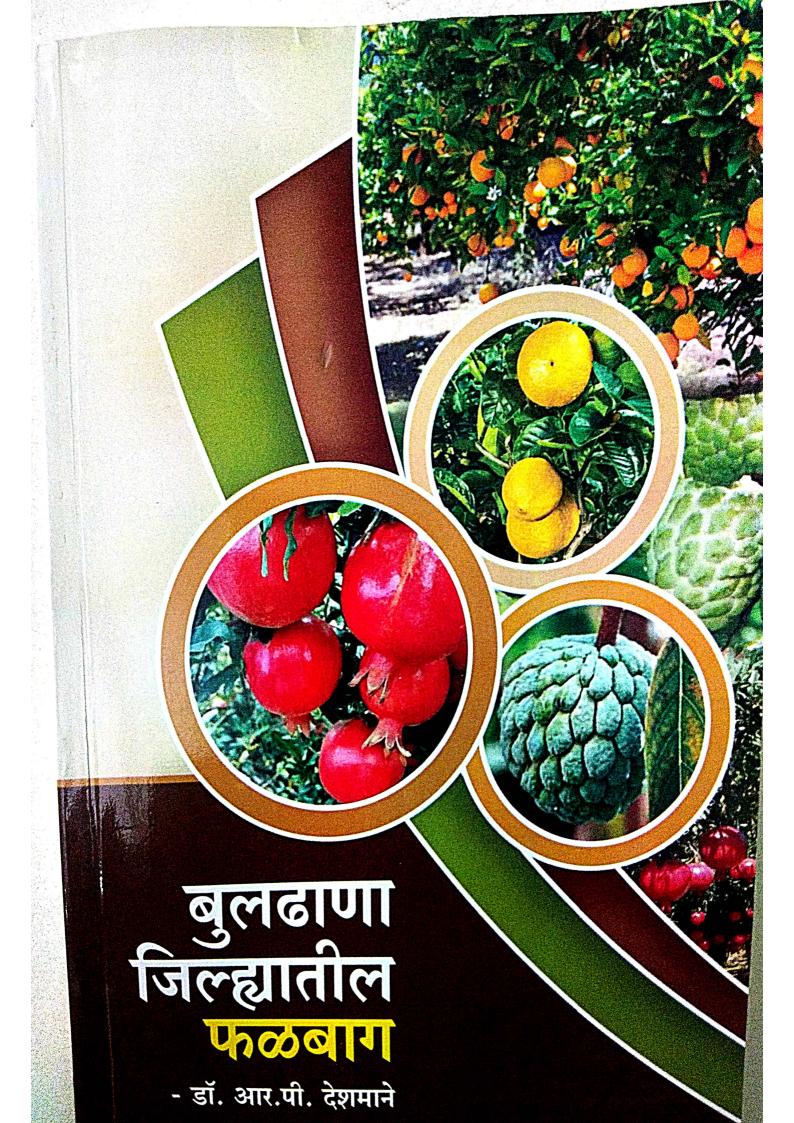
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भारतीय अर्थव्यवस्था ही 'कृषिप्रधान अर्थव्यवस्था' म्हणून आजही ओळखली जाते. आजही ६७% लोकसंख्या शेतीवरच अवलंबून आहे. आज भारतीय शेतीसमोर अनेकविध गंभीर समस्या निर्माण झालेल्या आहेत. भारतीय शेतकरी संकटात सापडून आत्महत्येस प्रवृत्त होत आहे. मालाला कमी भाव, भांडवलाचा अभाव, गोदामाच्या सोईंचा अभाव, सरकारचे दुर्लक्ष, शेती संशोधन व तंत्रज्ञानाचा अभाव, आधुनिक शेती अवलंब न करणे, मान्सूनवरील निर्भरता, सावकारीचा पाश वगैरे विविध कारणांनी भारतीय शेतकरी हताश होत आहे. त्यातल्या त्यात विदर्भातील शेतऱ्यांची परिस्थिती फारच हलाखीची आहे. पण या सर्व गोष्टींना बुलढाणा जिल्ह्यातील शेतकऱ्यांनी छेद देवून प्रगतीकडे वाटचाल करण्याचा जणू चंगच बांधलेला दिसून येतो. येथील शेतकऱ्यांनी आधुनिक पध्दतीचा अवलंब करून डाळींब व द्राक्षे इत्यादी फळे देशविदेशात निर्यात करून प्रगती साधली आहे.

शेतकऱ्यांनी पारंपारिक पध्दतीने शेती न करता फळबाग लागवडीकडे वळले पाहिजे यासाठी 'बुलढाणा जिल्ह्यातील फळबाग' हे पुस्तक लिहिले आहे. प्रस्तुत पुस्तकात फळबाग व्यवसायासाठी केंद्र व राज्य सरकारच्या अनेक योजनांची माहिती तसेच विविध आधुनिक निवन बि-बियाणे, फळजातींचे कलमे व रोपे यांची महत्त्वपूर्ण माहिती सादर केलेली आहे.



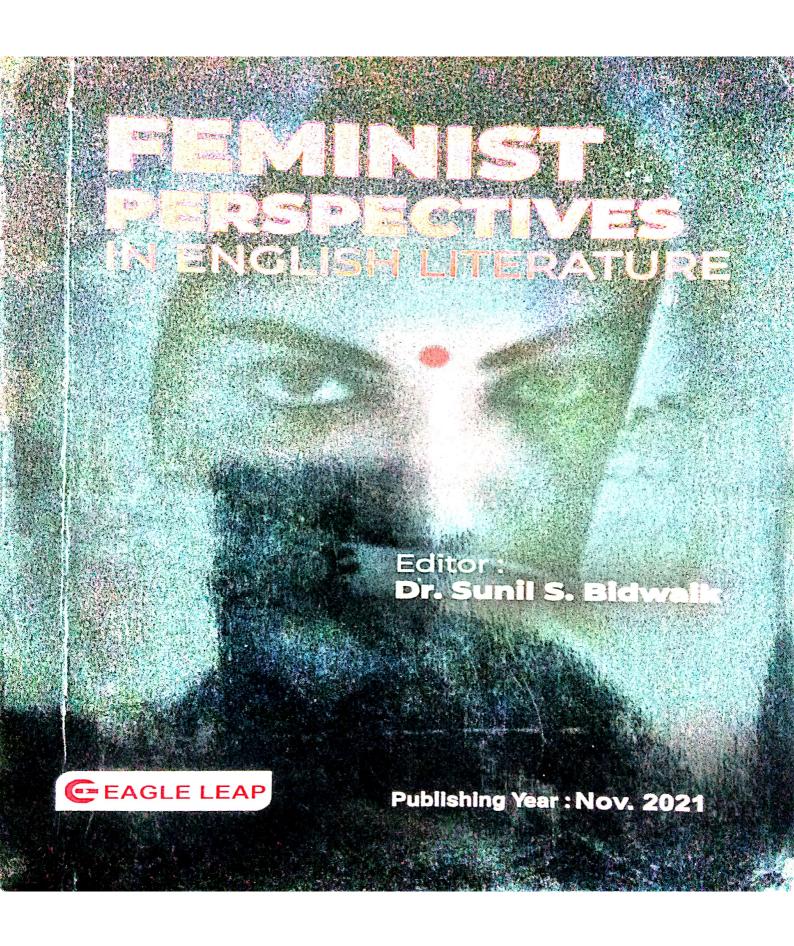
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FEMINIST PERSPECTIVES IN ENGLISH LITERATURE

Dr. Sunil S. Bidwaik

Assistant Professor,
Head, Department of English
Sharadrao Pawar Arts & Comm. College,
Gadchandur. Dist: Chandrapur (M.S.)

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FEMINIST PERSPECTIVES IN ENGLISH LITERATURE (3)



A FLIGHT OF PIGEONS: AN **EXPOSITION OF FEMININE SENSIBILITY**



Mr. Satish Dnyaneshwar Morey

Assistant Professor, Dept.of English S.P.M. Tatyasaheb Mahajan Arts and Commerce College, Chikhli -443201, Dist-Buldhana (MS) India. Email: satishdmore8@gmail.com



In this paper author describes the ways woman reacts on the burning issues concerned with her life. While explaining the subordinate reatment given to woman the novel "A Flight of Pigeons" written by Ruskin Bond is taken into consideration. The women presented in the story fight against the decision taken; the taboos and traditional estrictions compel woman to live in the environment by quelling her own emotions and feelings. As the history and literature have the records of the injustice done with the woman for ages. But, after the wave of the feminism the status of woman in every sphere of life started changing. The novel describes the silent role of feminism that does not go beyond he limit for getting their rights. The women characters present hemselves staunch supporter and believer in their thought and ideas but sensing the necessity of time and situation. At the end of the novel she succeeds in her plan by delaying to the marriage proposal on the various rounds. Thus keeping her own femineity; sans the extreme level ltercation, abusing and quarrel she attends her goal.

"One is not born, but rather becomes a woman. No biological, sychological or economic fate determines the figure that the human emale presents in society; it is civilization as a whole that produces this reature, intermediate between male and eunuch, which is described as eminine". (Simone de Beauvoir)

The history and literature of the world rejected woman as a human being and attributed the secondary role in the every spheres of the society and fe. The above quotation describes the role of the society and larticularly male domination that she holds responsible for the leteriors. elerioration of woman. Feminists call for changes in the social, conomic, political or cultural order toreduce and eventually overcome

EMINIST PERSPECTIVES IN ENGLISH LITERATURE

(213)

this discrimination against women and creation of an equitable society in which gender justice is achieved. Feminism relates and fights on the various fronts like social, cultural political and moral concerning with gender inequalities and equal rights for women. Feminism has played significant role in shaping the Indian-English novel. Since it came rather late in India, has spread its wings in all spheres of Indian-English literature. The feelings of anxiety, aversion, subordination, inequality have been part of feminism. After the nineteenth century, society started paying attention to them, many influential women writers came on the forefront and question to the male domination by making their writing a tool for expressing their age old agony against established chauvinism and bigotry. In literature women have been treating as a goddess of power or the weaker sex; in no way she is a normal human being, who does not get any attention from the society on her predicaments, that's the question teases and challenges to feminine sensibility either Feminist ideology, which came to India from the west, is widely spread in India. Intellectuals, writers and the educated of the urban area feel its ideological impact. Feminist trends came into conflict with conventional moral code. As a matter of fact.

woman is not treated as a subject of serious or even a normal concern. Despite, there are several examples in Buddhist society from ancient to modern woman has given upper hand to express and opportunities to overcome the mental agony with walking the path of enlightenment and knowledge sharing; the disparity on the basis of gender in this way decreases to a great extent. It is quite noticeable that the demand for equal rights and self respect in Buddhist period were pioneering and remarkable achievement; more obviously the right to secure the place as nuns in Buddhism and in Buddhist Monastery. In this way the enlighten one paved the way for liberal thoughts and equal status for women.

Coming to the point of Ruskin Bond's women characters. Mariam, Kothiwali, Ruth and Qabil are the noticeable characters. Ruskin Bond pours a strength and feminine sensibility his women characters, among Mariam is one of them - a character who influences the whole story of the novel; his women are of various kinds but share some common features like self reliance, decision making power, Individual self, anxiety, struggle for self respect and chastity are the distinct qualities bestowed by Ruskin Bond to his woman. A Flight of Pigeons is set in the background of 1857 war against British Raj where the one of the British family takes shelter in Indian houses. As history records the cruelty of war and its aftermath specially to women and children from both sides; thus the woman remains victim of society, she is never be able to find the panaceas for her agony and torture for ages

FEMINIST PERSPECTIVES IN ENGLISH LITERATURE

(214)

ord were, but the situation changed after the waves of feminism. He minutes the silent features of fermions in his women characters. Mariant, Rock, Kochiwali, Qabil etc. the responsibility of the marration of the start is given to Ruch another woman character from the novel, as mucer and temper girl

Comme Nabel in his article, "Ferritism in English Factor", defines

ETHIEST 25.

"a mode of existence in which the woman is free of the desercience synchronie. There is a dependence synchronie: whether it is the instead or the father or the community or whether it is a religious group, ethnic group. When women free themselves of the dependence which and lead a normal life, my idea of feminism materialises." The syndrome he talks about is the relying nature that vigorously and mento ely rejected by Mariam-but with sympathetic and compromising way, because no options remain before her. Bond accorded her some feminist traits, feminism according to new wave is not auti-men movement but to find the equal status in the various paths of life. The harminess in life could be brought about on the basis of cooperation, mirrination and cohesiveness not by spreading hatred or lampoon. Her mountaine and communicative nature leads her to smell the ratile mercating upheaval against British Raj of which she belongs. When saight by the rebels and confine to a small house of Lala Ramimal, she shows her bravery and affiliation with his family. The role of Mariam tarves the permanent impact whereby she takes away all applands of the TELETE.

Marian shows the following feminine characteristics which are not anti-MILT.

Rejection of patriarchal ideology:

Even-though the severity of patriarchy is not found here but the desirions taken for one's own life e.g. when they are shifted to Javed Man's house from Lala Ramjimal's, the proposal of marriage by the kned Khan makes a quite stir that leads Mariam to a woman of self dence that result into the rejection of patriarchy rule. Mariam maintaines herself as a head of her family to protect her teenage daughter from the fiery Pathan Leader Javed Khan. Being refugee in his tone the rejected his marriage proposal for his thirteenth year old girl The pretext of having been left alone due to the death of her husband. be course of time as the intensity of Javed khan's marriage proposal is by the dint of new and appropriate reasons. Here Mariam shows Takills and self-esteem in the male dominated society.

Notion of Unity against male domination:

FEMINIST PERSPECTIVES IN ENGLISH LITERATURE

In this story which is woven around the 1857's war of independence. Mariam keeps her air of determination in handling the matter of Ruth's marriage. As the time passes on she becomes more and more resourceful in her attitude. She keeps a good relation with kothiwali and khan Begum by promising them not fiddling with their future. At the first time in their confrontation with Javed Khan's family Mariam succeeds into creating a good approach that she has the same blood in her veins by telling her predecessor and relations with Pathan clan. It results in establishing good and close relations with Khan Begum and Kothiwali who stands by them in sun and shower with the soothing words and affinity in the worst time when Javed Khan put a marriage proposal for Ruth. Another example of a man is a Bengali Muslim Doctor who is present at Javed Khan's house when the British Army is coming to recapture the Saharanpur once again; he is also on his heels to leave the city for finding the safer place for him and his family. When the palanquins are full, Ruth and her mother get into the Bullock-cart of the Doctor; where they become familiar to the Doctor. He comes into the contact with her modesty and honesty. He also looks Mariam as his family member and shares his sympathy and compassion:

I was going to say that now you are with us, I hope you will make yourself at home and command me in any way you please. (123)

Javed's marriage proposal and the Way Qabil reacts:

The second marriage proposal of her husband makes quite stir in their family mainly Qabil his wife suffer a lot, and thinks to be a victim of the decision taken by him. The envy appears in her mind towards similar gender i.e. towards Ruth an innocent girl who happens to be the victim of Javed's decision. The patriarchy works here; although Javed remains the culprit but she has no courage at all to react directly to javed Khan her husband. Her mental agony is noted by Kothiwali and Mariam who stand by her in sun and shower.

Confinement:

The setting of the novel is of mid Nineteenth century, and it was a period of full of turmoil and upheaval. From the beginning of the story they are seen to be confined in the houses of their host; firstly in Lala Ramjimal and then Javed Khan. The confinement is not willing it is because of the hatred in the air against the British people. But the other women characters e.g. Javed's family mostly expected to live in the threshold of their house.

Not only their living but their worldly pleasure also confine to a very limited ideas and thinking. Their prejudices about each other reveal the real sense of confinement. This is because of the impact of patriarchy that

FEMINIST PERSPECTIVES IN ENGLISH LITERATURE (216)

sistem laid down by none other than male himself. reminism is a resistance movement against the notion of patriarchy, social inequality and religious inequality in the oppression of women. In indian context woman is victim of the double standard of the society, on the one hand she is suffered in the hands of male and the religion on the other. In the present research paper, even though the open challenge to a male domination does not put but in a silent way the spirit of feminine sensibility carries the traits of feminism. Mariam, Kothiwali, Ruth, Oabil expose their reluctant to the unwilling and injustice actions taken by the male counterparts. Feminism is a struggle for equality of women, a struggle against all forms of patriarchal aggression. Literary feminism was concerned with the politics of women's authorship and the representation of women's condition with literature. Thus, the exposition of feminine sensibility is the right way to describe the stand of the woman against injustice imposed on her.

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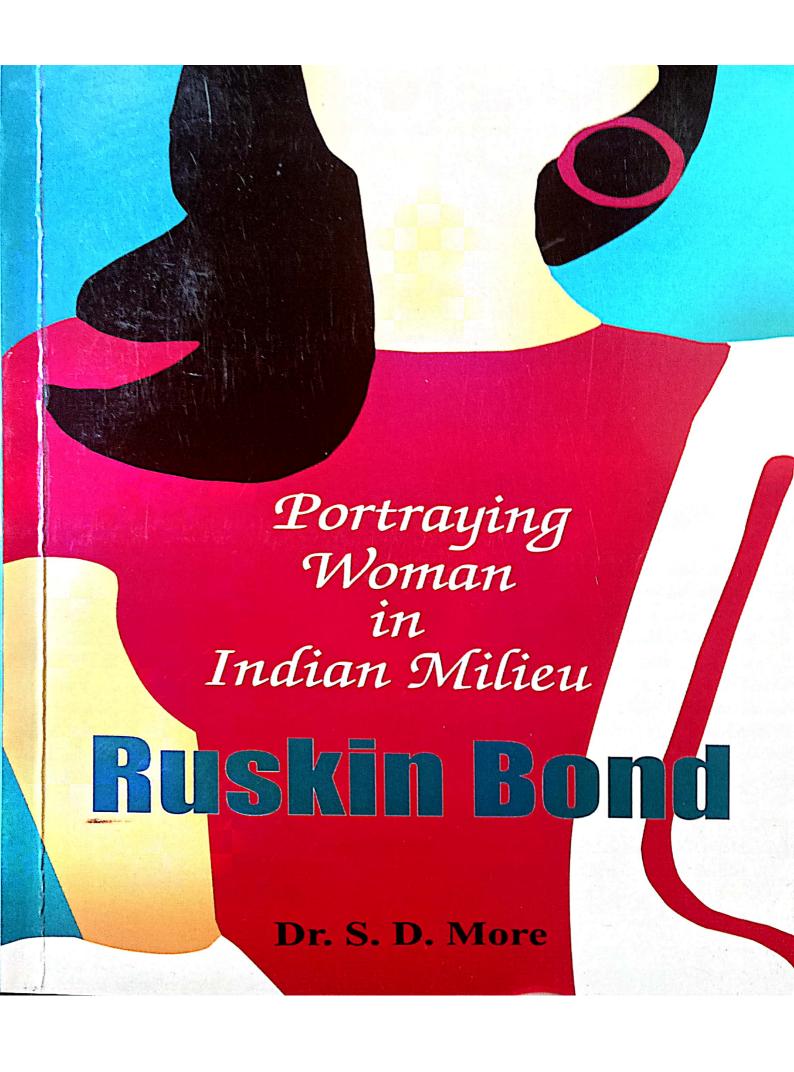
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Ruskin Bond: Portraying Woman in Indian Milieu

Dr. S. D. More

(M.A.English-NET)
Assistant Professor of English
S.P.M.Tatyasaheb Mahajan Arts and Commerce,
College, Chikhli.Dist.Buldana





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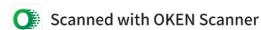
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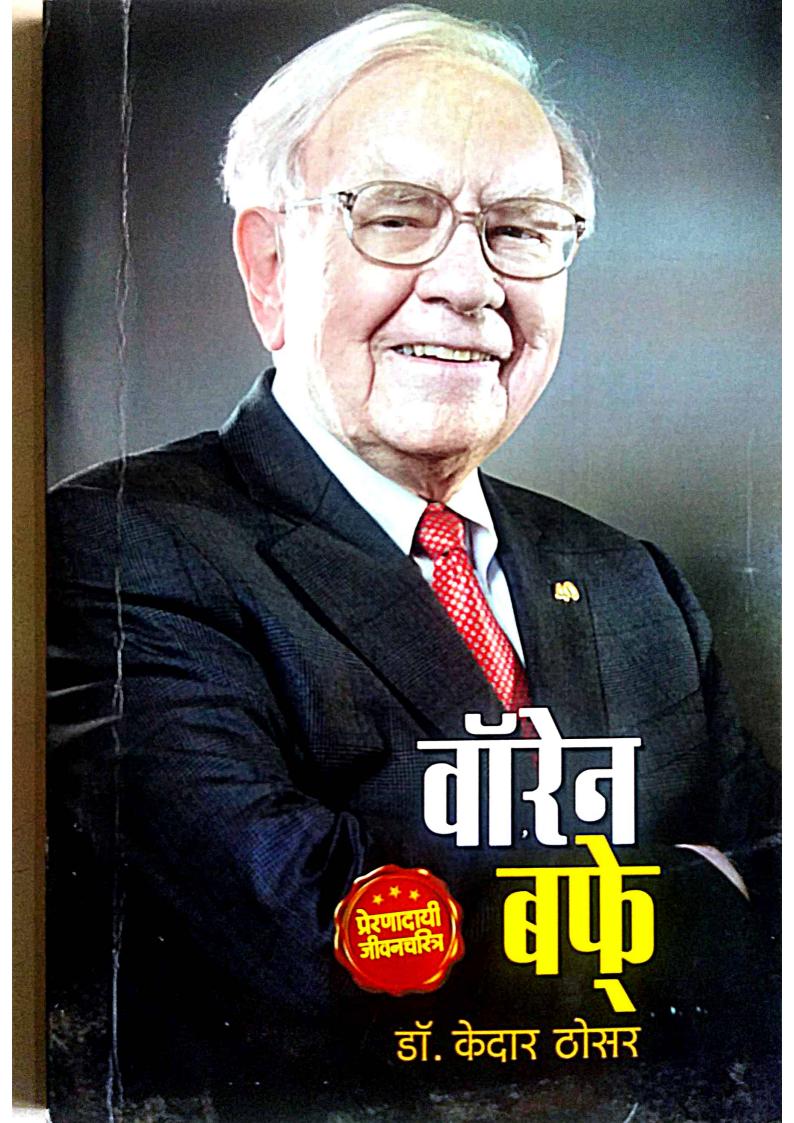
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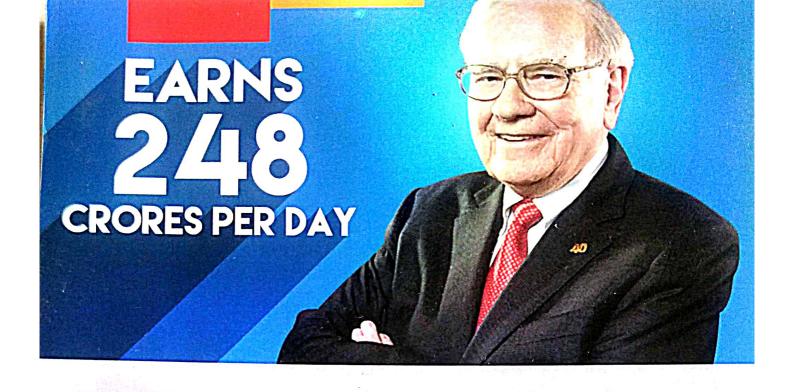
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गुंतवणुकदार म्हणून जगातील क्रमांक एकचे श्रीमंत झालेले, कमावलेल्या प्रत्येक डॉलरचा आनंद घेणारे, प्रचंड संपत्ती स्वतःच्या ऐष आरामासाठी नाही याची जाण ठेवून स्वतःची ९१% संपत्ती दान करणाऱ्या श्रीमंत योगी आणि 'जगातील सर्वात मोठी गुंतवणूक तुमची स्वतःवरची' असा अमूल्य संदेश देणाऱ्या वॉरेन बफे यांचे हे चरित्र!

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In this books author describe use of ICT in Academic Libraries: Special reference to Arts and Commerce Colleges in Sant Gadge Baba Amravati University, Amravati. The Advances in information and communication technology will no doubt drive movement for develop academic library in new millennium. In this study found that Most of the colleges have good library, rich library collection and qualified staff. These libraries use ICT technologies in this libraries. With the help of INFLIBNET started on line services and computation of libraries. In this study did a survey of the use of Information Technology (i.e. computation of library use of CD-ROMs and multimedia system) and use of Communication technology (i.e. use of internet, inter library loan facility, and online services in academic libraries) in Sant Gadge Baba Amravati University. And for obtaining a clear picture to the level of application and use of ICT technologies.



Pradip Himmatrao Barad

Use of ICT in Academic Libraries



Prof. Dr. Pradip Himmatrao Barad is Working as a Associate Professor and Head Library and Information Science Research Center, SPM Tatyasaheb Mahajan Arts and Commerce College Chikhli Dist.Buldana. India. his experience is 24 years and on his credit 02 Copy Rights, 03 books, 45 Article in Journals. His area of interest is Library, ICT, IPR.



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Abbreviations

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ICT	Information and Communication Technology
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LIBMAM	Library Management
SLIM21	Software for Libraries
CAS	Current Awareness Services
SDI	Selective Dissemination Information
RFID	Radio Frequency Identification
LAN	Local Area Network
WAN	Wide Area Network
CD	Compact Disc
DVD	Digital Video Disc
INFLIBNET	Information Library Networks
DELNET	Development Library Networks
OCLC	Online College Library Networks
INDEST	Indian National Digital Library Science & Technology
BSNL	Bharat Sanchar Nigam Limited
OPAC	Online Public Access Catalogue
N-LIST	National Library Infrastructure for Scholarly Content

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Pradip Himmatrao Barad

Use of Information Communication Technology in Academic Libraries



Use of Information Communication Technology in Academic Libraries

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Use of Information Communication Technology in Academic Libraries

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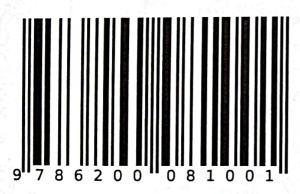
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The Advances in information and communication technology will no doubt drive movement for develop academic library in new millennium. ICT provides an excellent opportunity for library professionals to manage themselves better. Most of the colleges have good library, rich library collection and qualified staff. These libraries use ICT technologies in this libraries. With the help of INFLIBNET started on line services and computation of libraries. The use of Information Technology (i.e. computation of library use of CD-Rom and multimedia system) and use of Communication technology (i.e. use of internet, inter library loan facility, and online services in academic libraries) in Sant Gadge Baba Amravati University. And for obtaining a clear picture to the level of application and use of ICT technologies. And to put forward suggestions for the improvement of existing systems.



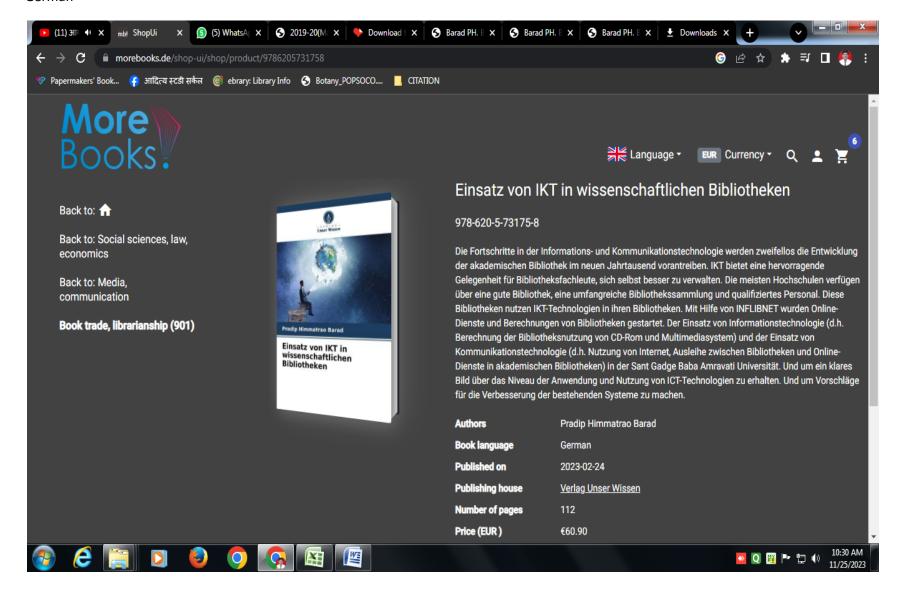
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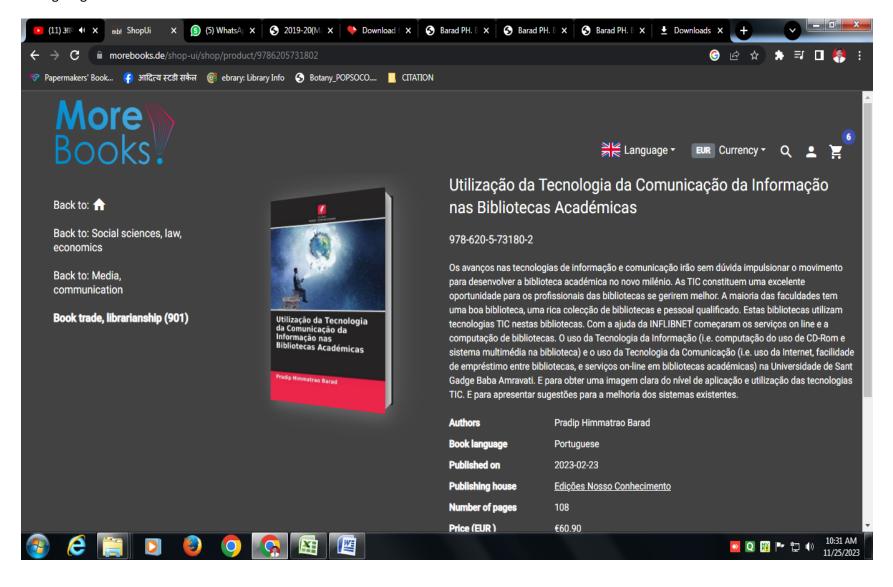
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बौद्धिक संपदा अधिकार: जाणीव-जागृती

(Awareness of Intellectual Property Rights)



प्रा. डॉ. प्रदीप हिम्मतराव बारड











बेद्धिक संपदा अधिकार : जाणीव-जागृती

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या पुस्तकातील कोणत्याही भागाचे पुनर्निर्माण अथवा वापर इलेक्ट्रॉनिक अथवा यांत्रिकी साधनांनी – फोटोकॉपिंग, रेकॉर्डिंग किंवा कोणत्याही प्रकारे माहिती साठवणुकीच्या तंत्रज्ञानातून प्रकाशकाच्या व लेखकाच्या लेखी परवानगीशिवाय करता येणार नाही. सर्व हक राखून ठेवले आहेत.



मंत्री उच्च व तंत्रशिक्षण महाराष्ट्र राज्य

मेवालय, मुंबई ४०० ०३३

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शुभ संदेश

महाराष्ट्रातील विद्यापीठात मोठ्या प्रमाणात साहित्य निर्मिती, शोध आणि संशोधन, नवनवीन प्रयोग सतत तज्ञ मंडळी करीत असतात, कॉपीराइट, पेटंट, ट्रेडमार्क, औद्योगिक संकल्पचित्र, भौगोलिक निर्देशक इत्यादी स्वरूपातील नोंदणीमध्ये अलीकडच्या काळात जागृती वाडली आहे.

बौध्यिक संपदा किंवा स्वामित्व हक्क पाविषयी सामान्य नागरिकांपासून संशोधकांपर्यंत सर्वांना उपयुक्त 'बौद्धिक संपदा अधिकार : जाणिव जागृती' (लेखक डॉ. प्रदीप हिम्मतराव बारड) मराठी भाषेत ग्रंथ प्रकाशन होत असल्याचे समजले. या ग्रंथाचा वाचक, अभ्यासक व संशोधक यांना नक्कीच उपयोग होईल.

. ग्रंघ प्रकाशनास हार्दिक शुभेच्छा..!

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आजच्या गतिमान तंत्रज्ञानाच्या युगात, बौद्धिक संपदा वाढत आहे. वैज्ञानिकप्रगती, उद्योजकता आणि नवकल्पना, सर्जनशीलतेच्या दृष्टीने भारतात झपाट्याने झालेल्या प्रगतीचा प्रकाश लक्षणीय आहे. या परिस्थितीत, बौद्धिक संपदा किंवा स्वामित्व हक्काचे प्रभावी संरक्षण आणि व्यवस्थापनाला महत्त्व प्राप्त झाले आहे आणि भारत यासाठी पूर्णपणे वचनबद्ध आहे.

मा. ना. पीयुष गोयल

मंत्री, वाणिज्य व उद्योग मंत्रालय, उद्योग आणि अंतर्गत व्यापार प्रोत्साहन विभाग, राष्ट्रीय आयपीआर पॉलिसी, भारत सरकार, नवी दिल्ली,

बौद्धिक संपदा किंवा स्वामित्व हक्क या विषयी सामान्य नागरिकांपासून संशोधकांपर्यंत सर्वांना उपयुक्त असा मराठी भाषेतील हा ग्रंथ आहे. या ग्रंथाचा वाचक, अभ्यासक व संशोधक यांना नकीच उपयोग होईल. ग्रंथ प्रकाशनास हार्दिक शुभेच्छा..!

मा. ना. उदय सामत

मंत्री, उच्च व तंत्रशिक्षण, महाराष्ट्र शासन, मुंबई.

कॉपीराइट, पेटंट, ट्रेडमार्क, ट्रेड सीक्रेटपासून परंपरागत ग्रंथालयापर्यंत. पद्मविभूषण डॉ.रघुनाथ माशेलकर आणि सरकारच्या कार्याबद्दल सविस्तर माहिती लेखकाने दिली आहे.

मा. डॉ. प्रमोद पाब्रेकर

वरिष्ठ सल्लागार, राष्ट्रीय उच्चतर शिक्षा अभियान, महाराष्ट्र शासन, मुंबई.

हा विषय महाराष्ट्रातील आणि मर्गेट विषेक विद्यार्थ्यांकरिता अत्यंत सहज, सोप्या भाषेत मांडण्याचा प्रयत्न लेखकाने केल्थ

डॉ. उद्धव भोसले

कुलगुरू, स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

बौद्धिक संपदा म्हणजे काय? ती कशी मिळवायची? या ग्रंथाद्वारे कॉपीराईट, भौगोलिक निर्देश, ट्रेडमार्क, पेटंट, बरोबर पीक वाण संरक्षण आणि शेतकरी हक्क कायदा इत्यादी बद्दलची माहिती देऊन हा विषय विद्यार्थी, शिक्षक, संशोधक आणि शेतकरी, कारागीर, तंत्रज्ञ, उत्पादक यांच्यासाठी कसा उपयोगाचा आहे, हे अत्यंत मुद्देसूद आणि सोप्या भाषेत लेखकांनी मांडण्याचा प्रयत्न केला आहे.

डॉ. विलास भाले

प्रभारी कुलगुरू, संत गाडगे बाबा अमरावती विद्यापीठ, अमरावती. कुलगुरू, डॉ. पंजाबराव देशमुख कृषी विद्यापीठ, अकोला.



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Seventy-Five Years Of Indian Library Profession

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Dr. Ravikant N. Mahindkar

Dr. Vishalsingh Shekhavat

Dr. Vandana R. Khakre

Dr. Sanjay H. Bhoge

Mr. Nagsen D. Bansod

Mr. Bhushan N. Dayawate



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EDITORS

Dr. Ravikant N. Mahindkar Dr. Vishalsingh Shekhavat Dr. Vandana R. Khakre Dr. Sanjay H. Bhoge Mr. Nagsen D. Bansod Mr. Bhushan N. Dayawate







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II 20

EDITORIAL

India has completed 75 years as an independent country in the year 2022. During this period we have taken a huge leap in development in almost all fields. The government has developed the education system in India to a great extent by accepting and considering the various recommendations of the constituted commissions and committees. These commissions forced the government to give special attention to libraries by giving positive recommendations regarding libraries. However, it is equally true that this has only been possible due to the continuous pursuit of various LIS organizations. At the time of independence, many universities started undergraduate and postgraduate courses in library science. After the rise of computers and the Internet, traditional libraries were replaced by computerized libraries. The rapid growth of ICT further transformed these libraries into digital libraries, paperless libraries and virtual libraries.

In the 21st century, the nature of libraries has changed according to the changing demands of their users. The changing nature of reading material also played a major role in this change. A study on the development of library, LIS education and LIS association in these 75 years after the status of independent India should be discussed and the future roadmap of these matters should also be placed before the youth working in the profession. Keeping this in mind, Maharashtra University and College Librarians Association(MUCLA) has decided to organize this conference in collaboration with Indian Library Assocition (ILA).

- Editors

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Importance of User Education for Efficient Use of Library

Prof. Dr. Pradip Himmatrao Barad

Librarian, (Professor Gread) and Head Library and Information Research Centre, SPM Tatyasaheb Mahajan Arts and Commerce College, Chikhli, Dist-Buldhana

Mrs. Sanobar BashirKazi, Librarian, P.D.E.A's Law College, Hadapsar, Pune.

Abstract:

Usersare at the centre of any library. A library becomes lively when it is optimally used by its readers. In order to enhance Users' ability to make the best use of library and the resources available, educating the users becomes an imperative. User's satisfaction is the main aim of the library. User education consists of user's 'orientation' in library system he may be using in that particular library. Some times readers lack the scientific methods of using library services and therefore it is librarian's responsibility toorient the users about the services available and the manner in which they can avail them optimally. The paper analyses the need to carry out user education and describes the different methods of user education that includes library orientation, bibliographic instruction, on-line instruction and their suitability to different situations.

Key words: Academic Library, College Library, Library Orientation, Library Service, User Awareness, User Education.

INTRODUCTION

The basic function of any library is to cater to different needs of different readers. Instant access to relevant and precise information is much sought after in industrial, educational, research and development sectors. Right information to the right user at right time paves way to new possibilities and achievements in research and development. To provide correct and precise information within stipulated time we need to understand the needs of library users, the manner in which they interact with the library system, their pattern of search and their competency in using library.

'User Education' involves helping the users in maximum utilization of library resources. It is the primary duty of librarian to ensure optimal use of the library. The first time users need training about the library, their holdings and its information storage andretrieval mechanism and about the available services. Without 'User Education', the properutilization of the library is not possible. User Education programme improves the users' expertise andenhances their skills to make the best use of available resources. The librarianhas to ensure the proper use of information sources and services tobenefit its users and therefore there is a need for user education programmes. Ordinary usershave difficulty in searching information that require technical skills like book catalogues, databases, CD ROMs, Internet, e-books and other new media. The user education programmes should be developed keeping in mind the target groups, their demands







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The Digital Environment in Plagiarism

Nilesh Balaso Saste
Vidya PratishthansVasantrao Pawar Law College Baramati, Dist-Pune
Prof. Pradip Himmatrao Barad.
SPM Tatyasaheb Mahajan Arts and Commerce College, ChikhliDist- Buldana

Abstract

Information explosion is the concept that originated after the invention of World wide web (www). Plagiarism is one of the most discussed phenomenon's nowadays. It has crept in the scholarly society in the late 19th century with information explosion. The paper discusses the possible ways to avoid the plagiarism. It presents a brief conceptual analysis of plagiarism along with information on some important plagiarism detection tools/software. It also compares the characteristic features of plagiarism detection software along with pros & cons.

Keywords: Plagiarism, antiplagiarism software, Copycatch, Glatt Plagiarism Screening Program (GPSP), Turnitin

Introduction

The word plagiarism derived from Latin roots, which means abducting, kidnapping, seducing or plundering. The Oxford English Dictionary credits Ben Jonson being the first to use it in print. The English word 'plagiary' surfaced in 1601 in Ben Johnson's "The Poetaster", means a literary thief who wrongfully takes another's words or ideas. In other words, plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it afterward. According to the Authoritative Modern Language Association, plagiarism is a form of cheating that has been defined as the false assumption of authorship—the wrongful act of taking the product of another person's mind, and presenting it as one's own.

Plagiarism is turning out to be a big challenge to various researchers and academicians due to the easy availability of resources anytime from anywhere nowadays poses a serious threat to the integrity of their work. IEEE defines plagiarism as "The reuse of someone else's prior ideas, processes, results, or words without explicitly acknowledging the original author and source. Plagiarism in any form is unacceptable and is considered a serious breach of professional conduct, with potentially severe ethical and legal consequences". The prominent reasons considered for the rapid growth in plagiarism cases are lack of awareness about it and its consequences, fierce competition and easy availability of digital resources online.

Definition

- Wikipedia quotes from Random House Compact Unabridged Dictionary, 1995 that Plagiarism is the "Use or close imitation of the language and thoughts of another author and the representation of them as one's own original work."
- The World Association of Medical Editors (WAME) defines "Plagiarism as the use Seventy-Five Years of Indian Library Profession | 294 | Atharva Publications

of other's published and unpublished ideas or words (or other intellectual property) without attribution or permission, and presenting them as new and original rather than derived from an existing source.

To put it simply, this crime refers to stealing someone else's work or ideas, and passing it off as one's own. For a researcher, this form of scientific misconduct represents fraud of the worst order."

Causes and Measures of Plagiarism

In order to deal with the issue of plagiarism, it is essential to understand the factors which make it happen. Many factors can trigger plagiarism pressure, disorganization, poor study habits, "cut-and-paste" culture, or lack of understanding on the seriousness of plagiarism. Plagiarism has become a root problem in all educational institutes and research centers. Even in other fields of life, the issue of plagiarism is increasing rapidly as in the entertainment sector and also in music. There are many reasons for plagiarism; however, the University Library Guide to Plagiarism has discussed reasons of plagiarism very comprehensively. A summary of the discussion is given in

To avoid such acts of plagiarism, it becomes imperative to rephrase or paraphrase the original version and simultaneously acknowledge the source using any standard citation style. In other words, one should integrate and interpret different sources in one's own words. This process involves not only reproducing and extending ideas, but also reflecting upon and reiterating their meanings.

Ca	tegories	Factors
I.	Poor writing and research skills	Lack of search skills.
		Problem evaluating Internet sources.
		Confusion between plagiarism and paraphrasing.
		Confusion about terminology.
		Careless note taking.
		Confusion about how to properly cite sources.
II.	Misunderstanding key concepts	Misconception of plagiarism.
		Misconception of intellectual property, copyright, and
		public domain.
		Misconception of common knowledge.
		• Perception of online information as public knowledge.
III.	External factors	• Pressure from family, competition for scholarship and
		jobs.
		Student ethics and relationship with the University.
		Commoditization of knowledge and education.
IV.	Internal factors	Poor time management and planning skills.

Cause of Plagiarism

- Fear of failure or lack of confidence in their own writing
- Poor time management
- Course, assignment, conversion of academic documentation not important
- For better grading
- Aware of consequences of cheating
- Easy access of articles, books by using internet
- Lack of research, writing and documentation skill
- Don't know the effective use of citation
- Difficulties in understanding the western concept, ideas and written expressions.

Consequence of Plagiarism

Plagiarism is a serious offense:

- Result in work being destroyed
- Result in expulsion from Academic Institution
- Result in legal action.
- Considered as a lack of academic integrity, academic dishonesty, academic fraud, intellectual theft, and cheating
- Results in a failing grade in an assignment
- Damages the reputation of students
- Creates the impression of unfairness and not a level playing field for all students
- Give the impression that students don't care about themselves nor the university
- Give professors the impression that students are lazy and not using their critical thinking skills
- Prevent students from the chance to interpret other people's ideas or develop new ones.

Plagiarism Detection Tools/Software

Plagiaristic trends in academic societies lead scientists to design plagiarism detection tools and software. There are two ways of detecting plagiarism one being the manual method and the other, the use of anti-plagiarism software. The manual method is very tedious and somewhat time consuming and the use of anti-plagiarism software is more effective and up to date to detect copied and unoriginal content easily.

Anti-plagiarism software are available commercially as well as an open source. Some of them are listed below:

Plagiarism Detection Software

SN	Name of S/W		URL	License	Supported Documents	Features/Functions
1	Copyscape (2004)	Indigo Stream Technologies	www.copyscape.com	Freemium	PDF, DOC, DOC, HTML, RTF etc.	 create database and check newly uploaded files ban to warn cheaters against plagiarizing.
2	Copyleaks (2012)	Copyleaks LTD	<u>m</u>		PDF, DOC, DOCx_HTML_RTF etc.	formats in any languag entire website: plagiarism scan
3	Paper Rater		www.paperrater.co m	Freemium	Any programming language	Grammar, Plagiarism, and Spelling Check; Free Online Proofreading; No Downloads Allows to find those pesky mistakes and correct
4	(2010)	Informer tech.	www.plagarisma.net		Paste plain text into a text box, type a URL into a form, or load TXT, HTML, RTF, DOC, DOCX, ODT, PDF file.	files built-in spell checker ability to searchwebsite content from a URL
5	Plagramme (2012)	Plagramme.com	www.plagramme.co	Freemium	.doc, .docx and .ed formats.	 score Plagiarism risk score Paraphrase Bad citations. color-coding
6	PlagScan (2009)	***************************************	www.plagscan.com	commercial	DOCx HTML RTF etc.	formats and generates plagiarism reports with copy-pasted sources.
7	Plag Tracka (2011)	r <mark>Develler</mark>	www.plastracker.co m	Freemium	PDF, DOC, DOCx HTML RIF etc.	 gdf reports, grammar check, and unlimited text size. mostaccurate results, easy and usable report.
8	Dupli Checker (2006)	SEO	www.duplichecker.c	Freemium	Only text (.txt) files	 The checker is free and has additional free functions including spell check and batch check.
9	Plagium (2006)	Septet Systems, New York	www.plagium.com	Freemium	PDF, DOC, DOCx HTML RTF etc.	User friendly Quick search
10	Grammarly	and Kyiv.	www.srammarlv.co m		.doc, .docx), OpenOffice (.odt), but and .rtf	more than 10 times the grammatical errors • Create citations in multiple styles
11	Turnitin (1997)	iParadisms	www.turnitin.com	commercial	MS Word, Word XML, WordPerfect, PostScript, PDF,	 Ensure originality & integrity, paperless mark-up, grading &

					HTML, RTF,	peer review.
					HWP, OpenOffice	
					(ODT) and plain text.	
12	Unplag (2014)	Unplas	www.unplag.com	commercial	otd, pdf, docx, .txt, .rtf, .html etc	 Realtimescanning and allows comparing documents and folders
						inside the user account.
						 Check several files at a
						time and change
						sensitivity of similarity
						searches
13	Urkund	PrioInfo AB	http://www.urkund.c	commercial	.doc, .docx, .sxw,	
			om/		ppt, pptx, pdf, txt,	
					.rtf, .html, .htm, .wps,	involved, selection,
					.odt and .pages	discovery rate
14	iThenticate	Turnitin Oakland	http://www.ithentica			
	(2004)		te.com/		XML, WordPerfect,	
					PostScript, PDF,	(CMSs) and manuscript
					HTML, RTF.	tracking systems
					HWP, OpenOffice	(MTSs).
					(ODT) and plain text.	(
15	Viper	All Answers	www.scanmyessay.c	free	doc. docx pdf.	 Fast, accurate checking
	(2012)	Ltd.	om/		.html, .odt, .rtf, .text,	for plagiarism against
					.s, .cs, .app, .java, .pt,	millions of online
				l	pttx.	websites and web pages

Role of Library and LIS Professionals to Overcome Issues and Challenges of Plagiarism

The umpteen number of emerging cases of plagiarism arising every now and then for the last couple of decades have necessitated studying the role of libraries and its professionals. Although libraries have been the hub of knowledge since their inception, still the easy availability of electronic resources has ignited plagiarism. Therefore, library and information science (LIS) professionals have a major role to play, i.e., to conserve and preserve the intellectual assets. It is obvious that plagiarism can be prevented but with sincere efforts and continuous awareness. Jackson¹ has reviewed the following literature on the role of LIS professionals in plagiarism instruction:

Gresham² and Burke³ advocated for librarians raising awareness of plagiarism and detection services. However, Burke concluded that educating students about plagiarism and how to avoid it should be the prime concern in universities.

Scott⁴ noted that librarians are in a unique position to understand plagiarism in its broader context and proposed five ways for librarians to get involved, including defining plagiarism for students and using examples that place plagiarism in context.

In their article about the library's role in plagiarism instruction, Auer and Krupar ⁵ suggested that librarians proactively seek new opportunities to discuss the ethical use of information with students. Auer and Krupar⁶ suggested that "Librarians, as information literacy and research experts, should help faculty examine their existing or future assignments to determine the ease with which students could plagiarize." Hurlbertet al.⁷ emphasized the need for librarians to work with instructors on creating learner-centered, process-based research assignments that focus on the information sources used and require students to develop higher-level critical thinking and evaluation skills.

Lampert⁸ pointed out that while information about plagiarism detection is important, librarians and instructors should collaborate to develop discipline-specific plagiarism instruction to make academic integrity more meaningful to students.

Conclusion

It is the right time that the librarians, teachers, researchers as well as students should come forward to stop plagiarism. The most important role in this regard should be of teachers who should inform the students and the researchers as to how to come out of this copy paste culture. They must inform them to cite the sources properly with due acknowledgement to the original author, thus avoiding plagiarism. Higher education institutes and R&D organizations should conduct workshop and training programmes to create awareness about plagiarism. Such an approach will certainly ensure both prevention and cure of plagiarism.

In the advancement of technology and the digital era, the plagiarism software is the useful

tool for ensuring the originality and to provide the academic integrity. Today's need is to avoid the violation of copyright act and to make the awareness among the students and academician about the original and authenticate research work. It is the need of educational institute to recognize the plagiarism using the holistic and multi-stake holder approach to achieve the academic integrity.

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40	खनिज स्त्रोत: बापर आणि शोषणा, खनिज स्त्रोत काडण्याचे आणि वापरण्याचे पर्यावरणीय प्रभाव, केस स्टडीज	डॉ. रमेश गुलाबराव सुरळकर	130	51	गवताळ प्रदेश परिसंस्था: परिचय, प्रकार, वैशिष्ट्यपूर्ण वैशिष्ट्ये, रचना,आणि गवताळ प्रदेश परिसंस्थेचे कार्य	डॉ. श्रीमती जयश्री लक्ष्मणराव भोसीकर	174
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13	भूमी संसाधन	डॉ. श्रीमती संगीतामंगेश खडसे	145		विविधता आणिपरिसंस्था विविधता		
4	माती प्रदूषण	डॉ. श्रीमती संगीतामंगेश खडसे	148	55	भारताचे जैव भौगोलिकवर्गीकरण	डॉ. श्रीमती संगीतामंगेश खडसे	189
5	मानव प्रेरित भूरखलन	डॉ. प्रदीप हिम्मतराव बारड	151	56	जैवविविधतेचे मूल्यउपभोगात्मक वापरः, उत्पादक वापर, सामाजिक, नैतिक, सींदर्य	प्रा. प्रवीण अनंतराव जोशी	19
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लेखक सूची

डॉ. बालाजी रंगनाथराव लाहोरकर (M.Sc., M.A., M.Ed., SET, Ph.D.), प्राचार्य, श्रीमती सिध्ताई जाधव कला व विज्ञान महाविद्यालय, मेहकर, व्लडाणा डॉ. श्रीमती सविता माधवराव पवार. (M.A., B.Ed., NET. Ph.D.), सहयोगी प्राध्यापक, श्रीमती सिधुताई जाधव कला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. श्रीमती वैशाली राजीव मोरे. (M.A., Ph.D.). सहयोगीप्राध्यापक, श्रीमती सिंधुताई जाधव कला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. मेघराज रामहरी शिंदे, (M.A., NET, M.Phil., Ph.D.), सहयोगीप्राध्यापक, श्रीमती सिंधुताई जाधव कला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. रमेश गुलाबराव सुरळकर. (M.A., Ph.D.). सहाय्यक प्राध्यापक, श्रीमती सिंधुताई जाधव कलाव विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. संजय मोतीराम दांदडे. (M.A., M.Com., B Ed., SET, Ph.D.), प्राध्यापक, मे,ए.सो. कला व वाणिज्य महाविद्यालय, मेहकर, बुलडाणा डॉ. श्रीमती मंगल पांडुरंग खेडेकर , (M.A., B.Ed., M.Phil., Ph.D.), सहाय्यक प्राध्यापक, श्रीउत्तमचंद बगडिया कला व वाणिज्य महाविद्यालय, रिसोड, वाशिम डॉ. प्रदीप हिम्मतराव बारड, (M.A., M.Lib. &I.Sc., SET. Ph.D.), ग्रंथपाल, एस.पी.एम. तात्यासाहेब महाजन कला व वाणिज्य महाविद्यालय. चिखली, बुलडाणा प्रा संदीप अंबादास लांडे (M.A., M.Lib.&l.Sc., M.Phil.), ग्रंथपाल, सहकार महर्षी स्व. भास्करराव शिंगणे कलामहाविद्यालय, खामगाव, बुलडाणा

डॉ. संतोष तुकाराम कुटे. (M.A., Ph.D.), सहाय्यक प्राध्यापक, श्रीमती सिंधुताई जाधव कलाव विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. परमेश्वर रामदास जुनघरे (M.A., B.Ed., Ph.D.), सहाय्यक प्राध्यापक, श्रीमती सिंधुताईजाधव कला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. भानुदास वामनराव सोमटकर (M.A., M.Phil., Ph.D.), सहाय्यक प्राध्यापक, श्रीमती सिध्ताईजाधव कला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. श्रीमती संगीता मंगेश खड्से, (M.A., M.P.Ed., Ph.D.), शा शि.संचालक, श्रीमती सिध्ताई जाधवकला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. गजानन बळीराम घायाळ. (M.A., M.Lib. &I.Sc., M.Phil., Ph.D.), ग्रंथपाल, श्रीमतीसि धुताई जाधव कला व विज्ञान महाविद्यालय, मेहकर, बुलडाणा डॉ. बालाजी गणपतराव गिरगावकर. (M.Sc., M.Ed., Ph.D.), प्राचार्य, सहयोग सेवाभावी संस्थेचे अध्यापक महाविद्यालय, विष्णुपुरी, नांदेड डॉ. शेख म,वखीयोहिन शेखहमिदोहिन, (M.Sc., M.Ed., SET. NET, Ph.D.). मुख्याध्यापक, जिल्हा परिषद हायस्कृल, अर्धापुर, नांदेड डॉ. श्रीमती जयश्री लक्ष्मणराव भोसीकर. (M.Sc., M.Ed., Ph.D.). सहाय्यक प्राध्यापक, सहयोगसेवाभावी संस्थेचं अध्यापक महाविद्यालय, विष्णुप्री नादंड प्रा प्रवीणअनंतराव जोशी. (MCA. M.Lib.&Inf.Sci., SET), प्रथमाल, में एसो, कला व वाणिज्यमहाविद्यालय, मेहकर, जुलडाणा

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श्राञ्चल जीवनगीनीसाठी स्रोतांचा धोप्य वापर Equitable use of resources for sustainable lifestyles

- डॉ. प्रदीप हिम्मतराव बारह

रेश्या ५० वर्षात समाजाका नैसर्गिक संसाधनाचा वापर अनेक पटीनी वादला आहे. विक्रांति आणि विकासकील देशामधील प्राह्मकाच्या जीवनशैलीत मोदी तफावत आहे. औदधीगिकाणामुख विकासकील देशामध्य मध्यमवर्गीय लोकसंख्येची जीवनशैली चदलली आहे. ज्यामुळ नैसर्गिक संसाधनाच्या वापरावर अधिक ताण निर्माण होतो. असा अंदाज आहे की जगातील काही विक्रांति देश हे जगातील लोकसंख्येपैकी फाक २२% आहेत परंतु ते ८८% नैसर्गिक संसाधने, ७३% उर्थ संसाधने वापरावात आणि त्या बदल्यात ते प्रदूषणात मोठ्या प्रमाणात योगदान देतात.

दूसरोकडे कमी विकसित देशांपच्ये मध्यम औद्धांगिक बाब आहे आणि जातील लोकसंख्येच्या ५८% लोकसंख्या आहे आणि ते फक्त १२% नैसर्गिक संसाधने वापातात, २०% कर्जा संसाधने वापातात. यानुसार पाहिल्यास गरीब आणि शीमत यांच्यात खुप अंतर अष विकासाच्या या वृगात श्रीमत अधिक श्रीमत झाला आहे आणि गरीब अधिक गरीब होत चल्ला आहे. यामुळे नैसर्गिक संसाधनांच्या असुरक्षेत वाढ झाली आहे, नैसर्गिक संसाधनांच्या व्यवस्थापनाविषयी जागतिक चिंता वाढत आहे. या समस्योगे निराकरण म्हणने संसाधनांचे न्याय वितरण करणे, असुरक्षिततेची दोन प्रमुख कारणे म्हणने गरीब देशांमधील लोकसंख्या आणि ग्रीयत देशांद्वारे नैसर्गिक संसाधनांचा जास्त वत्यर, यामुळे नैसर्गिक संसाधनांच्या संतृत्वित वितरणांसळे जागतिक सहमती निर्माण करणे आवश्यक झाले आहे.

नैसर्गिक संसाधनाच्या न्याच्य वापरासाठी अधिक विकसित देश/श्रीमत लोकाना त्याचे नैसर्गिक संसाधने उपभोगण्याची पातळी खाली आणांची लागेल अंगोकान श्री संसाधने गरिवाना त्याच्या गरका भागवण्यासाठी सामाधिक करता येतील. भानवजानीच्या शाशवत विकासासाठी श्रीमत आणि गरीबानी संसाधनाचा न्याच्य चापर करणे ही काळाची गरज आहे. शाशवत विकास हा मुझान असा होतो की ज्यात विकासाची प्रक्रिया टीचे काळ चालू असते.

जीवनाची गुणवन्ता राखणे, पर्याथरण कमीत कमी न्हास करणे, मर्पादित नैवर्णिक सम्माधनाचा निर्वाजित किंवा विवेकी उपयोग करणे म्हणजे शास्त्रत विकास आहे. ही मर्पादित असलारी नैसर्णिक संसाधने टिकवून ठेवणे आवश्यक आहे. आपण मैसर्गिक संसाधनाचे संबर्धन केर्त समा प्रवासकार भविष्यातील विश्वीच्या तटना भागविष्याची स्थात अस्ति अर्थन अर्या अर्थन अर्या अर्थन अर्थन अर्या अर्थन अर्थन अर्या अर्थन अर्य अर्थन अर्या अर्थन अर्य अर्थन अर्य अर्थन अर्य अर्य अर्य अर्य अर्थ अर्थन अर्थन अर्थन अर्थन अर्थन अर

विश्वास संस्थान संस्थान संस्थान काण्याची नृष्ट्य करात्र महण्य - परिवाद्यक काण का त्यानिक संत आहे याची खात्री करणे, वैश्वविद्यता व्यव्यासाठी काणि अवववक पर्याकारीक विश्वाचे जातन करणे, जेवहा मानस या पद्धतीन पर्याकाणात्री काले आहेत, शास्त्रत विश्वयम् व वाच्य बापराचे उदिराद्य साध्य करेल तेवहाच त्याने नैसर्गिक संवादनाच्या सवर्धनाव प्रणादान दिल इसे होईल-

तुम्हाला माहीत आहे का?

मन 2015 मध्ये अदाजे नऊ दशलक्ष मृत्यू प्रदूषणाशी सर्वाधत होते. दरवर्षी, बागितक होकसंख्या अदाजे 1.3 अब्ज टम कचरा (6.5 दशलक्ष ब्लू व्हेलच्या यजनाच्या समृत्या) निर्माण करते. गर्भधारणेच्या सुरुवातीच्या काळात वायू प्रदूषणाच्या सपर्कात आल्याने जन्मजात दोषांचा धोका वाढतो. प्लस्टिक प्रदूषणामुळे ग्रेट पंसिकिक गार्बेज गंचची निर्मिती झाली, फ्रान्सच्या तिप्पट आकाराचे प्लास्टिकचे बेट. नवी दिल्लीतील हवेच्या गुणवत्तेची पातळी जागतिक आरोग्य संघटनेच्या सुरक्षा मर्यादेच्या 40 पटापर्यंत गंहोचू शकते.

तुम्हाला माहीत आहे का?

णियाच्या पाण्यातील सर्वात महत्त्वाचे रासायनिक घोके आसैनिक, फ्लोराईड किंवा गण्ट्रेट, फार्म्यस्युटिकल्स, कीटकनाशके, पॉलीफ्लुरोआल्किल पदार्थ (पीएफएएस) आणि भायक्रोप्लास्टिक्स यांसारख्या उदयोन्मुख दृषित घटकामुळे उदभवतात.

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वैश्वनिक स्रोताच्या मंद्राच्यात्र पात्रवाची भूषिकः। Role of an individual in conservation of natural resources,

- वाँ, प्रातीय हिम्मतराय वात्

सन्धंत्र पहणत्रे ससाधनाची काळती आणि सरक्षण काणे तेणेकरून ते भविष्णातिक पिक्यासाठी दिक्न सह सकतील, संबर्धनाद्वारे पानवाची विस्माचित जात्र्यत उपयोग साधला पाहरू जतन करणे प्रहणते शिकार, जगलतोड किया खाणकाम यासारक्ष्मा मानवी बापरापासून विस्ताव सरक्षण करणे जगलील लोकसंख्या अफाट दराने बाहत असताना, नैसर्गिक संसर्धनाचा घावते बाहत आहे. प्रण्यून्य, ही संसाधने पर्यावाणीय संपतील सावण्यासाठी आणि प्रविध्वातील विद्यासाठी जतन केन्या पाहित्येन.

वैवर्गिक प्लोताचे वर्गीकरण अक्षस्य आणि क्षत्र संसाधने असे केले गेले आहे. क्ष्म संसाधने अक्षी आहेत जो मर्बादित आहेत आणि सतत वापरात ती संपतील, उदाहरणार्थ कोळसा, वैहर्गिक बाबू इत्यादी, तर अक्षय संसाधने असे आहेत जे मानची चापरामुळे कमी होक शकत नाहर उदाहरणार्थ, पवन कर्जा आणि जल कर्जा है.

दिस्यं मानवास दैनदिन गरजा भागविष्यासाठी आवश्यक सर्व वस्तु पुरवतो. तथापि जाल लोकसङ्ख्या आणि मानवी दुर्लक्षामुक्ते मानवाने नैसर्गिक संसाधनाचे अध्यक्षिक शोषणं करण्यात सुप्रवात केली. हे असेव मुरू राहिल्यास भावी पित्रीसाठी कोणतीही नैसर्गिक संसाधने शिल्पक सहजार नाहीत. म्हणून नैसर्गिक संसाधनाचे संवर्धन करण्याची गरज आहे

नैसर्गिक संसाधनांचे संसाधनांचे संवर्धन कसे कराये?

वन समाधने, पाणी संसाधने, माती संसाधने, अन्य संसाधने, खनिज संसाधने आणि इत्रं संसाधने बासारखी नैसर्गिक संसाधने देशाच्या अर्थव्यवस्थेत आणि विकासात महत्वपूर्ण भूषिक बजावतात मानवजातीसाठी निमर्गांची देणगी असलेल्या या स्वांताच्या संवर्धनामाठी व्यक्तीत घोडासा प्रकल केल्यास मदत होऊ शकते, मानव नैसर्गिक स्त्रोताच्या संवर्धनात महत्वपूर्ण भूषिक बजाब शकतो.

वृक्षारोपण केल्यास, झाडे लाबल्यास जीमनीतील धूप कमी होण्यास मदत होते. डोगाउ भागात टेरेस होती पाण्याचा चेगयान प्रवाह नियंत्रित करण्यास मदत करते जी आपल्या प्रवाहना माती चेऊन जाते. रासायतिक खताचा चापर कमी करून आणि सेंद्रिय खताचा वापर बाहवून आण हात साम्राजी प्रदेशमंत्र प्रेप्पत प्राणीची सुनिकता सम्बन्ध शक्त होते. बाह्यम ब्राट्ट हट क देवलीक सम्बन्ध साम्राज व साम्राज कर्म शकता

व्यवसारका पाण्याचे पुर्शाण करून, पृथ्वीच्या पृक्ति तरावचात वाह करत राज्य अहिताणिक कर्णायाचा प्राचा करून, प्रावाचिक उपन्य प्राण्याचा वाह करत राज्य अहिताणिक कर्णायाचा प्राचा करून, प्रावाचिक उपन्य प्राण्याचा कर्णाया कर्णाया वाह कर्णाया वाह कर्णाया कर्णाया वाह कर्णाया वाह कर्णायाचा कर्णायाचा प्राचा अहिता वाह कर्णायाचा कर्णायाचा प्राचाय कर्णायाचा वाह कर्णायाचा प्राचाय कर्णायाचा प्राचाय कर्णायाचा प्राचाय कर्णायाचा प्राचाय कर्णायाचा प्राचाय कर्णायाचा कर्णायाचा वाह कर्णायाचा वाह कर्णायाचा वाह कर्णायाचा वाह प्राचायाचा वाह प्राचायाचा वाह प्राचायाचा कर्णायाचा कर्णायाचा कर्णायाचा कर्णायाचा वाह प्राचायाचा वाह कर्णायाचा वाह करणायाचा वाह कर्णायाचा वाह करणायाचा वाह करणायाच करणायाचा वाह करणायाचा वाह करणायाचा वाह करणायाचाच वाह करणायाचा वाह करणायाचा वाह करणायाचा वाह करणायाच्याचा वाह करणायाचा वाह करणाय

वनस्पती आणि प्राण्याच्या त्यांच्या नैसर्गिक निवासस्थाना मध्य सरक्षण काण्यासाठी एथ्रीय अद्यान, वन्यतीय अभयारण्य इ.ची निर्मिती करावी, बीज बैंका, पराणकण बैंका, वनस्पती उट्यान, प्राण संग्रहालय, जनुक बैंका इ. दूसारे वनस्पती य प्राण्याच्या नैसर्गिक वस्तीबाहरील सरक्षण करून नामशेष होणाऱ्या प्रजातीचे संरक्षण च संवर्धन करून जैवविविधता या नैसर्गिक स्पदेचे सरक्षण च संवर्धन करू शक्तो, पर्याचरण आणि नेसर्गिक संसाधने मील्यवान आहेत आणि लग जन्म कर्याच्यांचे कर शक्तो, पर्याचरण आणि नेसर्गिक संसाधने मील्यवान आहेत आणि लग जनम कर्याचर्याची आपण सर्वानी प्रयत्न केले पाहिन्देत, म्हणून नैसर्गिक संप्रदेचे सरक्षण च संवर्धन विवयक्त विवयक्त प्राप्ताची आहे.

शेवाच्या आयातामुळे भूपुष्ठावरीत माती कण विलग होतात. हे सर्व विलग झालेले कल क- के भूपुष्ठावका वलणा- या पावसाच्या पाण्याबरोवर वाहून नेले जातात.

मनुष्य व प्राणी - मनुष्य व प्राणी यांचा सतत वापर जिमनीवर होत असतो. स्वाल्य हालबालीमुळे व जनकरांच्या खुरामुळे जिमनीची झीज होते वय मातीचे विस्कळीत का स्व प्रमाणात त्याबरोबर बहुन नेले जातात.

भूरचना - जिम्मीच्या उतारामुळे बाहणा- या पाण्यास गती मिळते. ही गती सतत बाहत असे बाबासून निर्माण होणा- या उर्जेमुळे जिम्मीच्या भागाची झीज होते.

जेती भजागत - शेतीसाठी केलेल्या जमिनीच्या मशागतीमुळे मातींचीउलधापालथ होते व खं बाहुन जाण्यास चालना मिळते.

युश तोड - भूप्रद्वाबील बनस्पतीमुळे भूप्रद्वावर एक प्रकारचे आच्छादन तयार होते व तक् पडणा- या पावसाच्या धेंबाच्या आघाताची तीर्वता त्यात शोषली जाते. परंतु वृक्ष तोड केरवमुंडे। आच्छादन नष्ट होवृतपूर्वस चालना मिळते.

बिम्नीवरील बनस्पतीच्या आच्छादनामुळे अन्यप्रकारेमुण्टाधूपेस प्रतिबंध होत अले एकत बनस्पतीच्या मुळांना मातीचे कण घट्ट धरून ठेवले जातात व सहजासहजी धुपून जाव कर नाहीत. टुसरे म्हणजे बनस्पतीमुळे बमिनित सुरूम जीव निर्माण होतात . ते लहान लहान तीन बमिनीत तथार करीत असतात. त्यामुळे बमिनीत पाणी शोषले जावून भूपृष्ठावरील पाणतांट के होती व धुपेस काही प्रमाणात आळा बसतो

ध्येचे परिणाम

मातीचा नाम : विमिनीच्या पृष्टभागावर वरच्या स्तरातच पिकांना पोषक अन्नद्रव्यांचा साठा अन्तरे हा बरखा स्टरच धुपैने बाहुन गेल्यामुळे जिमनीची उत्पादकता कमी होते व त्याचा विपर्तत केल मेतीच्या उत्पादनावर होतो.

रेती, दगड, गोटेइस्वारिंचा साठा : बरच्या भागातील किंवा डोंगर उतारावरील जिमनींची प्रशंक त्यातील मुक्स, रेती, दगड, गोटे इत्यादि प्रवाहाबरोबर वाहत येवृत सखल भागातील होति अभिनींबर प्रसातात व वा सुविक जिमनी निकामी होतात.

पाण्याची टंबाईं : भूप झाल्याने पाण्याबरीबर माती, गोटे इत्यादि गंगाळ याहत वेवून तो पाण्या बलाञ्यात व कालव्यात साठतो, त्यामुळे त्यांची पाणी साठविण्याची किंवा पाणी वाहून नेवर्च हमता कमी होते. यामुळे कालांतराने पाण्याची टंचाई निर्माण होते व अशा बाधकामाचे आयुष्यती कमी होते.

पुराच्या समस्या: पुपेमुळे वाहून जाणारी माती, रेती इत्यादि पाण्याच्या नैसर्गिक प्रवाहात सादून त्वाची पाणी बाहून नेण्याची क्षमता कमी होते. लहान कण पायसाचे पाणी बादुल्यास ते अला प्रवाहातून पूर्णपणे बाहून जाबू राकत नाहीत, च ते आजूबाजूच्या प्रदेशात पसरून तेथे पूर वेतात व जीवित व बित्त मालमत्तेची हानी होते.

जिमनीचे विभाजन: धुपेमुळे घळी निर्माण होतात व त्यामुळे जिमनीचे लहान लहान तुकडे पहतात व मशागत करण्यात अडचणी निर्माण होतात. रस्ते, इमारती, पूल इत्यादि बांधकामांना सुध्दा यामुळे धोका निर्माण होतो.

ब्रिमीची धूप थांबविण्यासाठी उपाययोजना : जिम्मीच्या पृष्ठावर पहणारे पाणी जास्तीत जास्त प्रमाणात जिम्मीत जिर्मिवले किंवा शोपलेगेल्यासव भूपृष्ठा वरून वाहणाऱ्या अपधाव पाण्याचे प्रमाण कमी केल्यास जिम्मीची धूप थांबविण्यात यश येईल, पाण्याबरोबर वाहत वेणाऱ्या गाळास थांबविण्याची व्यवस्था करावी. नेहमी एकच एक प्रकारची पिके न घेत पिकाची फेरपालट करून वेण्येगळ्या प्रकारची पिके आलटून - पालटून घ्यायीत, लागवड योग्य जिम्मीत पट्टा पेर पट्घतीचा वापर करून सर्वत्र सलग एकच पीक न घेता वेगवेगळ्या प्रकारची पिके वेणवेगळ्या पट्ट्यांमधून घ्यायीत, शेतीसाठी करावयाच्या संपूर्ण मशागती, जसे नांगाणी, कुळवणी, पेरणी, कोळपणी इ. उताराच्या आडव्या व समपातळी रेवत समांतर करावी. जमीन डोंगराळ भगत असल्यास उताराच्या विमनीची धूप थांबविण्यासाठी समपातळीतील बांघ बंदिस्ती, ढाळीचेवरंबे, उताराला आडवे वाफे, पायऱ्यांचे मत्रगीकरण, नालाविनयन, तसेच समपातळीत चर खोदणे या सारख्या उपाययोजना काख्यात. धूपनियंत्रण करण्यासाठी भुईमूग, मटकी आणि कुळीथ ही पिके अत्यंत कार्यक्षम आहेत. अत्या प्रकारे प्रयोगशील शेतकरी आधुनिक तत्रज्ञानाच्या जोरावर जिमनीची धूप थांबविण्यात यशस्वी होईल.

(88) जमिनीची धूप Soil Erosion

- डॉ. प्रदीप हिम्मतराव वार्

मातीचे कण जमिनीपासून वेगळे शोऊन एका ठिकाणाहून दुसऱ्या ठिकाणी प्रवमाञ्च पाज्याबरोबर किया वाऱ्याबरोबर वाहत जाणे म्हणजे जीमनीची घूप होय. धूपेची प्रक्रिया है देखीं प्रक्रिया आहे. खडकांपामून ऊन, पाऊस, वारा, थंडी, उप्णता इत्यादी च्या परिणामामुळे विद्या प्रक्रियेने माती तयार होत असते. ही विद्यारण प्रक्रिया अत्यंत संध गतीने होत असते. एक से हे वाडीचा मातीचा थर तयार होण्यास अभेक वर्षे लागतात. तसेच दाट झाडे झुडपेगाचेपासून पहाण पाला पाचोळा साठून कुजून त्यापासूनही माती तथार होते. वारा, पाऊस इत्यादीमुळे ही माने एक ठिकाणाहून दूस- या ठिकाणी बाहून नेली जाते. सखल भागातील माती पाण्याच्या प्रवाहाकांच बाहत जायनदूस- या ठिकाणी गाळाच्या स्वरूपात साठते व तेथे उपयुक्त जमीन तवार होते. व इंद उत्तराच्या व दार वनश्रीच्या भागातील पाला पाचीळा या सखल भागात वेवून साठती व त्वाणस् माती तयार होवृत झालेली धृप भरून निघते.

अज्ञा प्रकोरे जोपर्यन्तविदारण व धूप या दोन्ही प्रक्रियांचा समतोल साधला जानो तो पर्यन ल एकमेकास पूरक असतात. यास नैसर्गिक धूप म्हणतात व अशी नैसर्गिक धूप ही उपकारक अस्त्र परंतु मनुष्य व अन्य प्राणी यांचा वावर जमिनीवर यादल्याचे मानीचे कण मोठ्या प्रमाणावर किल होतात. तसेच शेतात वेगवेगळचा प्रकारची मशागत केल्याने मातीची उपधापालयहोदन है विस्कळीत होते, रानब्राधणी योग्य प्रकारे न केल्यामुळे, पाण्याचा वापर अयोग्य प्रकारे केल्यामुळ पाणी मुखण्याची व्यवस्था केलेली नसल्यास, अपधाव मुरक्षितपणे वाहून जाण्यासाठी व्यवस्था केली नसत्यास इत्यादीं कारणामुळे शेतातील जमिनीची धूप होते. जमिनीची धूप कमी करण्यामाउँ पॅस गवताची (बुरण) लागवड फायदेशीर ठरते. त्याचा उपयोग दुभत्या जनावरा साठी हिरव 🐃 म्हणून वर होतो आणि जमिनीवर आच्छादन निर्माण होऊन जमिनीची धूप थाबते.

धुगीचे प्रकार :- खालीलप्रमाणेधूगीचे प्रकार आहेत. त्यांना धूगीचे प्रकार म्हण्यांगा अतिकृथ्दीतभूपचे टप्पे म्हणणे उचित ठरेल. कारण एका प्रकारामधून द्स- या प्रकाराचा उगम हर इसती धूप (म्प्लिशहरोजन) : पावमाचे पाणी जीवतीया बेस्स पहले, तस्त्र का उच्चेत्रक पहले इसका । इसके, पावसाच्या प्रत्येक श्रेंबाम अत्येत कमी का होईना वडन असते व इनक्य उपका ने अन्यः अपन्याने त्या प्रत्येक थैबाची विशिष्ट स्थळ उन्नी असते, सबसाचे थेब अधिरोक पहते असतान ते अर्थ इपिनीच्या पृष्ठभागावर आधात करतात. या आधातामुळ पृष्ठभागावरील मानीच कण उसकी घेडल वित्रक होतून बाजूना पडतात. अशापकांगातिवृष्टीतधुपेला प्राप्त होता.

व आपकी भूप (रिलंडरोजन) : पावसाचे वेब जीपनीवर पडल्यानस उनाराच्या दिसने वाड् नणातात. लावरोबरच ते त्याच्या आधाताने उमळी घेऊन विलग झालेले मातीचे कण बाहुन नेतात. यावत हमताना असे अनेक थे**व** एकत्र येवून त्यांचा लहानमा प्रवाह तया होतो. जीमरीच्या उतारामुळे वा इवाहास गती मिळून ती सतत बांदत जाते व त्यामुळे भूगुष्ठाची अलाखी झीव होऊन वा सहान नहान प्रवाहाच्या जागी लहान ओवळ तयार होतात. हा धूपेचा दुसरा टप्पा झाला.

चाररी ध्रुप (प्रीटि इरोजन) : अशाप्रकारे पडलेल्या लहान लहान ओवळी एकत्र बेवून त्याचा मोठा वामलोट संयार होता, यास अपधाव (रन ऑफ) म्हणतात, हे अपधाव पाणी भूपाठावरून एखाद्या चहरीप्रमाणे वाहत जाते व पुन्हा त्यास जिमनीच्या उतारामुळे गती प्राप्त होवून जीमनीच्या मोठवा क्छभागाची झीज होऊन ती माती या पागलोटाबरोबर बाहत जाते.

वळी धूप (गलीडरोजन) : भूप्टायरून बाहणारा पाणलोट प्रवाहात परिवर्तित होण्यामादी मार्ग सोध् नगनो व खोलगर भागान तो केंद्रित होव्न लागतो. अशाप्रकारे घळीचे शीर्ष (गली हेड) तया होते. स्य ह पाणी खोलगट भागाकडे वाह लागते व प्रवाह तयार होतो. त्याम आजुबाङ्च्या अन्य उच भणवरील पाणलीट येवून मिळत असतात व प्रवाह विस्तारत जाती, वाहत्या पाणलाटामुळे व र्गमनीच्या उनारामुळे या प्रवाहाची गती बादून प्रवाहाच्या तळाची आणखी धूप होत जाठे व स्पा रिकाणी यस तथार होते.

प्रवाहातील धूप (स्ट्रीम बॅकडरोजन) : पाण्याचा प्रवाह याहत असताना त्यात पाणलोट क्षेत्राबरोबर हत याद होत जात व त्याच्या तळाच्या उतारामुळे त्याची गती देखील बाहत जाते. या बाहत्या निपुळे प्रवाहाच्या तळाची तसेच त्याच्या दोन्ही काठाची आणाखी झीज होत जाते, य प्रवाहाची वाली व विस्तार दोन्ही बाहत जातात.

भूप राज्याची कारणे :--

विमान- हवामानाच्या धूमकारक घटकांमध्ये, उष्णतामान, सारा व पाउस वा किहीबा समावेश ात. उष्णतामानातील फरकामुळ जिमतीचे आकुचन व प्रमरण होबूनन मातीचे कण विलग होतात. ित्यान वा- वाच्या भूपृष्ठाजीहोणा- या घर्षणानेही मातीचे कण विलग होतात, तर पायसाच्या

यामुळे भारतीय उपखंडात भूस्खलनाच्या घटनांमध्ये वाढ होत असल्याचे दिसते. अतिवृष्टीसह अंदाधुंद वृक्षतोड, बांधकाम, खाणकाम आणि उत्खनन यामुळे हिमालय पर्वतांचा न्हास वाढला अंदाधुंद वृक्षतोड, बांधकाम, खाणकाम आणि उत्खनन यामुळे हिमालय पर्वतांचा न्हास वाढला आहे, ज्यामुळे प्रदेशात भूस्खलनाच्या घटनांमध्ये वाढ झाली आहे. साउथ एशियन असोसिएशन आहे, ज्यामुळे प्रदेशात भूस्खलनाच्या घटनांमध्ये वाढ झाली आहे स्वलनां पैकी 30 टक्के फाँर रीजनल कोऑपरेशन (SAARC) च्या अभ्यासानुसार जगातील सर्व भूस्खलनां पैकी 30 टक्के हिमालयात होतात. अधिकृत अहवालांवर आधारित एका अभ्यासानुसार, फक्त मध्य आणि पश्चिम नेपाळमध्ये दरवर्षी सरासरी 75 मोठ्या भूस्खलनाच्या घटना घडतात आणि यामुळे देशाला जमीन आणि गुरांचे नुकसान तर होतेच पण खूप मोठा आर्थिक फटकाही बसतो. नेपाळ सरकारचा असा विश्वास आहे की अंदाधुंद खाणकाम आणि नियोजित रस्ते बांधणी हे जिमनीच्या संसाधनांच्या मोठ्या अपव्ययासाठी जबाबदार आहेत, जे ग्रामीण समुदायांना जंगलात अतिक्रमण करण्यास भाग पाडते आणि मातीची धूप आणखी वाढवते.

श्रीलंकेतही, सरकारचा असा विश्वास आहे की, विकास प्रकल्पांमुळे भूस्खलनाचे प्रमाण मोठ्या प्रमाणात वाढत आहे जे देशाच्या मध्य आणि नैऋत्य प्रदेशातील उंच डोंगर उतार आणि इतर अस्थिर ठिकाणी पसरले आहे. अधिक सघन मशागत, म्हणजे अधिक सिंचन आणि पाणलोटांचे अधिक विवंचन, यालाही दोष दिला जात आहे. मॉन्सून- आणि चक्रीवादळ-प्रेरित पाऊस हे भूस्खलन आणि भूस्खलनाची प्रमुख कारणे आहेत, ज्यात बांगलादेशातील डोंगराळ जिल्ह्यांमध्ये, विशेषत: चितगाव प्रदेश आणि सिल्हेटच्या काही भागांमध्ये नदीकाठच्या धूपाचा समावेश आहे. तज्ज्ञांचे म्हणणे आहे की, बांगलादेशा सारख्या भूकंपाच्या भूक असलेल्या देशात अविवेकीपणे जंगलतोड करणे आणि खराब नियोजित रस्ते थांबवायचे असल्यास योग्य भू-वापर धोरणाची नितांत गरज आहे. पाकिस्तानमध्ये पावसाळचात, मुरी टेकड्या, पीर पंजाल आणि हिंदूकुशमध्ये महामार्गालगत भूस्खलन देखील धरण बांधणी आणि खुल्या खड्ड्यातील खाणकामामुळे होते. नैसर्गिक घटकांव्यितिरिक्त, भूतानमध्ये भूस्खलन मानवी हस्तक्षेप, विशेषत: रस्ते आणि कालवे बांधण्यामुळे देखील घडले आहेत.

याशिवाय मानवनिर्मित कारणांमध्ये उतारी भूभागाचे शेतीसाठी सपाटीकरण करणे, तसेच रस्ते बांधणे व त्यांचे रूंदीकरण करणे यांचा प्रामुख्याने समावेश होतो. यामुळे अतिपर्जन्यमानाचे कालावधीत उतारी प्रदेशावरून वाहून जाणारे पाणी सपाटीकरण केलेल्या भागात स्थिरावते आणि प्रमण्डाच्या प्रक्रियेस सुरूवात होते. यामुळे जांभा खडकांमध्ये विघटन प्रक्रिया गतिमान हाते आकि धर्माद्वरीयर पृढे सरकाली जाते. अतिवृष्टी, डोंगर रांगावर वाढते अनिक्रमण, त्यावर वस्ती होण्याचे धर्माण, अतिक्रमण, डोंगरावरील खोदाई आदि कारणांमुळे दरह कांसळण्याचा धरका धर्मा आहे.

तम्हाला माहीत आहे का?

वायू प्रदूषण हा धुप्रपान, एचआयव्ही किंवा युद्धापेक्षा आयुर्मानासाठी मोठा धोका आहे: वायू प्रदूषण जगभरातील कोट्यवधी लोकांच्या जीवनातून अक्षरशः वर्षे कमी करत आहे. शिकामो विद्यापीठातील एनर्जी पॉलिसी इन्स्टिट्यूटच्या 2021 च्या अहवालानुसार, प्रहावरील वायू प्रदूषणाची उच्च पातळी असलेले भारतातील रहिवासी, खराब हवेच्या गुणवत्तेमुळे त्यांच्या आयुष्यातील सरासरी 5.9 वर्षे गमावतात. . सर्वात वाईट वायू प्रदूषण असलेले सर्व शीर्ष पाच देश आशियामध्ये असले तरी, मध्य आणि पश्चिम आफ्रिकेमध्ये वायू प्रदूषण हा झपाट्याने वाढणारा धोका आहे, जिथे सरासरी आयुर्मान दोन ते पाच वर्षांनी घसरले आहे, ज्यामुळे मानवी आरोग्यासाठी हे मोठा धोका बनले आहे.

तुम्हाला माहीत आहे का?

णयू प्रदूषणामुळे कोविड-19 पसरण्यास हातभार लागतो: हार्वर्ड युनिव्हर्सिटीच्या अलीकडील प्रथमिक अभ्यासात कोविड-19-संबंधित मृत्यू आणि वायू प्रदूषण यांच्यात सकारात्मक संबंध आढळून आला असून, विषाणूच्या प्रसारास मदत करणाऱ्या हवेतील कणांचा एक प्रशंसनीय संबंध आहे. कोविड-19 संबंधित मृत्यू आणि वायू प्रदूषणाचे निरीक्षण करणाऱ्या अभ्यासाच्या आधारे उत्तर इटली हे युरोपमधील सर्वात प्रदूषित क्षेत्रांपैकी एक असल्याचे लक्षात घेऊन तपासणीत आढळून आले की PM2.5 पातळीमध्ये 1µg/m3 ची धोडीशी वाढही मृत्यूच्या 8% वाढीशी मंबंधित आहे.

मानव प्रेरित भूस्खलन Man Induced Landslides

-डॉ. प्रदीप हिम्मतराव बारड

भूम्खलनाचे दोन प्रकार असतात - वेगवान भूम्खलन व सावकाश भूम्खलन, वेगवान म्खलन हे काही क्षणांमध्ये होते. याचा वेग इतका असतो की, तो याच्या प्रवाहात येणाऱ्या कोणत्याही गोष्टीला आपल्याबरोबर घेऊन जातो. याचे अनुमान सहसा काढणे शक्य होत नाही. अनुमान काढता आले तरी, इतक्या तत्काळ कोणतीही उपाययोजना करणे फारच कठीण असते. वेगवान स्खलनाचे वहन, स्खलन व डोंगरकड्यांवरून खडक कोसळणे असे अनेक याचे प्रकार असतात. हळू स्खलनाचे अनुमान काढणे शक्य असते. हे स्खलन वर्षानुवर्षे चालू असू शकते. याचा वेग फारच कमी असतो. हळू भूस्खलनामध्ये 'स्खलन' हा प्रकार असतो. 'जमीन खचणे' हा प्रकारही हळू स्खलनातच मोडतो. भूकंप व ज्वालामुखीच्या उद्रेकाप्रमाणे भूस्खलनही मुख्यत: जिमनीचे बलीय संतुलन बिघडल्यामुळेच होते. तसेच जेव्हा एका वस्तूमधील दोन कणांमध्ये कोणत्याही चिकट पदार्थाशिवाय आकर्षण निर्माण होते, तेव्हा त्याला 'धर्षणीय बल' म्हणतात. कोणत्याही कारणामुळे जर जिमनीत केपने निर्माण झाली व त्यामुळे जिमनीच्या उतारावरील मातीच्या कणांमधील घर्षणीय बल कमी झाले, तर भूस्खलन होऊ शकते. भूस्खलनांमध्ये पाण्याचे कार्य फार महत्त्वाचे आहे. पाणी हे नैसर्गिक वंगणासारखे कार्य करते. जेव्हा जिमनीत पाणी जाते तेव्हा ते मातीच्या कणांमधील घर्षण कमी करते. तसेच या पाण्यामुळे जिमनीत छिद्रीय बल निर्माण होते. वामुळे जिमनीची दाब झेलण्याची क्षमता कमी होते. त्यावर बांधकाम केल्यास भूस्खलन होऊ शकते. मानवी कारणांमुळेही भूस्खलन होऊ शकते. अती खोदकाम केले, तर जमिनीत हादरे निर्माण होऊन त्यामुळे तिथे भेगा तयार होतात. तसेच बोगदे खणताना कधीकधी विस्फोटकांचाही वापर केला जातो. त्यामुळेही जमीन कमजोर होऊ शकते. बऱ्याचदा बांधकाम करताना वृक्षतोड केली जाते. अमर्याद वृक्षतोडीमुळेही भूस्खलन होऊ शकते. मानवी हस्तक्षेपांमुळे भूस्खलनात वाढ होते. अंदाधुद वृक्षतोड, खाणकाम आणि उत्खनन आणि भूसंपत्तीचा मोठ्या प्रमाणावर होणारा अपव्यय

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 On the basis of the study results it is evident that general shop owners prefer local non-consumable products while super shop owners prefer Indian non-consumable products.

Solid waste management cost

 On the basis of the study results it is evident that super shop owners incur high solid waste management cost than general shop owners.

Availability of skilled labor

 On the basis of the study results it is evident that super shop owners felt more difficulties in getting skilled labor than general shop owners.

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 On the basis of the study results it is evident that super shop owners have tie up with manpower supply agency than the general shop owners.

45 A STUDY OF INFORMATION TECHNOLOGY REVOLUTION IN COOPERATIVE BANKS OF THE INDIAN ECONOMIC DEVELOPMENT

Prof. Dr. Anil S. Purohit,

Preeti Premraj Bhala,

Ph.D. Supervisor,

Research Scholar,

Faculty of Commerce and Management Research Centre, S.P.M.T.M. College, Chikhli, Buldana, Maharashtra

anilspurohit1@rediffmail.com

preetibhala17@gmail.com

Abstract--Information technology has changed human lives drastically. Humans are only a single click away from everything. Information technology helps to build and grow the commerce and business sector and generate the maximum possible output. The time taken by different sectors to generate business is now minimized with advancements in Information technology. It provides electronic security, storage, and efficient communication. Banks play a pivotal role in sustainable development of a country, and green banking today has become phraseology. A co-operative bank is a small-sized, financial entity, where its members are the owners and customers of the Bank. They are regulated by the Reserve Bank of India (RBI) and are registered under the States Cooperative Societies Act. The Co-operative Banks have recently been in news after RBI's restrictions on one of the leading banks, where they were denied any kind of money withdrawal. The Co-operative Banks in India are governed as per

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the Banking Regulations Act 1949 and Banking Laws (Co-operative Societies) Act, 1955. Customers are demanding access to sophisticated products and services through multiple channels like the telephone, Internet, cellular phones and the ATM. Today, the top managements of several Indian banks are viewing IT as a business enabler and a vital part of their strategy. Banks are revisiting their technology architecture. Even at the risk of being labeled as gross generalizations, it is useful to appreciate at the outset, that in the decade considerable number of cooperative banks have increased their computerization base by adding Any Branch Banking, Telebanking and ATM interface wherever required. This has facilitated the banks to provide efficient and effective customer services and has resulted in economizing on the costs per transaction.

Keywords: Information Technology, IT Deployment, Cooperative Banks in India

46 ENTERPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

Dr. Ravindra B Tembhurne, Associate Professor

S.P.M. Science & Gilani Arts Commerce College Ghatanji Dist Yavatmal Maharashtra

Email: tembhurne277@gmail.com Mobile No: 7720881944

The entrepreneurship is the proper use of resources and creating new one that is entrepreneurship, it is just producing something by mind of promoter for new concept and things. The sustainable growth is required for stable growth of India. We have to utilize the resources so that they will survive for next generation also and the growth will also sustain for next generation also. Today the water, petrol, metals, precious chemicals are at limited quantity and from such resources we cannot have sustainable development. There is lot of scope of entrepreneurship for sustainable development as the rate of employment is not quite high and the very few are in the field of production and companies as well as the entrepreneurship businesses and the modern marketing are dumping the foreign goods and items into our Indian market so there is lot of scope for crease home entrepreneurship in India so that employment rate and per capita income and the economic development will take place.

Conclusion: Whatever it may be but prevailing situation is not so good only few of families are involved into the entrepreneurship businesses as our religious limitation are there as the business are only for the Vishay category and Shudraa should only provide the services and work for others but now it should change with new entrepreneurship for sustainable development policy

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Investigating Attitude of General Shop Owners and Super Shop Owners towards Sustainable Business Practices

Sumit Rajendra Ginode

Prof. Dr. Anil S. Purohit
S.P.M.T.M. College, Chikhli, Buldana,
Maharashtra

1.0 Introduction

In simple words, sustainability is the ability to retain or maintain something at a certain rate or level. This could be applicable to absolutely anything, from the environment and Planet Earth to the general business practices. For example, in business, sustainability can be perceived in different ways. But currently where environment, social and governance is a primary context in which business sustainability is often referred to, it is said that business sustainability is doing business without negatively impacting the environment, community, or the society as a whole. Hence, the goal is not just building or running a sustainable business such as manufacturing products using recycled materials or doing business only with ecofriendly policies but also considering the whole environment as a stakeholder.

Sustainable business need not be only about organic and green materials. In broader terms, sustainability is looking for options that have a longer-term solution instead of a shorter-term, less expensive option. So in taking a look at the shopping mall culture from a sustainability point of view, the business might decide to develop eco-sensitive areas where energy

consumption is low. Sustainability also extends to the actual manufacturing plant where renewable sources of energy are used to manufacture goods that are sold in the shopping malls or general grocery stores. Thus, in order to achieve business sustainability, there is a need to understand the attitude and approaches used by various types of retail sales point like the general shops and super shops (which are bigger than the general shops but smaller than the shopping malls. The management of business in sustainable way is a big concern for all the firms. Sustainable economic and business development that creates a prosperous economy and healthy environment is essential for the wellbeing of future generations and hence, systematic study was conducted to investigate attitude of general shop owners and super shop owners of Buldhana District towards sustainable business practices.

3.0 Research Methodology

3.1 Research Design

The present study is conducted by using a descriptive research design.

3.2 Sample Size

In the present investigation data was collected from 100 grocery shop owners. Out of which 50 were owners of general (smaller) shop and 50 were owners of super shops, which are bigger than the general grocery shops but smaller than the big shopping malls.

3.3 Primary data collection

The primary data was collected using a reliable and valid short structured questionnaire and by following survey method.

3.4 Secondary Data

In this study, the secondary data was collected from different National and International Magazines, Trade Unions, Journals, Books of the reputed authors, internet and other sources.

3.5 Statistical Analysis of Data

Analysis of the data was carried out with the help of various statistical tests. All the

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statistical analysis was carried out by using SPSS 18.0 Software. The descriptive statistics, such as frequency, mode, percentage, etc were determined from the collected data.

4.1 Advertising cost incurred by the shops Table 1: Total Advertising cost incurred by the shops to increase footfalls

G:	Gene	Generalshop	Sup	Super shop
65.	Nos.	Percentage	Nos.	Percentage
N.	29	58.0	0	0.0
Moderate	16	32.0	16	32.0
High	5	10.0	34	68.0
Total	05	100.0	05	100.0

Above table 1 shows information pertaining to the advertising cost incurred by general and super shop owners to increase the footfalls. 58.0% general shop owners do not spend on advertising. However, 32.0% each i.e. general shop owners and super shop owners spend moderate amount on advertising and advertising cost incurred by 10.0% general shop owners and 68.0% super shop owners is high.

4.2 Preference to consumable products

Table 2: Preference to consumable products by
the shops

Product	Gen	General shop	Sup	Super shop
make	Nos.	Percentage	Nos.	Percentage
Local	28	56.0	9	18.0
Indian	16	32.0	25	. 50.0
International	6	12.0	16	32.0
Total	92	100.0	50	100.0

Above table 2 shows information pertaining to the preference to consumable products by general and super shop owners. 56.0% general shop owners and 18.0% super shop owners prefer local consumable products. However, 32.0% general shop owners and 50.0% super shop owners prefer Indian consumable products. While 12.0% general shop owners and 32.0% super shop owners prefer international consumable products.

4.3 Preference to non-consumable products

Table 3: Preference to non-consumable products by the shops

Product	Gene	Generalshop	Sup	Super shop
make	Nos.	Percentage	Nos.	Percentage
Local	32	64.0	=	22.0
Indian	E	22.0	27	54.0
International	7	14.0	12	24.0
Total	50	100.0	50	100.0

shop owners prefer loca 64.0% general shop owners products by general and super shop owners. pertaining to the preference to non-consumable consumable products. While 14.0% general shop and 54.0% super shop owners prefer Indian nonproducts. However, 22.0% general shop owners owners and 24.0% super shop international non-consuma Above shows ble products non-consumable and 22.0% super owners information prefer

4.4 Solid waste management cost

Table 4: Total Solid waste management cost incurred by the shops

Response	Gen	General shop	Suj	Supershop
	Nos.	Percentage	Nos.	Percentage
нан	w	6.0	27	54.0
Moderate	18	36.0	14	28.0
Low	29	58.0	9	18.0
Total	90	100.0	50	100.0

pertaining to the solid waste management cost incurred by general and super shop owners. 6.0% owners and 28.0% super management. However, owners spend high amo shop owners is less. moderate amount on solid While solid waste manag by 58.0% general shop owners and 18.0% super Above shop owners and table 4 shows information 36.0% ement cost incurred unt on solid waste waste management. shop owners 54.0% general shop super shop spend

4.5 Availability of skilled labor in the shops

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	9.0	Generalshop	S	Super shop
Response	Nos.	Percentage	Nos.	Percentage
Easy	28	56.0	4	8.0
Difficult	13	26.0	12	24.0
Very				
difficult	9	18.0	34	68.0
Total	50	100.0	50	100.0

Above table 5 shows information pertaining to the availability of skilled labor in the general and super shops. 56.0% general shop owners and 8.0% super shop owners easily get skilled labor. However, 26.0% general shop owners and 24.0% super shop owners face difficulty in getting skilled labor. While 18.0% general shop owners and 68.0% super shop owners felt more difficulties in getting skilled labor.

4.6 Tie up with manpower supply agency Table 6: Tie up of the shops with manpower supply agency

Response	Ge	Generalshop	S	Super shop
	Nos.	Percentage	Nos.	Percentage
Yes	2	4.0	43	86.0
No	48	96.0	7	14.0
Total	50	100.0	50	100.0

Above table 6 shows information pertaining to the tie up of general and super shops with manpower supply agency. 4.0% general shop owners and 86.0% super shop owners have tie up with manpower supply agency. However, 96.0% general shop owners and 14.0% super shop owners has no tie up with manpower supply agency.

5.0 Conclusions

5.1 Advertising cost incurred by the shops On the basis of the study results it is evident that super shop owners incur high advertising cost than general shop owners, which increases their risk to sustainability.

5.2 Preference to consumable products

on the basis of the study results it is evident that general shop owners prefer local consumable products while super shop owners

prefer Indian consumable products.

.3 Preference to non-consumable roducts

On the basis of the study results it is evident that general shop owners prefer local non-consumable products while super shop owners prefer Indian non-consumable products.

4 Solid waste management cost

 On the basis of the study results it is evident that super shop owners incur high solid waste management cost than general shop owners.

5.5 Availability of skilled labor

On the basis of the study results it is evident that super shop owners felt more difficulties in getting skilled labor than general shop owners.

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On the basis of the study results it is evident that super shop owners have tie up with manpower supply agency than the general shop owners.

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E- Commerce - Challenges and Opportunities

- Dr. Balkrushna S. In S. P. M. T. M. Art and Commerce Colle Chikhli Dis. Buldh

Abstract:

Electronic commerce, commonly written as e-commerce is buying and selling of products and services by businesses and consume over the Internet. Electronic commerce draws on technologies such mobile commerce, electronic funds transfer, supply chain managemen Internet marketing, online transaction processing, electronic day interchange (EDI), inventory management systems, and automated day collection systems. Consumers take advantage of lower prices offer b wholesalers retailing their products. This trend is set to strengthen a web sites address consumer security and privacy concerns. Due to the popularity of e-commerce there is a tremendous increase exchange of goods and services both regionally and globally. Now-a-days it has become the virtual main street of the world. This online business refers to the E-commerce which is recently moved in to developing countries like India. Today, e-commerce has grown into a huge industry. This paper is outcome of a review of various research studies carried out on E-commerce. The present study has been undertaken to analyze the present trends of e-commerce in India & examine the challenges & opportunities of e-commerce in India.

Keywords: E-Commerce, Opportunities and Challenges, Online Retail, Increasing Internet Users.

Introduction:

E-commerce stands for electronic commerce. It means dealing in goods & services through the electronic media & internet. The rapid growth of e-commerce in India is being driven by greater customer choice & improved convenience with the help of internet the vendor or merchant who sells products or services directly to the customer from the portal using a shopping basket system or digital cart & allows payment trough debit card, credit card or electronic fund transfer payments. In the present scenario e-commerce market & its space is increasing in

demand as well as an impressive display or range of a particular type of services. Ecommerce is already appearing in all areas of business, customer services, new product development & design. E-commerce business is growing in India because of wide range of product with minimum price wide range of suppliers & customers internet. In this modern era every business units want to join online business because increasing ratio of internet users in India. E-commerce in India is still in growing stage but it offers considerable opportunity.

Types of E- Commerce:

There are 4 types of E-Commerce

- 1. Business-To-Business E- Commerce: B2B E-commerce is simply defined as e-commerce between companies. This is the type of ecommerce that deals with relationships between and among businesses. About 80% of ecommerce is of this type, and most experts predict that B2B e-commerce will continue to grow faster.
- 2. Consumer To Business E-Commerce: Business-to-consumer commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods (i.e., tangibles such as books or consumer products) or information goods (such as software, or e-books); and for information goods, receiving products over an electronic network. It is the second largest and the earliest form of e-commerce.
- 3. Consumer To Consumer E-Commerce: Consumer-to-consumer electronic commerce involves the electronically facilitated transactions between some third party. It perhaps has the greatest potential for developing the new markets. C2C websites form a perfect platform for buyers and sellers who wish to buy and sell products of similar interest.
- 4. Business To Government E- Commerce: Business-to-government E- commerce or B2G is generally defined as commerce between companies and the public sector. It consists of a marketing products and services to various government levels.

Recent Trends In Indian E-Commerce Industry

India is a massive E-Commerce marketplace now with every age

group comfortably transacting online – more often preferring shopping online instead of visiting offline stores for a bigger gamut of choices and offers. E-Commerce industry is growing at an astounding rate in India and is expected to account for 1.61% of the global GDP by 2018. According to a report by Forrester, India is set to become the fastest growing market in the Asia-Pacific region with an expected growth rate of over 57% between 2012 and 2016.

- 1. Men in India shop 3X more than women While women continue to dominate the in-store markets, men with disposable incomes have taken it upon themselves to play the larger role in online shopping.
- 2. Cash-On-Delivery (COD) remains the most preferred online payment method. We Indians love the Cash-On-Delivery option; it gives us more control over online transactions since we don't have to pay until the product is at our doorstep. COD option during checkout has also been proven to boost impulse purchases.
- 3. 60% of online purchases happen during business hours. (9AM-5PM) This proven trend is a myth-buster that shows how integral a part online shopping has become in our day-to-day lives. Marketers can use this fact to schedule their promotions across advertising channels accordingly.
- 4. The Rural Pitch Ecommerce companies would emphasize more on attracting the customers from rural areas. Along with this, traditional business houses such as Tata Group and Reliance Industries will enter more aggressively into the ecommerce business.
- 5. Smartphone Apps: However, users browse products on desktops or laptops, they prefer transacting via smart phones because of their faster linkages to payment gateways. Smartphone ecommerce apps are also preferred as they offer more personalized shopping experience for customers and a better understanding of consumers for the ecommerce company. Further apps are also an opportunity to curate targeted promotions based on browsing or shopping cart history.

Opportunities:

E-business:

E-business affects the whole business and the value chains in which it operates. It enables a much more integrated level of collaboration between the different components of a value chain than ever before. Adopting e-Business also allows companies to reduce costs and improve customer response time. Organizations that transform their business practices stand to benefit immensely from innumerable new possibilities brought about by technology (www.ficci.com/sectors/ task-forces/e-business/e-business.htm).

E-commerce as anything that involves an online transaction. This can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. One area where there are some positive indications of e-commerce is financial services. Online stock trading saw sustained growth throughout the period of broadband diffusion. E-shopping is available to all these who use a computer. Over the past year Amazon. Com, ebay India, Indiatimes have seen a rapid growth in categories such as mobile handsets, jewellery, fashion apparel, books, gift items

Naukri.com – India's premier recruitment site has captured around and other items.

Flipkart-one of the most popular online business sites, with the 50% of the recruitment market. help of which one can trade for any types of goods.

Amazon (business)-same like Flipkart competitor. (e.g. of mega

Amazon kindle- includes online reading trading and publishing of the books, gives opportunities to the up-growing authors and their sales etc.) thoughts.

Myantra- online shoping for cloths

E-payments – online payments of electric bill, telephone bill, insurance premium, per month EMI and etc.

Trivago - online booking of hotels

Make my trip.com-for various trips and tours.

Irctc.com - One of the best things about this site is that a credit card is not an essential requirement for buying tickets here. Instead the Recent Trends in Commerce, Economics and Management | 63

site offers a direct debit facility having tied with most of the pop banks (www.rajindraflorist.com).

It is being estimated that the online travel market in India estimated at \$300 million in 2005 and has crossed \$750 million in 20 By 2008, it is expected to exceed \$2 billion (http://www.m-travel.co news/2006/10/online_travel_m.html).

Young Jun Choil, Chung Suk Suh (2005) reported that economic consequences of the death of geographical distance due the emergence of e-marketplaces. It has shown that overcoming spat barriers by means of e- marketplaces lowers the price level. Sin e-marketplaces achieve economies of scale by aggregating dispers demands, they allow the economy to have more varieties that did n exist before their emergence.

E- Commerce and distance learning:

Diana Oblinger (2001) reported that one is that education an continuous learning have become so vital in all societies that the deman for distance and open learning will increase. As the availability of the Internet expands, as computing devices become more affordable, and as energy requirements and form factors shrink, e-learning will become more popular. In addition to the importance of lifelong learning, distance education and e-learning will grow in popularity because convenience and flexibility are more important decision criteria than ever before. E learning will become widely accepted because exposure to the Internet and e-learning often begins in the primary grades, thus making more students familiar and comfortable with online learning. In fact, for many countries, distance education has been the most viable solution for providing education to hundreds of thousands of students.

Future media of e-commerce:

Patric Barwise (2001) reported that Probability 99% of e-commerce today is done using PCs either desktops or laptops. For B2B e-commerce this is unlikely to change .For B2C e-commerce however, things will be more complex.

There will be wider range of relevant media, including interactive digital TV, and a range of mobile and wireless services.

There will be huge difference between different consumers' There will be mag.

Ownership of equipment and access technology. Some will have broad band access and others have no digital communication at all, 64 | Prashant Publications

Current and future B2C digital media:

Digital media able to support consumer e-commerce can be grouped under five main headings, with in the home PCS, IDTV and within next five years a range of other online device such as games, computers, utility meters etc. In summary, the online PC is well established while the other B2C digital media are still emerging.

Challenges:

1:4.1 Ethical issues:

Jackie Gilbert Bette Ann Stead (2001) reported the following ethical issues related to e-commerce.

Privacy -

Privacy has been and continues to be a significant issue of concern for both current and prospective electronic commerce customers. With regard to web interactions and e-commerce the following dimensions are most salient:

- (1) Privacy consists of not being interfered with, having the power to exclude; individual privacy is a moral right.
- (2) Privacy is "a desirable condition with respect to possession of information by other persons about him/herself on the observation/perceiving of him/herself by other persons"

2. Security concerns -

In addition to privacy concerns, other ethical issues are involved with electronic commerce. The Internet offers unprecedented ease of access to a vast array of goods and services. The rapidly expanding arena of "click and mortar" and the largely unregulated cyberspace medium have however prompted concerns about both privacy and data security.

3. Other ethical issues:

Manufacturers Competing with Intermediaries Online "Disintermediation," a means eliminating the intermediary such as retailers, wholesalers, outside sales reps by setting up a Website to sell directly to customers. Disintermediation include (1) music being downloaded directly from producers (2) authors distributing their work from their own Web sites or through writer co-operatives.

1:4.5 Human skills required for E-Commerce:

- » Web site development
- » Web Server technologies
- » Security
- » Integration with existing applications and processes

Findings -

The study indicates that e-commerce sector has huge grown potential in India. The growth of mobile internet is encouraging. The are some obstacles responsible for slow growth of e-commerce and India.

Conclusion -

E-commerce is changing the way of buying & selling of product & services in India. Ecommerce is future of shopping. Due to E-commerce the gap has been reduced between manufacturer & consumer. According to Indian population their vast scope for e-commerce because currently in India only 19% people using internet for selling & buying goods & services so remaining percentage we can considered that we having scope in Indian Market. There is weak Cyber security Law in India that is why Indian People are facing challenges toward ecommerce. The future of e- commerce e in India would be bright in the upcoming years if all essential factors would be implemented, by establishing cyber & have their benefits as per people wish. The role of government is to provide a legal framework for e -commerce so that while domestic & international trade are allowed to expand their horizons, basic right such as privacy, intellectual property, prevention of fraud, consumer protection etc. are all taken care of. The expansion of e -commerce has been developed in rural as well as urban area in reign able cost for consumption, because of that more people are getting linked with e-commerce & the ratio of that is getting increase day by day. E-commerce provides tremendous opportunities in different areas but it requires careful application for consumer protection issues. Growth of e-commerce would also depend to a great extent on effective IT security systems for which necessary technological and legal provisions need to be put in place and strengthened constantly. While many companies, organizations, and communities in India are beginning to take advantage of the potential of e-commerce, critical challenges remain to be overcome before e-commerce would become

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an asset for common people. It is clear that in coming years customers will give orders for their products from their homes and form their office. Mobiles and computer are widely used in India now a days and user are eager to do shopping in internet. With the rapid expansion of internet, e- commerce is set to play an important role in next coming years. Metro cities and urban areas are already using the facility of internet but in coming years the rural and sub-urban area will also use the facility of internet. So, the new opportunities will be open for small and big corporations.

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The New Education Policy: Concerns and Prospects in context of Higher Education

¹Dr. Praful U. Gawai S.P.M.T.M Arts and Commerce College, Chikhali, Dist. Buldana, Maharashtra

P.N. College, Pusad, Dist. Yavatmal, Maharashtra

Abstract

The New Education Policy 2020 is being started from the point of view of thoughtful education system. It is believed that its results will be beneficial and in the interest of the country. If the implementation of the new education policy is done properly, then our country will also establish a more advanced quality education and educated society like other countries, which will contribute significantly to the development of our country and we have full faith that this education policy will be successfully implemented. If implemented, it will take our country to a new height. The National Education Policy (NEP) is expected to transform the landscape of higher education in India by motivating higher education institutions to work on "solving problems" instead of "solving problems in search of solutions.

Key words: Education, principles, problems, prospects, concerns

Introduction

The NEP 2020 advanced framework will support scientific learning and value-based education. It will replace the outdated "curriculum" that is rigid and unable to modify with the times because of the cumbersome bureaucratic framework required to do so. The NEP 2020 emphasises the importance of making the educational system comprehensive, adaptable, and in line with the demands of 21st-century learning. But in order to achieve all of these objectives, we must consistently and long-term overcome all execution hurdles. The NEP 2020 drafting committee has made a thorough effort to create a policy that takes into account many points of view, international best practises in education, practical experience, and stakeholder feedback. Higher education - graduation level will be of four years. Along with technical education, you will also be able to study arts and humanities. Education of medicine, engineering, law will be given in a systematic manner according to the needs. Degree will be given even after three years; research etc. will be promoted as per the requirements.

There are currently over 1,000 higher education institutions (HEIs) in the country, including over 150 institutions of national importance. Over time, they have also become centres of scientific research. Institutions of higher education have shown a steady growth in the last decade in both the quantity and quality of research.

Presently India ranks third globally in terms of total research publications with a share of 5.31 per cent in total research publications. In the first two of these three aspects-education, knowledge creation (research and development) and innovation-Indian higher education institutions have done relatively well, but have lagged behind in innovation.

Core Principles of the Policy:

To know and recognise, to bring out the unique potentials of each student by sensitizing the teachers as well as the parents to promote holistic pursuit of each student in both scholastic and non-scholastic areas. Flexibility, so that learners have the ability to choose their learning trajectories and programs, and thus choose their own path in life according to their education and interests; No hard separation between arts and sciences, eliminating harmful hierarchies and barriers between curriculum and curricular guides, vocational and academic streams, and different areas of learning. Multi-disciplinary and integrative education: Strengthening the unity

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and integrity of knowledge in science, social sciences, arts, psychology and sports for a multi-disciplinary world. Morality, human and philosophical values like compassion, respect for distance, Cleanliness, courtesy, democratic thought, respect for commercial Spirit, Scientific temper, freedom, responsibility, Pluralism and Justice. Promoting multilingualism and the power of language in teaching and learning, Life skills such as creativity, collaboration, teamwork, and resilience; A <u>Tightweight but functional framework</u> to ensure integrity, transparency and operational efficiency of the educational system through audits and commercial disclosures while encouraging innovation and out-of-the-box ideas through automation, research and validation; and to foster and educate student, philanthropic, community partnerships while providing adequate funding for a strong, vibrant, commercial education system.

Problems of Indian Higher Education Institution

According to the All India Survey on Higher Education (AISHE) Report 2019-20, the Gross Enrollment Ratio (GER) in higher education in India is only 27.1% which is very low in comparison to developed countries as well as other developing countries. With the increase in enrollment at the school level, the supply of higher education institutions is inadequate to meet the growing demand for education in the country.

Ensuring quality in higher education is one of the biggest challenges at present. A large number of colleges and universities in India are unable to meet the minimum conditions prescribed by the UGC i.e. University Grants Commission.

Increasing interference of politicians in the management of higher education threatens the autonomy of higher education institutions. Also, students involved in various campaigns forget their educational objectives and start developing their career in politics.

Poor infrastructure is another challenge for India's higher education system, especially in institutions run by the public sector; the condition of infrastructure and physical facilities is not good. Teacher shortage and the inability of the state education system to attract and retain qualified teachers has posed challenges in the way of quality education over the years. Despite wide vacancies in higher education, a large number of NET/PhD candidates remain unemployed. Research is not being given enough attention in higher education institutions. There is a lack of resources and facilities and the number of teachers capable of guiding the students is also limited. Most of the research scholars are deprived of fellowship or they are not being provided fellowship on time which directly or indirectly affects their research. Additionally, the coordination of Indian higher education institutions with research centres and industry is weak. Indian education management is facing the challenges of over-centralisation, bureaucratic structures and accountability, transparency and professionalism.

Concerns

The policy's emphasis on skill development, particularly on career training and life skills, is one of its main features. The teaching of life skills is comparably simpler to apply and helps youngsters become adept at social behaviour and social adaptability. The main obstacle, however, is delivering vocational training because there is a risk of linking certain professions to particular communities that have long been dependent on particular occupations. The suggested occupational training is to be based on the pupils' determined aptitude. The public's attitude of vocational education needs to alter, and policymakers and administrators must reflect on why India is still far from meeting the goal established by the Kothari Commission in 1964–1966. Leaning must be made into an engaging and enjoyable activity rather than a monotonous routine mental working that eventually produces unemployable youth in order to implement this policy. Trained teachers, facilitators, and support staff will also be required, supplemented by a pool of inspiring mentors. As a result, the policy will need to create a learning regime that considers the cultural and geographic diversity of our wonderful country as well as the various learning rates of each student. The new generation of tech-savvy teachers will serve as role models for pupils, educating them about new technologies and serving as the primary drivers of IT implementation

in schools. NEP 2020 endeavours not only to improve the cognitive skills in students wherein developing high order thinking skill and critical thinking along with building the foundation of literacy but also life skills which will prepare the students for the varied challenges in their adult life. Hence the change in the curriculum and teaching methods is the need of the hour so that life. Hence the change in the curriculum and teaching methods a value-based education maximum benefit can be incurred from the new policy. NEP demands a value-based education system along with pedagogical and curriculum changes. Hence, new methods need to be system along with pedagogical and curriculum changes and acts in order to be put into provi

Any policy must be coherent with various laws and acts in order to be put into practise. Any policy must be coherent with various laws and acts in order to be put into practise. The Right to Education Act of 2009 presents a legal challenge to the implementation of this strategy with regard to age. To resolve any issues between the Act and the recently announced policy in the long run, certain clauses such as the age at which schooling begins will need to be clarified.

An excellent concept that will provide students the freedom to study the subjects of their choice is an interdisciplinary educational system. Indian colleges have historically been highly segmented, with professors and academics fiercely guarding their respective fields of study. With very few exceptions, this culture is deeply ingrained, and the new policy calls for reforming it. Implementing an interdisciplinary higher education paradigm requires the teaching faculty to have expertise in other fields in addition to their own, which is a difficult endeavour. Over the course of the next ten or so years, a disruptive cultural transformation is required for the system to succeed.

A concern remains over the worth of these certifications and degrees, even though flexibility in the higher education model through the concept of alternative exits is a significant step for reducing the number of dropouts. The acquisition of degrees has a strong associations with jobs in the Indian mindset. Therefore, in order to put the new system into place, we must first destroy the outdated notion that getting a degree is a need for landing a job. This is a risky worldview that discredits and dissuades a person's other natural abilities.

Prospects of the new education policy in the context of higher education institutions

National Research Foundation (NRF): Indian academia has traditionally focused on research and development without much emphasis on relevance and delivery. The establishment of a National Research Foundation is expected to bring academia together with ministries and industry to fund research relevant to local needs. Under the framework of NRF, each government ministry (whether central or state ministry) is required to allocate separate funds for research.

Therefore, NRF is expected to present well-defined problems to researchers, so that they can find solutions in a goal-oriented and time-bound manner.

Our institutions not only need to be multidisciplinary in their scope and offerings, but also collaborate with each other to unleash the technology development potential of higher education institutions.

The need of the hour is to bring together "disparate" ideas in terms of disciplines, cultures (international programs) and approaches (academia-industrycollaboration). The multidisciplinary universities as envisaged in the NEP will focus on the creative potential of researchers.

Conclusion

The benefits of the national educational policy span all aspects of education, including formal education, post-doctoral research studies, and career training programmes. The National institutions. The Policy aids in removing the structural inequities, and schools to assess their own that exist. Even if the policy incorporates significant elements of competition, practical execution is still urgently needed. The demanding policy must be implemented with the assistance of all the

governments and the collaboration of educational institution. Regarding finances, the implementation of the policy solely depends on government funding, which accounts for 6% of GDP and is once again a difficult challenge in the current environment. Therefore, the only requirement of the hour to overcome all current obstacles is effective execution.

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श्री उल्हास विजय ब्रम्हे

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वर्ष भीनाती एक प्रतिभावार व वर्षमुक्ते भूनी जाती मान्द्रिक शिक्तिक में। प्रजीन शामितक मिला की धोलक्षण के क्षेत्र में प्रभी आंत्रवार्थ विकार्त आंत्रित की है रनावक, धावकांचर गर्म फिल् (क्रानिक शिक्षा) तथा पीएक हो। (शारीरिक शिक्षा)। इन्होन नृहे (शारीरिक शिथा) परीका भी बचालीकाइड की है।

इनका शीक्षक व व्यवसायिक जीवन मोत्रों ही उल्जवल रहे है। इन्होंने ऑल इंडिया इंटरप्नियमिटी सॉयर्गॉल ट्यंपर में महर्षि प्यावन पुविवसिटी का प्रतिविधित्व विस्ता वे महर्षि वंशानव सुनिवसिंटी के खेल कार्यकारी बॉर्ड की

सक्तिय अवस्य है। ये महापे व्यानन्त् यूनिवर्मिटी, गेहतक ये कई बलब ममितियों जैसे -सॉफ्टबॉल, बेसबॉल, कुश्ती, बॉलबैडमिन्टन, रोल्ट स्पोर्ट्स आदि की सदस्य हैं। इन्होंने ऑल इंडिया युनिवर्सिटी प्रतिसोगिताओं (पुरुष व महिला) में अधिकारी के यद पर भी कार्त किया है। इन्होंने सीविवर सप्ट्रीय सॉफ्टबॉल ट्रनीगेंट में प्रविभाग किया तथा सीनियर राज्यकीय चैपियनशिष में प्रथम स्थान प्राप्त किया। इन्होंने शारीरिक शिक्षा और खेलकृद के क्षेत्र में कई शोध पत्र भी प्रकाशित किये हैं तथा उन शोध पत्रों को राष्ट्रीय व अन्तर्राष्ट्रीय स्तर को भौषिनायों, सम्मेलनों व कार्यशालाओं में प्रस्तुत भी किया है।

वर्तमान में में असिस्टेंट प्रोफेसर (शारीरिक शिक्षा) के पर पर गर्वन्मेंट कॉलेज, जिसवा, रोहलके, हरियाणा में कार्यरत है।



भी उल्हास विजय सम्हे एक विध्व व प्रतिभावान शारीरिक शिक्षक है। इन्होंने बी-कॉस-, बी-धी-एड- की शिक्षाएं अर्जित की है। इन्होंने अपनी एम-पो-एड- की शिक्षा भारत व विश्व में प्रसिद्ध प्राचीन शारीरिक शिक्षा संस्थान हनुमान व्यायाम प्रसारक मंडल डिग्री कॉलेज, अमरावर्ती, महाराष्ट्र से प्राप्त की। इन्होंने SET की परीक्षा भी उत्तीर्ण वरी है।

श्री उल्हास विजय सम्हे ने महाविद्यालीय व विश्वविद्यालीय स्तर पर आयोजित खेलकद स्पर्धाओं में सक्रिय रूप से प्रतिभाग किया है। ये कई खेल संस्थाओं के

विक्रिय सदस्य भी हैं। इन्होंने शारीरिक शिक्षा और खेलकृद के क्षेत्र में कई शोध-पत्र भी काशित किये हैं तथा उन शोध-पत्रों को राष्ट्रीय व अन्तर्राष्ट्रीय स्तर के सेमिनारों, सम्मेलनों कार्यशालाओं में प्रस्तुत भी किया है। वर्तमान में ये निदेशक, शारीरिक शिक्षा विभाग के ह घर एक पी॰एम॰ कॉलेज, चिखली, जिला - बुलढाणा, महाराष्ट्र में कार्यरत है।

निपुण प्रकाशन

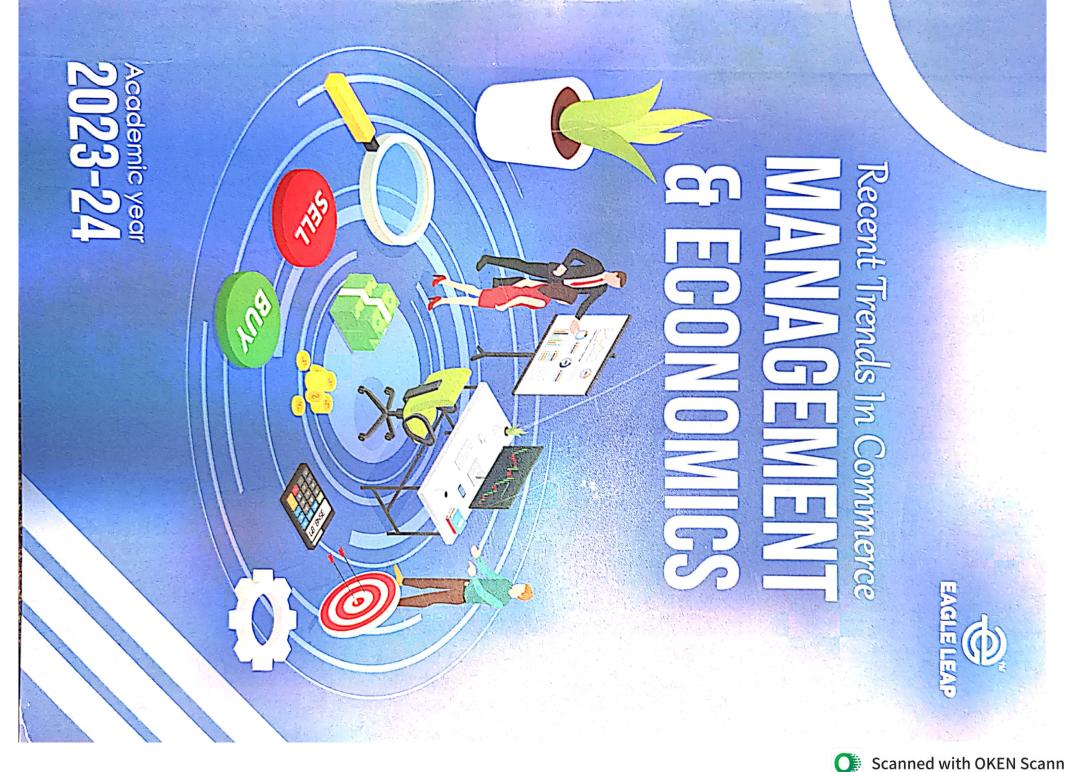
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S.P.M. T.M.Arts and Commerce College, Chikhali Dr.Anil Satyanarayan Purohit, E-mail-anilspurohit01@gmail.com Professor, Commerce Department (M.Com., M.Phill,PhD) Mo.No-9881591343 Cede Conso

marketing strategies are applied to promote the e-commerce of contributes to know which strategies are used by SMEs for the mail marketing (57.1%), mobile marketing (50%), and finally, one of the main strategies applied by SMEs (71.4%), followed by which showed, through the dimensions, that social networks are ables and figures based on descriptive and inferential statistics, SMEs in the sector. The results obtained were analysed using ampling was used and it was applied to a sample of 14 importing dapted 11-item questionnaire, non-probabilistic convenience approach and a descriptive design. The instrument used was an MEs in the cosmetics sector in Peru. It presents a quantitative Is directed for its correct application. Therefore, this study is important to take into account the sector to which the company hem to have online presence and trust in customers; however, it used strategies in the e-commerce of some SMEs, which allows SEM (21.4%). In conclusion, it was possible to identify the most Keywords: Digital marketing strategies, SMEs, Cosmetics development of e-commerce in the cosmetics sector. The aim of this article is to describe which digital

sector, Ecommerce, E-commerce.

Into a reliable alternative for companies to grow in business. In Services between seller and buyer, which has turned ecommerce The internet has evolved the exchange of goods and

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this way, e-commerce is the process by which commercial transactions are carried out through digital platforms such as a website and social networks that provides growth opportunities for companies, as it allows them to be more competitive (Limas et al. 2019). In the last 10 years, Latin America recorded a three-fold increase of up to USD 53.28 billion, placing Brazil, Mexico, Colombia and Peru in 6th place in terms of growth of commercial transactions through e-commerce. In addition to this, after the health crisis caused by covid-19, e-commerce experienced a 50% increase (Capece 2021; Statista 2021).

Based on the above, 2020 was a decisive year in terms of the change in consumer buying habits, and businesses have had to adapt to the new normal by using e-commerce as a tool to survive. For large companies, this was more feasible, as they have the necessary size and prominent brand recognition. In comparison to small and medium-sized companies, which were forced to face a challenging scenario, as they had to look for alternatives to efficiently use their resources and thus overcome the crisis (Caicedo et al. 2018). In this sense, to further increase their development, the intervention of digital marketing strategies is important, which have different tools that allow the promotion and development of e-commerce in organisations (Bricio et al. 2018; Limas 2017). For small and medium-sized enterprises, which form a fundamental part of a country's economy and contribute to the creation of new jobs, it is necessary to know which strategies are most used and how to apply them to take advantage of the benefits of e-commerce, grow and expand their businesses (Perdigón et al. 2018, Njuguna and Kihara 2019). Importing SMEs, especially in the cosmetics sector, have greater opportunities in the market as they account for 78% of imported value in Peru (Copecoh 2021). Although many Peruvian SMEs have ventured into ecommerce, it is still difficult for some of them to adapt their businesses to this new model, as they lack knowledge about the digital marketing strategies they can use. This may be because they invest less than 10% of their annual budget in digital transformation, so that at the

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beginning of the pandemic there were approximately 30.2% of SMEs in Peru that did not have a website and only 5.8% of them made online sales (León-Velarde 2021; Zeballos 2021). Therefore, the objective of this research is to describe which digital marketing strategies are applied to promote ecommerce in SMEs importing cosmetics in Peru.

digital marketing strategies are defined as the planning of tools and steps to follow so that companies can meet their objectives through the use of digital platforms such as social networks, mobile marketing, SEM, etc. (Algamarca, et al. 2019; Andrade, 2017). Similarly, e-commerce or electronic commerce is a digital channel used to make the purchase, sale and communication between the user and the company adapting to different stages, from pre-sale and post-sale of the product, to have commercial relations through online media. (Guzmán, 2018, Hernández-Barrueco and Hernández-Ramos, 2020). In recent years, e-commerce has been part of a business model that depends on the internet, which is why it is important to apply digital marketing strategies to promote its growth within organisations (Chauhan 2016). In this sense, it is known that a large majority of small businesses are cautiously entering this new medium, which will allow them to improve their productivity and be more competitive, because there are various benefits that bring the application of these strategies in ecommerce (Barrientos 2017). In relation to strategies, social networks provide users with a space through which they can have contact, worldwide, Facebook, YouTube and WhatsApp are the most popular social platforms (Global Digital Overview 2021). This coincides with research conducted in Peru, where the first place is occupied by Facebook (31%), WhatsApp (28%), YouTube (21%) and Instagram (20%), highlighting the first two for being the most reliable means that users find to interact with the company and in some cases so that the purchase can be made. YouTube, on the other hand, allows users to search for recommendations regarding products or services. Like Instagram, which stands out as a network that helps to attract new

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contacted via email, social networks such as Facebook, LinkedIn YEAR: 2023 and Instagram. With the data extracted, a descriptive register and and instagram. When the manalysis was carried out in Microsoft Excel with formulas that analysis was carried to be generated to explain the findings in more detail. The responses were managed in the way they were originally received, so as not to alter the final results. With regard to ethical aspects, during the research process, the confidentiality of the respondents was ensured by means of an informed consent form in which the individual agreed to participate voluntarily. Likewise, it was ensured that the information shared was truthful, which allowed us to obtain reliable results that contributed to the research.

The results of the study are presented in the following Table 1, it is known that the study sample consisted of 14 importing SMEs in the sector. Table 1 shows a descriptive statistic summarising the average of the answers in which it is detailed that question number eight had a value of 2.21, that is, a lower figure compared to number one, which presented a higher estimate of 4.57. In relation to this, the most chosen answer was option five, which is always attributed, which means that the strategies are constantly applied by these companies. The standard deviation is between 0.53 and 1.66, which shows a low dispersion of data, with respect to the arithmetic mean data, which ensures a more homogeneous group of responses and results that are associated with each other.

In relation to social media strategy, Angueta (2018) shows that they are important because SMEs tend to use them to promote their brand. Similarly, Mónaco (2018) mentions that their use contributes to the sale of products, as it allows communication with customers. This is consistent with the results obtained in the study, where 71.4% of respondents indicate that they applied this strategy through Facebook to advertise their products and Instagram to show the range and variety of products and Instagram to show the range and this variety of products and Instagram to show the range information with their Guzmán (2018) complement this information with their information with their results, where they observed an increase in orders and the use of the orders and the use of WhatsApp to make sales. These findings are

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considered to be related due to the fact that some Latin American countries such as Ecuador, Argentina and Peru have been affected by covid-19, which evidences a massive use of social networks by small and medium-sized enterprises. Regarding mobile marketing, Castillo et al. (2018) indicate that the way to use it is through promotions in applications, which provided a development in e-commerce and that throughout its implementation the online presence of SMEs increased by 40%. Similarly, Algamarca, et al. (2019) found that although users are exposed to online advertising through apps, they prefer to receive it through the social media application itself, such is the case of video advertisements on Facebook. The information is similar to the results obtained in the research, as 50% of SMEs surveyed indicated that they apply it through advertising in mobile applications and the use of predetermined short messages. Thus, it is highlighted that, despite the difference in sectors, mobile marketing has precedence to be applied because it generates benefits as Barrientos (2017) points out, who explains that SMEs are cautiously entering the world of digitisation, so that they can reach places where it was not possible before and internationalise. With regard to SEM, 50% of all respondents do not use this strategy, missing the opportunity to generate traffic to the website through various advertisements, as well as not being the first choice in the search for potential customers. However, this information contradicts Njuguna and Kihara (2019) who in their research point out its importance. In this case, the way in which this strategy is applied is through the use of display adverts and google adwords, as it improves visibility and growth. While it is true that the results do not coincide, this may be due to the development of digitalisation, technological progress and support for SME investment in Kenya, the country where the article was developed, which in turn may have influenced the use of this strategy. Likewise, Márquez et al. (2018) recommend search engine optimisation (SEO) to increase web positioning as it requires less investment and fits the budget of these companies. On the other hand, González et al. (2017) demonstrated in their

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study that email marketing is not a priority for the industry. Similarly, Alcca et al. (2020) found that the vast majority had zero application of this tool as they did not continuously send emails to their customers. However, this does not coincide with the results obtained in the research, as 57.1% of SMEs send emails to their customers with information about the stock of products on a continuous basis, and they also have personalised email addresses, which increases their accessibility. Likewise, Gomez-Vázquez et al. (2020) indicate that this is the most widely used strategy. In this case, despite the fact that the articles compared are from Latin America, it should be noted that the difference in the study sample can generate this type of discrepancy in terms of the results, and it is also noted that the cosmetics sector in Ecuador, the country where the first article mentioned above was carried out, does not apply this strategy much from the customer's perspective.

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Conclusions

In conclusion, the application of digital marketing strategies generates competitiveness in the market which allows to have online presence and trust in customers, this is reaffirmed with the studies found in the research where it is mentioned that a correct management can achieve a significant change in the company. On the other hand, it was possible to identify the most used and its application in the e-commerce of some SMEs, in which the use of social networks stands out. At the beginning of the research it was considered that Instagram would have a greater use by SMEs, due to its impact on users and its easy access, however, the results show that Facebook is the most used. With regard to mobile marketing, it is understood that it is a strategy that has been little researched by the authors, as the study shows a low number of articles that mention it; however, some SMEs use certain tools such as predetermined messages. In relation to SEM, it was found that its implementation is not the most applied due to its high cost, which is beyond the budget of Peruvian SMEs, specifically in the cosmetics sector. It is also highlighted that email marketing is a strategy valued by these companies, as they consider that it allows them to increase the accessibility of their products. In terms of limitations, access to a network of direct contact with the companies that were part of the sample reduced the possibility of being able to expand the results. Language was also a limitation in terms of finding articles related to the topic, as there were some articles in other languages such as German and Romanian that could not be considered. The aspect because it it is a research are related to the theoretical aspect because it allows to expand the information that is already

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known about digital marketing strategies. This allows us to show new findings to those already found in various articles. It is also a contribution for future research as it shows a different context in terms of the importance of digital media during the covid-19 pandemic. On the other hand, on the practical side, it was found that the research provides more information on the management of digital marketing strategies in the cosmetics sector. Therefore, digital marketing strategies and their correct management can help SMEs to strengthen and promote their e-commerce. However, they depend on the sector and target audience the company is targeting, as it has been observed that there are some discrepancies with previous studies.

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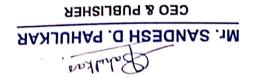
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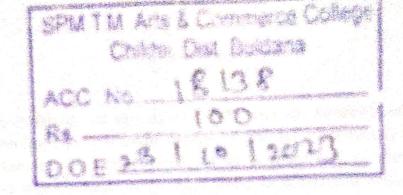




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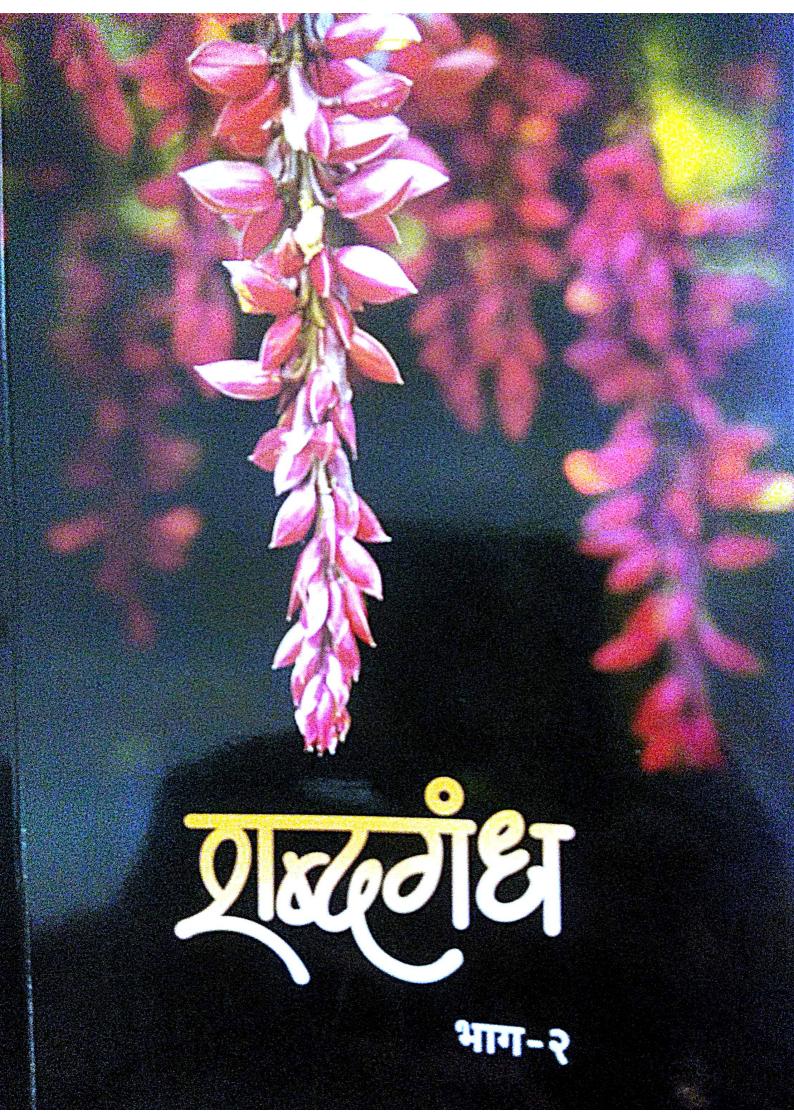
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