



ISBN : 978-81-948376-8-8

INTERNATIONAL

Multidisciplinary Conference

ON FUTURE TRENDS

IN COMMERCE, ECONOMICS, MANAGEMENT

EDUCATION, SOCIAL SCIENCES

APPLIED SCIENCES, TECHNOLOGY, ART & CULTURE

(Edition I)



Editor:

Dr. Indu Singh

Dr. Md. Mahtab Alam

Organized by:



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SANSTHAN, JAIPUR**
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**INSPIRA RESEARCH
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EDITOR

Dr. Indu Singh

Assistant Professor
Atma Ram Sanatan Dharma College
University of Delhi, New Delhi

Dr. Md. Mahtab Alam

Faculty Member, Department of BBA, S.M. College, Bhagalpur,
T.M. Bhagalpur University, Bhagalpur, Bihar, India



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MESSAGE



कलराज मिश्र
राज्यापाल, राजस्थान

मुझे यह जानकर प्रसन्नता हुई है कि राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर और **INSPIRA** रिसर्च एसोसिएशन के संयुक्त तत्वाधान में तीन दिवसीय वाणिज्य, कला, संस्कृति, विज्ञान आदि बहुविषयक अन्तर्राष्ट्रीय सम्मेलन आयोजित किया जा रहा है।

विभिन्न विषयों के इस तरह के समन्वित अकादमिक आयोजन से उच्च शिक्षा के क्षेत्र में शोधपूर्ण चिन्तन और विमर्श की प्रवृत्ति विकसित होती है। शोधार्थियों एवं अध्ययन, अध्यापन करने वालों को भी इससे प्रोत्साहन मिलता है। यह भी जानना सुखद है कि इस आयोजन के माध्यम से एकत्रित राशी से कलाकार सहायता कोष बनाकर राजस्थान के जरूरतमंद लोक कलाकारों की भी मदद करने का प्रयास किया जाएगा।

कार्यक्रम की सफलता हेतु हार्दिक शुभकामनाएं।

कलराज मिश्र

कलराज मिश्र



सत्यमेव जयते

MESSAGE



अशोक गहलोत
मुख्यमंत्री, राजस्थान

मुझे यह जानकर प्रसन्नता है कि राजस्थान संगीत संस्थान, राजकीय स्नातकोत्तर महाविद्यालय जयपुर और **INSPIRA** रिसर्च एसोसिएशन द्वारा 17 से 19 फरवरी, 2021 तक तीन दिवसीय अन्तर्राष्ट्रीय कॉन्फ्रेंस का आयोजन और एक स्मारिका का प्रकाशन किया जा रहा है।

अन्तर्राष्ट्रीय स्तर के वैचारिक मंथन में बहुविषयक चिन्तन एवं लेखों की प्रस्तुति अपने आप में महत्वपूर्ण है। यह शुभ है कि इस आयोजन से एकत्रित राशि से कलाकार सहायता कोष बनाकर प्रदेश के जरूरतमंद लोक कलाकारों को सम्बल प्रदान किया जाएगा।

आशा है कि यह अन्तर्राष्ट्रीय कॉन्फ्रेंस शिक्षाविदों, शोधार्थियों एवं संगीत से जुड़े रसिकों के लिए विभिन्न पहलुओं पर चिन्तन और विचार-विमर्श की दृष्टि से एक उपयुक्त मंच साबित होगा। इससे आगामी रूपरेखा और नवाचारों का मार्ग प्रशस्त होगा।

मैं आयोजन समिति के सभी सदस्यों को अन्तर्राष्ट्रीय कॉन्फ्रेंस और स्मारिका के प्रकाशन की सफलता के लिए अपनी शुभकामनाएं प्रेषित करता हूँ।

अशोक गहलोत



MESSAGE



भंवर सिंह भाटी

राज्यमंत्री

उच्च शिक्षा (स्वतंत्र प्रभाग)

राजस्व, उपनिवेशन एवं कृषि सिंचित

क्षेत्रीय विकास एवं जल उपयोगिता विभाग

राजस्थान सरकार, जयपुर

मुझे यह जानकर प्रसन्नता है कि राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर और **INSPIRA** रिसर्च एसोसिएशन के संयुक्त तत्वाधान तीन दिवसीय अन्तर्राष्ट्रीय बहुविषयक सम्मेलन 17-19 फरवरी 2021 तक आयोजित किया जा रहा है।

इस प्रकार के अकादमिक आयोजन से उच्च शिक्षा के क्षेत्र में चिन्तन और विमर्श की प्रवृत्ति विकसित होती है तथा प्राध्यापकों व शोधार्थियों को प्रोत्साहन मिलता है।

संगीत संस्थान, जयपुर पिछले 70 वर्षों से संगीत शिक्षण एवं भारतीय संस्कृति को जन मानस तक पहुँचाने में महत्वपूर्ण सेतु का कार्य कर रहा है। इस आयोजन के माध्यम से एकत्रित राशि से कलाकार सहायता कोष बनाकर राजस्थान के जरूरतमंद लोक कलाकारों की मदद करने का प्रयास वाकई सराहनीय है।

इस आयोजन के लिए मेरी ओर से महाविद्यालय और **INSPIRA** परिवार को हार्दिक बधाई एवं शुभकामनाएं।

भंवर सिंह भाटी



सत्यमेव जयते

MESSAGE



Suchi Sharma

I.A.S

Secretary to the Government
Higher & Technical Education Department
Government of Rajasthan

यह एक अत्यंत हर्ष का विषय है कि राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर और **INSPIRA** रिसर्च एसोसिएशन के संयुक्त तत्वाधान में तीन दिवसीय अन्तर्राष्ट्रीय बहुविषयक सम्मेलन दिनांक 17.02.2021 से 19.02.2021 का आयोजन किया जा रहा है। वर्तमान राष्ट्रीय शिक्षा नीति को ध्यान में रखते हुए बहुविषयक अन्तर्राष्ट्रीय सम्मेलन उच्च को सही अर्थों में परिभाषित करने का एक अनूठा प्रयास है। इस प्रकार के अकादमिक आयोजन से उच्च शिक्षा के क्षेत्र में नए आयामों पर चिन्तन और विमर्श की प्रवृत्ति को विकसित करते हैं तथा शोधार्थियों एवं अध्ययन, अध्यापन करने वालों को भी प्रोत्साहन सुनिश्चित होता है।

राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर लगभग 70 वर्ष से राज्य का प्राचीनतम संगीत शिक्षण का केन्द्र है जो भारतीय संस्कृति की अद्वितीय शास्त्रीय गायन, वादन एवं नृत्य की शैली को जनमानस के बीच बढ़ावा देने का महत्वपूर्ण कार्य कर रहा है। मुझे इस तथ्य को जानकर विशेषतौर पर हार्दिक प्रसन्नता है कि इस आयोजन के माध्यम से एकत्रित राशी से कलाकार सहायता कोष बनाकर राजस्थान के जरूरतमंद लोक कलाकारों की भी मदद करने का प्रयास किया जाएगा। यह एक सराहनीय कदम है। इस आयोजन हेतु मेरी ओर से हार्दिक बधाई एवं शुभकामनाएं।


शुचि शर्मा



MESSAGE



संदेश नायक

आई.ए.एस.

आयुक्त कॉलेज शिक्षा
राजस्थान, जयपुर

यह अत्यन्त हर्ष का विषय है कि राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर के द्वारा दिनांक 17.02.2021 से 19.02.2021 तक तीन दिवसीय अन्तर्राष्ट्रीय कॉन्फ्रेंस का आयोजन किया जा रहा है। इस अन्तर्राष्ट्रीय कॉन्फ्रेंस के माध्यम से राजस्थान के विभिन्न विषयों के शिक्षाविदों को उच्च शिक्षा के क्षेत्र में नवीन शिक्षा नीति के प्रावधानों के अनुसार मंथन करने का अवसर मिलेगा। साथ ही उच्च शिक्षा के शोधार्थियों एवं अध्ययन, अध्यापन करने वालों को भी प्रोत्साहन सुनिश्चित होगा।

राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर लगभग 70 वर्ष से भारतीय संस्कृति की अद्वितीय शास्त्रीय गायन, वादन एवं नृत्य की शैली को जनमानस के बीच बढ़ावा देने का महत्वपूर्ण कार्य कर रहा है। मुझे इस तथ्य को जानकर विशेषतौर पर हार्दिक प्रसन्नता है कि इस आयोजन के माध्यम से एकत्रित राशी से कलाकार सहायता कोष बनाकर राजस्थान के कोविड पश्चात के आर्थिक दुष्प्रभावों से ग्रसित जरूरतमंद लोक कलाकारों की भी मदद करने का प्रयास किया जाएगा। यह एक सराहनीय कदम है। इस आयोजन हेतु मेरी ओर से हार्दिक बधाई एवं शुभकामनाएं।

संदेश नायक



सत्यमेव जयते

MESSAGE



प्रो. राजीव जैन

कुलपति

राजस्थान विश्वविद्यालय, जयपुर

यह अत्यन्त हर्ष का विषय है कि राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर एवं इन्सप्रा रिसर्च एसोसिएशन, जयपुर के संयुक्त तत्वाधान में दिनांक 17.02.2021 से 19.02.2021 तक तीन दिवसीय अन्तर्राष्ट्रीय कॉन्फ्रेंस का आयोजन किया जा रहा है। इस बहुविषयक अन्तर्राष्ट्रीय कॉन्फ्रेंस के माध्यम से राजस्थान के विभिन्न विषयों के शिक्षाविदों को उच्च शिक्षा के क्षेत्र में नवीन शिक्षा नीति के प्रावधानों के अनुसार मंथन करने का अवसर मिलेगा। साथ ही उच्च शिक्षा के शोधार्थियों एवं अध्ययन, अध्यापन करने वालों को प्रोत्साहन सुनिश्चित होगा।

राजस्थान विश्वविद्यालय, जयपुर से सम्बद्ध राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर लगभग 70 वर्ष से भारतीय संस्कृति की अद्वितीय शास्त्रीय गायन, वादन एवं नृत्य की शैली को जनमानस के बीच बढ़ावा देने का महत्वपूर्ण कार्य कर रहा है। मुझे इस तथ्य को जानकर विशेषतौर पर हार्दिक प्रसन्नता है कि इस आयोजन के माध्यम से एकत्रित राशी से कलाकार सहायता कोष बनाकर राजस्थान के कोविड पश्चात के आर्थिक दुष्प्रभावों से ग्रसित जरूरतमंद लोक कलाकारों की भी मदद करने का प्रयास किया जाएगा। यह एक सराहनीय कदम है। इस आयोजन हेतु मेरी ओर से हार्दिक बधाई एवं शुभकामनाएं।



प्रो. राजीव जैन



MESSAGE



PROF. (DR.) S.S. MODI

Former Head, Department of ABST (Commerce),
University of Rajasthan, Jaipur
President, Inspira Research Association (IRA)
Former President, Indian Accounting Association (IAA)
Secretary, Indian Accounting Association, Jaipur Chapter
Former Chief Editor : Indian Journal of Accounting (IJA)
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I take this opportunity to extend my heartfelt congratulation and best wishes to the Inspira Research Association (IRA) & Rajasthan Sangeet Sansthan, Government PG College, Jaipur for organising an International Conference on the theme " Future Trends in Commerce, Economics, Management, Education, Social Sciences, Applied Sciences, Technology, Art & Culture (IMCFT-2021)" on 17-19, February, 2021 to focus on the Future Reforms and Developments in India.

The conference is programmed and structured to provide a broad range of information across the entire academia and other platforms. I hope that the three days conference will be interesting and informative for all participants and paper presenters. Wide range of topics covered under the umbrella of discussion starting from Commerce, Economics, Management, Education, Social Sciences, Applied Sciences, Technology, Art & Culture. Research and technology in commerce, management, applied science and social science will surely stimulate for active participation to add to the richness of conference and make event a memorable one.

Prof. (Dr.) S.S. Modi



MESSAGE




डॉ. रिङ्गधा शर्मा

प्राचार्य

राजस्थान संगीत संस्थान, जयपुर

यह अत्यंतगौरव का विषय है कि राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर के प्राचार्य पद पर रहते हुए इन्सप्रा रिसर्च एसोसिएशन, जयपुर के संयुक्त तत्वाधान में दिनांक 17.02.2021 से 19.02.2021, तीन दिवसीय बहुविषयक अन्तर्राष्ट्रीय कॉन्फ्रेस का आयोजन का अवसर प्राप्त हो रहा है। इस अन्तर्राष्ट्रीय कॉन्फ्रेस के संरक्षक एवंनिदेशक के कार्य का सुअवसर मुझे प्राप्त हुआ है। इस आयोजन के माध्यम से राजस्थान के विभिन्न विषयों के शिक्षाविदों को उच्च शिक्षा के क्षेत्र में नवीन शिक्षा नीति के प्रावधानों के अनुसार मंथन करने का अवसर मिलेगा। साथ ही उच्च शिक्षा में शोधार्थियों एवं अध्ययन, अध्यापन करने वालों को भी प्रोत्साहन सुनिश्चित होगा।

राजस्थान संगीत संस्थान राजकीय स्नातकोत्तर महाविद्यालय, जयपुर लगभग 70 वर्ष से भारतीय संस्कृति की अद्वितीय शास्त्रीय गायन, वादन एवंनृत्य की शैली को जनमानस के बीच बढ़ावा देने का महत्वपूर्ण कार्य कर रहा है। इस आयोजन की विशेषता केवल बहुविषयक होना ही नहीं हैं बल्कि इस आयोजन के माध्यम से एक राशि एकत्रित की जाएगी जिससे कलाकार सहायता कोष बनाकर राजस्थान के कोविड पश्चात् के आर्थिक दुष्प्रभावों से ग्रसित जरूरतमंद लोक कलाकारों की भी मदद करने का प्रयास किया जाएगा। इस आयोजन हेतु आप सभी के सहयोग हेतु मेरी ओर से हार्दिक आभार।



डॉ. रिङ्गधा शर्मा



MESSAGE



Dr. Anil Mehta

Senior Vice President
Inspira Research Association, Jaipur
Professor
Department of Legal Studies
Banasthali Vidyapeeth, Rajasthan

It is a great pleasure that I greet you on behalf of the Inspira Research Association. This year we have come up with an International Conference on Future Trends in Commerce Economics, Management, Education, Social Sciences, Technology, Art & Culture. Following its tradition, the conference again offers a wide range of highly interactive sessions with eminent key note speakers and session chairpersons to discuss the related issues.

I am delighted that Inspira is getting an overwhelming response in the form of active participation across the country and abroad in all its lectures, workshops and conferences. Series of programs organised during last one year for researchers were highly appreciated. This international virtual conference will be a wonderful opportunity not only for presentation of research papers and interaction with a galaxy of academicians but will develop deeper understanding of contemporary issues particularly post-covid scenario in the form of challenges and opportunities. I wish the conference a grand success.

Anil Mehta

Dr. Anil Mehta



MESSAGE



DR. ASHOK KUMAR

Executive Member
Inspira Research Association (IRA) &
Director, Defence & Strategic Studies,
Jai Narain Vyas University, Jodhpur

At the opening of International Multidisciplinary Conference on " Future Trends in Commerce, Economics, Management, Education, Social Sciences, Applied Sciences, Technology, Art & Culture (IMCFT-2021), it gives me great pleasure to send you a very sincere message of support and good wishes.

I send you this message as Conference Joint Organizing Director of this Conference organized by Inspira Research Association (IRA) & Rajasthan Sangeet Sansthan, Government PG College, Jaipur, which values highly the Common Good Initiative and considers it a trusted research association in a common endeavor.

A good conference is always more than just an exchange of papers and ideas. It is the experience of a common belief nicely expressed in a quote of Mahatma Gandhi: "In a gentle way, you can shake the world." The quote sounds over-optimistic but in fact, looking at history, many changes in history started by small groups of committed and critical citizens taking an initiative for the common good.

Our work is to create a world dignity movement, a movement that continuously co-creates sustainability, both, socially and economically, locally and globally. We gather a global family of people who replenish our social and global economy and bring new visions of dignity on their way.

Wishing you all a very fruitful and rewarding conference

Dr. Ashok Kumar



MESSAGE



DR. RAVI KANT MODI

General Secretary
Inspira Research Association (IRA) &
Associate Professor & Head
Department of EAFM
LBS PG College, Jaipur

I take this opportunity to extend my heartfelt congratulation and best wishes to the Inspira Research Association (IRA) & Rajasthan Sangeet Sansthan, Government PG College, Jaipur for organising an International Conference on the theme " Future Trends in Commerce, Economics, Management, Education, Social Sciences, Applied Sciences, Technology, Art & Culture (IMCFT-2021)" on 17-19, February, 2021 to focus on the Future Trends and Developments in India.

We were established with a sole objective of achieving a mission to disseminate knowledge and to inculcate critical and analytical thinking among the faculty as well as students. While endeavouring to achieve this mission, we sought to adopt a path for enlightenment through instilling a deep respect for knowledge, values and social concerns and for cultivating abilities to exercise informed choices. Continuing with such vision and as a constituent of our mission, holding such conference is a small but significant effort on our part as a contribution towards building a bridge between scholars/ academicians / researchers and professionals and the global economy opportunities and to create a forum for discovering emerging trend and opportunities and other related issues. I extend my best wishes for the success of the conference.

Dr. Ravi Kant Modi



MESSAGE



DR. GAURAV JAIN
Renowned International Singer
Assistant Professor, Music (Vocal)
Rajasthan Sangeet Sansthan, Jaipur

As the organising secretary & face of the organizing committee on behalf of Rajasthan Sangeet Sansthan, Jaipur, it is indeed a great pleasure for me to welcome all of you to the three day International Multidisciplinary Conference on future trends in Commerce, Economics, Management, Education, Social Sciences, Applied sciences, technology, Art & Culture. 'IMCFT 2021' aims to achieve the motto [SHARE & LEARN TOGETHER]. It has been definitely a tough task for all of us, after the extraordinary circumstances across the globe, in the form of pandemic COVID-19.

Each and every member of ORGANISING COMMITTEE has put his/her best of efforts, to give this conference, the shape of a memorable event, in all possible ways. Three days of wonderful academic sessions from renowned scholars, speakers & academicians, from the length & breadth of the country & also abroad shall definitely enhance, enrich & enlighten the rays of knowledge amongst the participants. The closure with the cultural evening by the world famous international folk dance performer Padmashri Gulabo & her troupe shall enthral everyone.

As a part of the historic Institution Rajasthan Sangeet Sansthan, Jaipur dedicated solely to Indian classical music, we have always aimed at making education in music, more qualitative, accessible to the masses & job oriented. Besides this, we wish to develop and have right aptitude & information system about Indian music, amongst the society. This conference also marks the beginning of a new venture 'Kalakar Sahayata Kosh' - a fund raising activity for the welfare of promising & needy artists.

I would personally like to thank Patron & Director Dr. Snigdha Sharma (Principal, Rajasthan Sangeet Sansthan, Jaipur), Director, Prof. S S Modi (President Inspira Research Association), Joint Director organising committee & Dr Ravi Kant Modi (Co Organising Secretary) together with all the members of organising committee for contributing richly in making this event a grand success. Also a big vote of thanks to all the speakers and academicians, Directorate College Education Govt of Rajasthan & team INSPIRA Research Association, for supporting us to make this happen.

Dr. Gaurav Jain



*KEYNOTE
SPEAKER'S
PAPER*



POST COVID SCENARIO : CHALLENGES AND OPPORTUNITIES



PROF. (DR.) RANA SINGH

CEO-IIIE & Ex. Vice-Chancellor, Sanskriti University, Mathura &
Former Director, Institutional Effectiveness (Q.A.)

University of Jazeera, Dubai, UAE

The post COVID scenario has been offering new set of challenges and opportunities to the academicians and practioners of the world.

In today's world, when we talk about globalization, we need to follow international trends in management, technology and other areas for inclusive development across the globe.

International trends affect the countries together and we need to be dynamic to accept and align with the exponentially dynamic global trends and work according to new trends by making informative management decisions as per new trends in various areas including technology, international collaboration, dealing with stakeholders or more informative client base.

As per the findings based on the latest. surveys, international market will grow by working on few below mentioned areas like:

1. Working on emerging markets and executing right business strategies
2. Relying more on data and keeping the right information handy for execution
3. By increasing quality of services in dealing with both stakeholders or customers
4. Offshore development
5. Investing more on research and development
6. Investment on technology

Few of the best examples of international trends is banking sector, and logistics. Food, cars, smartphones etc. have universal demand. Mcdonald has universal demand but to meet the client's expectation and survive, they have customized their menu tin Asia, Europe, USA, Africa, etc. Same goes with car and smartphones; depending on the region they make changes in it keeping their core qualities same across the globe.

Automation is a perfect example of fusion of management and technology. In case of India, we can take example of Fast Tag system at Toll Plazas. Here things get managed and information can be accessed through cloud servers across transport departments in India. Now to understand international trend, we can go for Airlines where automation helps all airports to access information of flights.

We can conclude and say that in this dynamic world of globalization, we cannot

ignore the role of ease of information access of various departments be it management, clients or stakeholders. Hence our higher education system and practioners need to be proactive for the same.

We are required to revolutionize our education system to enable our country in becoming a 5 trillion economy.



WHISPER OF ARTIFICIAL INTELLIGENCE IN EARS OF COMMERCE AND ECONOMICS



PROF. (DR.) N.D. MATHUR

Professor, Department of Economics &
Director, School of Humanities & Social Sciences
Faculty of Arts & Law, Manipal University Jaipur

Technologies are emerging and affecting our lives in ways that indicates we are at the beginning of a Fourth Industrial Revolution, a new era that binds and extends the impact of digitalisation in new and unanticipated manner. The world is experiencing various kinds of shifts and how these shifts are benefiting a few or many. The icon of first industrial revolution (1784) was wheel and steam, water, mechanical production equipment were the application. Second industrial revolution (1870) icon was bulb while division of work, electricity and mass production were the application. In this revolution Ford use to say that I can supply any number of cars in any colour until it is black. The third industrial revolution (1969) icon was TV, electronics, IT, automated productions. Finally fourth industrial revolution icon is 3D printer while cyber physical systems artificial in are benefitting factors.

Drivers of Change

Change is most static. Change is inevitable, change is ever present and permanent phenomena. People need to give a positive response to change. Normally people do not welcome change rather they resist change. In fact people remain in comfort zone and coming out of comfort zone gives them pain and so people resist it. People forget that gain lies in bearing pain. Gain lies in taking risk. More the pain more is the gain. It is said that more you bleed in peace less you bleed in war. However bandwagon of WTO and Globalization has brought various natural change, challenges and opportunities.

Physical Drivers

Time is ripe for autonomous vehicles viz. driverless car, truck, aircraft, drone sensors etc. 3D and 4D printing has brought amazing transplantation. Nano Robotics, Advance Robotics will take away repetitive jobs. New materials like ceramics, crystals are emerging which are more lighter, stronger and recyclable. Low cost commercially available drones will bring see change in deliveries viz. medical supplies, checking electrical powers, data analytics. India used Artificial Intelligent (AI) drone in recent surgical strikes for spying.

Ray Kurzweil authored a Science fiction "Singularity is near" in 2005 and he says that integration of man and machine is near in times to come man will be as efficient like machine and machines will be as emotional like man. Google has funded Singularity University for conversing technology research which is operating in California. Singularity research says that genetics, nanotechnology and robotics (GNR) revolution will revolutionize the scenario in times to come.

Digital Drivers

Radio Frequency Identification System (RFID), BITCOIN, Block Chain (distribution ledger) which is network of computers verifying transactions will bring change in all walks of life. RFID is best used in libraries, toll centers, malls etc. to make transactions simple and smooth and less time consumption.



Biological Drivers

Genetics is emerging as new area. Ease of genetic sequencing will emerge very soon. Singularity University California is researching on Synthetic biology. Human genome project, ability to customize organism by DNA, ability to edit biology which can be applied in any cell type, genetically modified plants, animals, fruits, vegetables will emerge very soon.

Automation

It is time of collaborative innovators. Earlier it was said that 'Necessity is the mother of invention' but today what is true is that 'variety not necessity is the mother of invention'.

Today customers and producers both are partners in innovation. Customer is a co-designer and co-creator of the product.

Automation will take away the jobs of telemarketers, Tax preparers, Insurance appraisers, umpires, referees, legal secretaries, Host and Hostess at coffee shop lounge, administrative assistants, real estate brokers, caterers and messengers. Massive open online courses (MOOCs) will take away jobs of teachers. Jobs which are less prone to automation will remain. Choreographers, mental health and Social workers, Counsellors, Physicians and Surgeons, Psychologists, Computer system analysts, Anthropologists, Marine Engineers, Sales Manager, Chief executives. Customer will come to centre stage. Customer expectations will rise much more.

Whisper of Artificial Intelligence

AI is branch of computer science concern with making computers behave like humans. This term was coined by McCarthy of MIT in 1956.

Types of Artificial Intelligence AI

1. *Reactive Machines AI* : Where AI is reactive and not able to form memories or even use past experiences.
2. *Limited Memory AI* : Self driven cars are its example. A lot of instructions like road signs, lane markers etc. are pre fed into its limited memory. But it goes beyond that to detect the movement of vehicles around them constantly.
3. *Theory of Mind AI* : This is how humans partake social interactions, understand motives and intentions and form societies. This AI has yet not been developed. Lot of research is being conducted for development of robots that are able to identify eye and face movements and react based on the looks and facial features of individuals.
4. *Self-aware AI* : This is where AI gains consciousness and perhaps a soul, which is the final frontier of the development of AI. It will be able to predict feelings of others.

AI will Change the World

AI is the new electricity or energy which will affect all industries. AI can cause 14 per cent increase in global GDP by 2030 a rise by \$15.7 trillion 60 percent increase will come through consumption side effects and rest through productivity gains in terms of time saving and labour saving. Healthcare, automotive, financial services, logistics, manufacturing and energy are the areas where AI will hit most effectively.

AI Applications

Healthcare : There will be more accurate diagnostics. In x-ray and other scans image recognition based diagnostic will be there. Potential epidemics or pandemic may be identified earlier. There will be better scheduling of surgeries and appointments to virtual drug development. Surgery will be performed by robotics. Big pharma will welcome AI to cut the drug development cost. AI will speed up cancer diagnostics and detection. Indian pharma scientists and labs has already proved it by inventing and patenting and applying Covid vaccine in a very short time through the help of AI.

TRENDS RESHAPING THE WORLD OF WORK : FUTURE OF WFH (WORK-FROM-HOME)



DR. JOLLY SAHNI

Director, Jubilation Office, Associate Director, MBA Program &
Assistant Professor, College of Business Administration
Prince Sultan University, Riyadh, Saudi Arabia

The ongoing crisis of COVID-19 has changed our lives considerably; imposing the need for various reformations for organizations and individuals to cope up in this testing time. The organizations and individuals must adapt to these changes and challenges. The impact of coronavirus on human body is well known and more research is underway but what it does to the human behaviour and the psychosocial effects are yet to be unravelled. People around the world are facing the same crisis and lockdown situation has caused a massive impact on the organizations. While the outcome from the crisis is both amplifying familiar risks and creating new ones, change at this gamut also creates new openings for managing systemic challenges, and ways to build back better. Until now, most companies have tried best to address their employees' basic needs of safety, stability, and security. However, those needs are evolving, calling for a more sophisticated approach as organizations enter the next phase. How organizations learn and evolve from this experience will define the future for many organizations. The need of the hour is to be more agile and flexible to foster creativity and innovation among the team members.

Year of 2020 has been the year that has redefined the way we work and, year 2021 calls for a systematic proactive approach to deal with the new normal. During the current times of 2021, most offices continue with a partial 'work from home' (WFH) policy through virtual connection to ensure the continuity of work and to avoid losses as much as possible. WFH was once considered as an effective strategy that offers more flexibility to employees and improves the work life balance, organizational commitment and overall job satisfaction, however, in the current situation it is creating work life imbalance due to indefinite working hours and vague boundaries between office work and personal life. Boundaries have become blurred due to the invisible WHI (work-home interface) and HWI (home-work interface) as the home demands clash with the work demands and vice-versa. This creates work-life conflict with the involvement of one domain with the another. WFH has its own merits and limitations. Interruptions during WFH results in loss of resources like time and energy. Though, it only requires a quiet space and a good internet connection at home, this does not guarantee the quality of output and performance. There are other things to be considered as well.

Boosting motivation and engagement has become very challenging. To reduce the fear of uncertainty and perceived threat, organizational communication should be improved thereby shaping a positive perception among employees. Therefore, regularly checking in with the remote employees and counselling them on how to adjust their behaviour to accomplish their performance goals is a highly effective means of boosting their engagement. According to management consulting firm Gallup, employees who regularly meet with their managers are three times more engaged than their peers. Organizations must establish work schedules that are compatible with demands and responsibilities of the job description, thereby investing in trainings, mentoring and coaching to provide support. It is recommended to have regular meetings with employees, providing specific, clear, and timely feedback on how they can continue to learn and develop. Therefore, clear guidelines on work from home can be useful and effective and avoid miscommunication on several junctures at work. The main attributes of managers and leaders required at this time are; to be more compassionate, keeping connected with the team and caring not only about the physical but also mental wellbeing.



INDUSTRY 4.0- A GLIMPSE



PROF. (DR.) ANIL MEHTA

Professor, School of Legal Studies, Banasthali University, Banasthali
Former Professor & Head, Department of Business Administration
University of Rajasthan, Jaipur

The First Industrial Revolution was marked by a transition from hand production methods to machines through the use of steam power and water power. The Second Industrial Revolution, also known as the Technological Revolution, is the period between 1871 and 1914 that resulted from installations of extensive railroad and telegraph networks, which allowed for faster transfer of people and ideas, as well as electricity. The Third Industrial Revolution, also known as the Digital Revolution, occurred in the late 20th century, after the end of the two world wars, resulting from a slowdown of industrialization and technological advancement compared to previous periods. The Fourth Industrial Revolution (or Industry 4.0) is the ongoing automation of traditional manufacturing and industrial practices, using modern smart technology. Large-scale machine-to-machine communication (M2M) and the internet of things (IoT) are integrated for increased automation, improved communication and self-monitoring, and production of smart machines that can analyze and diagnose issues without the need for human intervention.

There are four design principles identified as integral to Industry 4.0:

1. Interconnection — the ability of machines, devices, sensors, and people to connect and communicate with each other via the Internet of things, or the internet of people (IoP).
2. Information transparency — the transparency afforded by Industry 4.0 technology provides operators with comprehensive information to make decisions. Inter-connectivity allows operators to collect immense amounts of data and information from all points in the manufacturing process, identify key areas that can benefit from improvement to increase functionality.
3. Technical assistance — the technological facility of systems to assist humans in decision-making and problem-solving, and the ability to help humans with difficult or unsafe tasks.
4. Decentralized decisions — the ability of cyber physical systems to make decisions on their own and to perform their tasks as autonomously as possible. Only in the case of exceptions, interference, or conflicting goals, are tasks delegated to a higher level.

Major Drivers of Industry 4:

1. Big Data Analysis: in an Industry 4.0 context, the collection and comprehensive evaluation of data from many different sources—production equipment and systems as well as enterprise- and customer-management systems—will become standard to support real-time decision making.



2. Autonomous Robots; Robots will eventually interact with one another and work safely side by side with humans and learn from them. These robots will cost less and have a greater range of capabilities than those used in manufacturing today.
3. Simulations; Simulations will be used more extensively in plant operations to leverage real-time data and mirror the physical world in a virtual model, which can include machines, products, and humans. This will allow operators to test and optimize the machine settings for the next product in line in the virtual world before the physical changeover, thereby driving down machine setup times and increasing quality.
4. Horizontal And Vertical Integration System: With Industry 4.0, companies, departments, functions, and capabilities will become much more cohesive, as cross-company, universal data-integration networks evolve and enable truly automated value chains
5. Industrial Internet of Things: industry 4.0 means that more devices—sometimes including unfinished products—will be enriched with embedded computing. This will allow field devices to communicate and interact both with one another and with more centralized controllers, as necessary. It will also decentralize analytics and decision making, enabling real-time responses.
6. Cybersecurity: With the increased connectivity and use of standard communications protocols that come with Industry 4.0, the need to protect critical industrial systems and manufacturing lines from cybersecurity threats increases dramatically. As a result, secure, reliable communications as well as sophisticated identity and access management of machines and users are essential.
7. Cloud: More production-related undertakings will require increased data sharing across sites and company boundaries. At the same time, the performance of cloud technologies will improve, achieving reaction times of just several milliseconds. As a result, machine data and functionality will increasingly be deployed to the cloud, enabling more data-driven services for production systems.
8. Additive-manufacturing: Companies have just begun to adopt additive manufacturing, such as 3-D printing, which they use mostly to prototype and produce individual components. With Industry 4.0, these additive-manufacturing methods will be widely used to produce small batches of customized products that offer construction advantages, such as complex, lightweight designs.
9. Augmented-reality: Augmented-reality-based systems support a variety of services, such as selecting parts in a warehouse and sending repair instructions over mobile devices. These systems are currently in their infancy, but in the future, companies will make much broader use of augmented reality to provide workers with real-time information to improve decision making and work procedures.



PARADIGMATIC COMPETENCE TO EMBRACE FUTURE TRENDS AND RESEARCH: A SCIENCE-SPIRITUALITY PATH



DR. CHAI CHING TAN
School of Management,
Mae Fah Luang University, Thailand

Abstract

Spirituality and science should go hand in hand, but it is not clear how one can make use of it to deal with uncertain and rapidly changing worlds. It is known that spirituality can provide the tranquil state of mind and the corresponding calmness, and the insights not biased by our own prejudices. Science is obvious in making progresses towards approximation of truths, which also aims to improve the power of theoretical and conceptual explanation of the reality of a phenomenon. Thus, a coupling of spirituality and science makes sense, especially in dealing with today's VUCA (volatile, uncertain, complex and ambiguity) world. Underpinning on this premise, in aiming to strengthen our ability to embrace future trends and research, this study proposes three interrelated research objectives, and each of the objectives also attempts to fill some of the gaps in the extant literature. Specifically, an epistemological perspective is demonstrated, by borrowing the concepts of Karl Popper in the three worlds – World 1, World 2, and World 3. Empirical examples illustrated in this paper include community-based organic farming, and a study focusing on comprehending the tourists' attitudes and behaviors toward a hot spring destination in Chiang Rai, Thailand through neural network simulation supports, as mechanism to expand human consciousness, which is a core issue in spirituality domain.

Introduction

A search using Google Trends, which is an open-source online portal of Google Inc. (Ghosh, e-Roub, Krishnan, Choudhury, and Basu, 2021), shows that the "spirituality" theme has flattened out to a lower level, as shown in Fig. 1, globally, albeit some slowly upward trend is bubbling up.

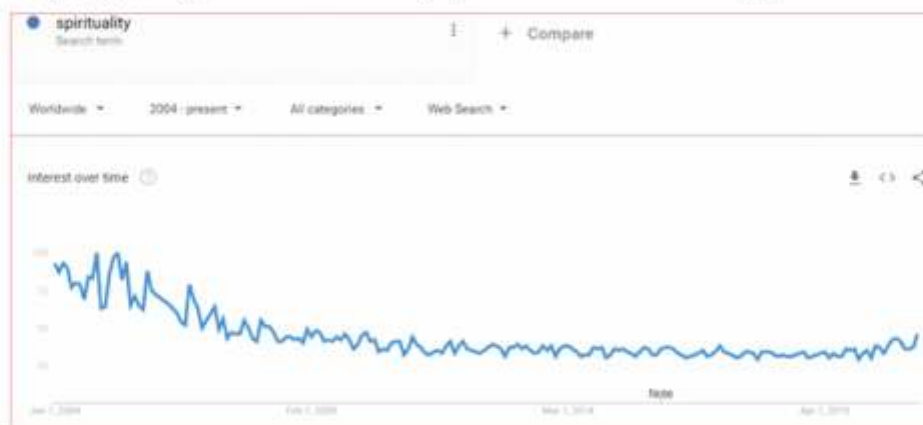


Fig. 1. "Spirituality" Interest Worldwide from Google Trends

Though many insights can be identified using literature review to identify the reasons for lower acceptance of the spiritual term in organization and management studies, partly, at least from the researchers'



perspective, is that the term still remains relatively undefined and the research publications are often using subjective tones (Michopoulou and Jauniskis, 2020). Research is a gradual knowledge-generation process, and certainly the academicians can identify many entry points for the contribution of spirituality theme in the science-based research effort. This research acknowledges the urgency of “spirituality” themes, especially in the potency in helping people to deal with stresses (Kang, Mason and Tarshis, 2020). Nevertheless, there are many academic discourses in supporting the inclusion of spirituality theme, which can be found in wide ranges of disciplinary fields, for instances, in tourism (Abu Bakar, 2020), food (Michopoulou and Jauniskis, 2020), and fraud prevention (Purnamasai and Amaliah, 2015), such as by undertaking the spiritual audit of organizations (Mitroff and Denton, 1999). To help lend an academic contribution to improve the understanding and application of spirituality themes in organizations and the society, Benefiel (2003) recommends to engage in philosophical work, as it can fundamentally heal the rift between the discourse of spirituality and the discourse of sciences.

Following the same line of understanding, this study aims to demonstrate the overarchingly similar and intertwined concepts between science and spirituality. Though the interests of this topicality are widespread, the understanding remains at abstract level, rendering rare routine applications, and thus, causing the development of their competencies a dauntingly challenging task. “Science” is used to support the “spirituality” theme, as the utilities of sciences and scientific methods are explicitly indisputable. The utilities of sciences are predominantly owing to their epistemological and methodological characteristics, such as being empirical (reliance on observation of events rather than logic, authority or intuition), objectivistic in the ontological worldview, is concerned with getting to a general principle-level of understanding that applies across a wide variety of events, is logical, is precise, and is probabilistic in result nature (Dipboye, 2018). To deliver this ultimate aim, collectively of the literature publication efforts, this study establishes three interrelated and inter-supportive research objectives, and empirical examples are also illustrated:

Research Objective 1: To clarify the concepts of the intertwined relationships between spirituality and science.

Research Objective 2: To demonstrate the connection between “Buddhist spirituality” and “science”, and the “paradigmatic framework of research and the S-O-R (Stimulus – Organism – Response) model of behaviors”, being illuminated by research examples, with implications to entrepreneurship and strategic management applications.

Research Objective 3: Use of artificial intelligence (neural network simulation tool) to help us expand our “consciousness” of reality (the world 2 competency) for developing world 3 strategy in order to better sustain and exploit the world 1, being illustrated by the neural network-structural equation modeling (NN-SEM) example, by targeting at tourist survey in a hot spring destination in Chiang Rai, Thailand.

Method

This paper exploits the literature review and uses the deductive logics for concepts generation, followed by empirical supports. The examples used in this paper are the research effort of the author. Neural network (NN)-structural equation modeling (SEM) statistical computation is a novel approach, which analyzes the data for pattern recognition, that is in accordance with the spirituality-science epistemological scheme. The following results and discussion are presented in sequel to address the three research objectives, and each takes a necessary precedence over the other next objective.



FUTURE LEADERSHIP TRENDS IN MANAGEMENT



PROF. (DR.) P. MALYADRI

ICSSR Senior Fellow Research Advisor in Management &
Commerce Center for Economic and Social Studies (CESS)
An ICSSR Research Institute, Ministry of HRD,
Govt. of India, Begumpet, Hyderabad

The goal of Leadership is to accomplish high-level productivity and employee morale. A leader is an instrumental track the organization towards maximizing profits.

But how do leaders achieve this? Technology is a tool and edge for leaders to derive several ways outs pertaining to employee's welfare nowadays. It can be used by the leaders in terms of measuring and assessing various aspects of management towards the benefit of the employees. Often people are in confusion about leader and manager and their functioning.

You are all aware there is a slight difference between a leader and a manager. Leader touches personal and psychological aspects of the employee however manager confined to only work extraction. The manager doesn't bother about the psychological feelings of employees but the leader has got more concern and will try to resolve all of them along with work pressures. That is the reason employees are followers to leaders.

The 21st century speaks about wellbeing managers (WM) and the presence of WM makes a lot of difference as they try to manage and improve personal and workplace wellbeing. This has come to light during a pandemic.

In times of pandemic the role of wellbeing managers laudable in terms of leading and managing employees to improve their morale as a mentor especially technology effective usage when the situation demands. Because of this dual role of wellbeing managers as leaders, employee's accessibility with managers bridges the gap considerably between them. This action leads to more productivity, minimization of wastages, and in turn maximization of profits.

Employees learned by the leaders and rejuvenated from negative situations to positive situations in their workplace along with behavioral changes in order to equip themselves in boosting the morale of employees and bold in delivering their duties.

Leadership quality is the manifestation of perfection in an individual, it is not so easy to extract work from others for the wellbeing of the society, and it requires attracting power just like a magnet. A good leader should possess some qualities to motivate, mesmerize attract and listen to others. His presence should make a difference among the employees. His Aura should make people happy.

A leader in the contemporary world should adopt the updated qualities to make people listen to him and moreover, he should inspire him. Employees now are totally different when compared the same with the people then, therefore in order to convince them he requires some extra skills and qualities. Leader should be accessible with technology.



A good leader should always be a positive attitude and should take appropriate decisions for the well-being of followers always because one a good decision will bring in many changes and in fact it is good and also reflect on the society at large.

But wellbeing leadership is a new approach that challenges this conventional view. It is possible with the adoption of technology. Wellbeing and economy are two sides of a coin and one cannot be achieved without the other as it influences others and also cannot be separable. As such, wellbeing leadership is an emerging leadership trend, aims to maximize outcomes across eight components: economic, material, physical, psychological, social, cultural, environmental, technological, and spiritual. To ensure this approach works, leaders must find the right balance among all eight components. By concentrating on these various aspects, wellbeing leadership can give a guaranteed increase in productivity among employees. As proved already during the pandemic, productivity is closely tied to employee wellbeing and this would be carried out further in the days to come. Hence commitment of the leadership is to be continued since it is associated with the psychological instincts of the employees.

The future leader is going to be very different from the leader of today. Some of the core leadership capabilities shall continue to remain the same, however technology edge is inevitable to access for example, the curiosity to learn and evolve, ability to build and nurture networks, self-awareness, etc. Yet, a whole new set of capabilities is what shall differentiate successful leaders – disruptive envisioning, multidimensional sense-making, the ability to manage multidimensional diversity, institution-building mindset, and talent magnetism. Finding all these capabilities in one leader is definitely not an easy task. Especially in the Indian context, a complex business environment demands various diverse leadership skills required. Often, in-house leaders may even lack the potential to build these skillsets. Hence, organizations feel the need to buy leadership talent. However, we can get it by through proper management education along with technology solutions for time-saving in decision making and also useful in general to all the employees for their holistic development.

80% of the organizations in India are currently facing a leadership talent shortage either because the present leaders are on the verge of retiring or because millennial prefer to change jobs frequently they were not recognized and also underpaid.

Conclusion

Therefore the need of the hour is to be creative and leadership style is not static it changes with the changing circumstances. In order to lead the masses, it is imperative to be dynamic, bold, and creative, adoptive the changes for the consolidation of future leadership to be effective, responsible, and accountable and a sense of protection towards social interest to uphold the changing trends in management scenario.



EDUCATION UNDER THE INFLUENCE OF TRANSHUMANISM



MRS. VASSILAKOU EVANGELIA

MA with high honors in Applied Linguistics,
The English Academy of Languages, Athens, Greece

Abstract

The existence of sophisticated technologies has resulted in tremendous changes concerning humanity. The fields of Nanotechnology, Biotechnology, Information technology, and Cognitive science, have made feasible the production of artificial hearts, greater human strength, robotic exoskeletons, bionic eyes, to name but a few, which have raised ethical issues. The purpose of this paper is to explore the notion of Transhumanism and its possible impact on education. It also examines the difference between the terms of Transhumanism and Posthumanism. Most importantly, it offers useful and practical guidance for educators to deal with the issue of transhumanism in the classroom more effectively. It concludes with the pedagogical implications for the educators of modern pedagogy.

Introduction

According to Porter (2017), the concept of transhumanism refers to a “technoprogressive, socio-political and intellectual movement that advocates for the use of technology in order to transform the human organism radically, with the ultimate goal of becoming posthuman”. Biotransformative technologies for transhumanists include genetic engineering, brain-machine interfaces, molecular manufacturing and nano-engineering, artificial intelligence, cryonics, cloning, nootropics which are drugs, supplements, and other substances used to ameliorate cognitive function, such as memory, creativity, or motivation. The term “biotransformative” is utilized as a substitute for “enhancement technologies” on the grounds that the focus is “the value-ladenness of enhancement”. In other words, the contradictory nature of the changes produced in the human organism by such a technology, namely “enhancement” or “impairment” (Porter, 2017, p. 237). It is also worth mentioning the transhuman enhancement themes include extension of human health-span, eradication of disease, elimination of unnecessary suffering, augmentation of human intellectual, physical, and emotional capacities, and space colonization. It has also been suggested that there is common ground between transhumanism and the postmodern philosophy of Nietzsche.

Transhumanism & the Nietzschean “Overhuman”

Many have connected transhumanism and the thought of Friedrich Nietzsche and transhumanists are viewed by some as “self-styled Nietzscheans” (Habermas, 2003, as cited in Porter, 2017, p. 246). This is evident in the Nietzschean proclamations as “Man is a rope, tied between beast and overman—a rope over an abyss . . . What is great in man is that he is a bridge and not an end” (Nietzsche, 1954, as cited in Porter, 2017, p. 246). More specifically, the ideal of the overhuman in the postmodern philosophy of Nietzsche “is an ideal of self-mastery over the will and over the self as a whole” (Porter, 2017, p. 247). It could be concluded that “the transhumanist ideal of the posthuman is closer to Nietzsche’s conception of the “last humans” than it is to his conception of the overhuman” (Aydin 2017, as cited in Porter, 2017, p. 250).



Adapting pedagogy to respond to Transhumanism via deep-level reasoning questions & the Tech Ethics-based curriculum

Educators should prioritize fostering reasonable skepticism to students, that is a healthy doubt of artificiality. Equally important would be raising students' awareness of stoicism- the Hellenistic philosophy which is a philosophy of personal ethics to improve self-discipline, mental toughness, leadership, wisdom, resilience, and inner peace. Regulatory and ethical frameworks can also be designed in the form of open discussions, projects, presentations, debates to ensure that digital technologies benefit humanity.

There is a plethora of questions that educators can pose to students in both their physical and virtual classrooms. Questions that require deep-level reasoning such as "What is a 'posthuman'?", "Why would anyone want to live forever?", "Do we really want to be Gods among Gods?", "Is superintelligence a good and feasible goal?", "Is transhumanism a radical vision of humanity?", "What can be the criteria for "personhood", "Why should we not want to improve ourselves – and our society – with the technology tools and create positive social change?" (Gibson, 2018, p. 1), "Is technology to be feared and to rebel against or does it sustain divine characteristics and guarantee humanity a place in post-biological futures or even immortality?", "How can we differentiate between strict dualisms such as the one between human and non-human?", "Should current humanity be the endpoint of evolution?", "Should recent advances in organ transplant technology, namely the artificial organs which have led to improved survival times, be validated or should there only be reliance on human donors?" (Ferrando, 2013), "Should everyone have the right to boost their intellect?", "Would society still operate smoothly if everyone had an IQ of 300 and multiple doctorate degrees?", and "Would it not be boring to live forever in a perfect world?" (Porter, 2017, 245).

Transhumanism and ethical concerns in education

Given that there are countless ethical concerns about the notion of transhumanism, schools and educational institutions need to reconsider their role in the transformation of the human species. The future course will be outlined by the way educators will restructure the educational systems and the school curricula. It is vital that learners be taught the ideology for the ages and not just for the present times and be part of universal perspectives. A growing realization is that future descendants will have different moralities, higher intelligence, greater knowledge in comparison with the existing intellectual powers. Thus, students are expected to reflect on what these changes might be and wisely direct, drive, or even control the course of this future evolution.

Conclusion

It is time to raise awareness of the new transhuman identities to the twenty-first century students and help them conceptualize all the possible dangers transhumanism, the next generation of humanity, may entail. The pedagogical implications on the future of education are that all students need to philosophize on alternative concepts based on a fusion of the real and digitalized worlds. Regarding transhumanism the problem is that there is lack of criteria to determine values such as "enhancement" – the so called the value(s) problem for transhumanism. Surprisingly enough, the biological evolution as envisaged by Charles Darwin expedited beyond the incremental change, that is occurred sooner with accelerated rather than small steps. Hence, it is crucial that transhumanism be taken seriously, its argumentation line evaluated rigorously, well in advance. "Rushing blindly into a brave new posthuman world" would be a drawback for humanity". The best path to follow would be the one "armed by forethought and critical reflection" since "now it is the time to engage in that process" (Porter, 2017, p. 256).



TITLE OF THE PAPER: ACADEMIC RESEARCH IN INDIA



DR. JAYDIPKUMAR NASVANBHAI CHAUDHARI

Professor & Dean, Faculty of Management Studies
 Member of the Senate, Department of Business & Industrial Management
Veer Narmad South Gujarat University, Surat

Introduction:

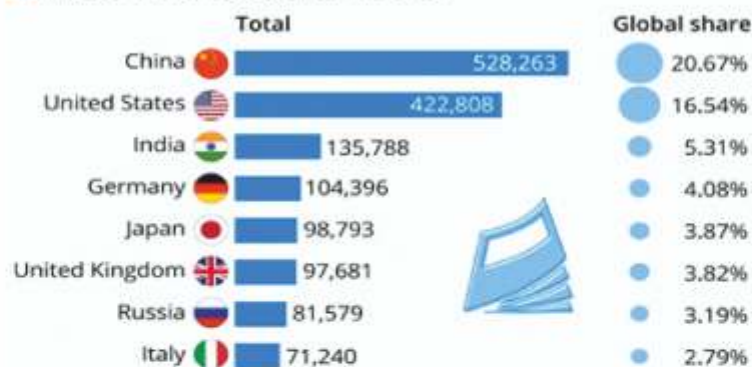
India has a history of scientific research and publications. Scientific development and publications is directly playing a vital role in the development of country in terms of healthcare, education, economy, innovation and employment. It also helps an individual to improve quality of research, carrier progression, to establish international and national collaboration, and recognition in the society.

Scientific developments, publications, patent production in India were marginally low as compare to other developing and developed country. As per SCIMAGO Journal Ranking, in the year 2015, India ranked number 5 in the production of publication. USA, China, United Kingdom, and Germany were in leading position.

As per National Science Foundation, USA, in the year 2018, with over 1.35 lakh scientific papers published, India became the world's third largest publisher of science and engineering articles, topped by China.

The Countries Leading The World In Scientific Publications

Number of science & engineering articles published in peer-reviewed journals in 2018



Source: National Science Foundation



statista

The global research output, as measured by peer-reviewed science and engineering (S&E) journal articles and conference papers, grew about four per cent annually over the last 10 years.

As reported by the United States National Science Board, in 2008, India published 48,998 science and engineering articles. This increased to 1,35,788 articles in 2018 at an average annual growth rate of 10.73 per cent and the country now accounts for 5.31 per cent of the total world publications in science.



China, which accounts for 20.67 per cent of all global publications in scientific articles, is at the top position, followed by the US at 16.54 per cent.

Though a long way to go, as compared to the US and China in terms of the number of scientific article publications, India's emergence as third largest publisher is mainly due to a phenomenal double-digit growth rate in the last one decade from 2008 to 2018, the report noted.

The other countries which made it to the top 10 list are Germany (1,04,396), Japan (98,793), UK (97,681), Russia (81,579), Italy (71,240), South Korea (66,376) and France (66,352).

According to the report, China's rate of research output has grown almost twice as fast as the world's annual average for the last 10 years, while the output of the US and the European Union (EU) has grown at less than half the world's annual growth rate.

Research papers from the US and the EU continue to have the most impact; however, China has shown a rapid increase in producing impactful publications, as measured by references to journal articles and conference papers.

As measured by journal article and conference papers, specialisation in scientific fields differs among countries, with the US, the EU and Japan more specialised in health sciences and China and India more specialised in engineering.

China India produced two per cent of the global output in 2000 and grew to five per cent in 2018; While China's share rose from five per cent to 21 per cent during this period.

But, as per a government report, only 15.8 per cent of the total publications produced by Indian researchers feature in the top 10 journals globally. It has emphasised on the dire need to focus on the quality of research in the country.

Compared globally, India trails the UK, which has 37.3 per cent research work published in top 10 journals, the US (36.2 per cent), Germany (33.4 per cent) and China (27.6 per cent).

India also ranks below Kenya, Chile, Brazil, and China in terms of number of researcher per 10000 labour force. There are only 4 researchers per 10,000 in India.

India ranks among the top 10 countries with high quality of research institutes, but it scores just 0.42 out of 5 in the quality of research institutions index. USA tops the list with a score of 3.88. The top spots are occupied by developed economies such as the US, China, France, Germany and others, who are in a position to fund research institutes.

During the period 1996 to 2019, for India, the citation per document was only 9.74, far below compared to USA, UK, Germany and other EU countries, which had citation per document more than 20.

The quantitative increase is good news but what matters more is impact, measured by the number of times an article has been cited and referred to. India's impact was about only 1 per cent.

The quality of academic research produced by Indian scholars has become a subject of grave concern for the University Grants Commission and Government of India.

Probable Reasons for low-quality research in India:

The primary reason for low-quality researches is the low spending on research and development (R&D) by India. As per UNESCO Institute for Statistic's R & D Data Release 2018, India spends just 0.62 percent of GDP on research, which was 0.84 per cent in the year 2008. In contrast, France spends 2.25 percent of its GDP on research, and the United States, 2.74 percent.

The low spends answer why India lacks the resources required for conducting high-quality researches.

The scarcity of compensation or funds for scholars, however, is not the only reason behind the research crisis in the country. The woes of India's education system are rooted in early schooling.



A PATHWAY TO SUSTAINABLE ATMANIRBHAR BHARAT: ISSUES AND PROSPECT



PROF. (DR.) MANVINDER SINGH PAHWA

Professor in School of Business and Commerce
Manipal University Jaipur

Firm 2006 to 2014 70000 new firms were added in the start kitty of the country which amounts to 4% growth of new firms, In 2014 to 2018, i.e. in 4 years 1.24 lakh new firms got registered. This indicates the growth of 12.2% which is far higher than what was reported in the period of 8 years i.e. 2006 to 2014. This clearly shows the intention of the govt of India (GOI) which is religiously putting efforts for entrepreneurship in India.

The GOI launched Start Up & Stand up India scheme to release the entry barrier and from protecting the efficient firms and easy exit of redundant firms. The IBC was formulated in 2016, besides it also checked the possibility rehabilitation of existing firms.

If we closely look at the pre & post LPG era of reforms (NEW Economic Policy of 1991), the average span of companies staying on Sensex was 60 years, which drastically reduced to 12 years in post LPG period. It means that 1/3rd firms are renewed every 5 years. This indicates there is level playing field and market economies getting dominated.

The new Competition act 2002 and regular amendments therein, has helped the competition to flourish to great extent, going beyond the abolishment of Inspector Raaj prevailing in the old MRTP Act of 1969.

Creative destruction of firms is very important to maintain competition & promoting innovation. It can be seen that the gap between the largest and smallest firm size has reduced from 100 times to 12 times from pre LPG period to present times.

Issues

- Uneven distribution- Entrepreneurial activity is more seen in western states such as Gujarat, Maharashtra, Rajasthan. This may be due to the Flexible labor laws. As labor is in concurrent list of Indian Constitution on which both center and state can legislate. India is moving in the right direction by unifying 29 labor laws in to 4 universal codes. But care needs to be taken that, Federal autonomy of states is not dampened, and amendments are done with proper due consultation & consensus building.
- Entrepreneurial activity has direct linkage with the literacy rates. Economic survey 2018 points that, if the literacy rates are more than 72%, then entrepreneurial activities in that area (State or a city) increases eventually.



- Another important issue Hyper or Over competition. Imperfect competition may lead to monopolization by certain big players. Connectivity is important, but if the connectivity is more than 92% (survey finding), smaller firms tend to move away from the area, thereby decreasing entrepreneurial activities.
- Merger and Acquisition (M&A) is another prevailing trend in the corporate sector. Smaller players tend to lose access to market if more big firms start joining hands. In recent past we have seen a trend of Redundant mergers, wherein firms merge just to counter their opponent. In long run, customers are left with few alternatives (i.e. monopoly in the market) & loss of job opportunities (in the name of Right Sizing).
- Lack of quality educational institutions providing world class education is at the core of entrepreneurial activities. Studies found that if the number of quality education institutions are more than 26, then the entrepreneurial activities see a Push. E.g. presence of MUJ & Atal Incubation Center (AIC)
- Crony capitalism- it is found that average profits of BSE 500 firms is 10%. But the average profit of Connected Firms is 17.5%. Connected firms are those firms which has political connection and the ability to influence public policy to their advantage.

Conclusion

India cannot see a better time than this to board the bus of entrepreneurship in the form of Atamnirbahr Bharat. Indian Vaccine Diplomacy has already received appreciation throughout the world. The line is thin to distinguish between Local Entrepreneurship & Global Entrepreneurship. We need a Decentralized Entrepreneurship model to push for local products. There is immense potential for small firms to fill the wedge created by the Indian citizen leaning more towards Made in India products. Indian exports are currently less than 3% of total global exports and GoI aims to double the exports by 2025. The service sector have already been India`s forte. Pandemic times has provided an opportunity for small IT firms to be the part of India`s export dominance. Indian govt is already at the forefront for the Transfer of Technology (ToT) in business deals with the International players. Small manufacturing MSME firms should catch the opportunity & avail the same for their benefit and country at large.



THE GOLDEN ERA OF HINDI FILM MUSIC
"MUSIC & RHYTHM FIND THEIR WAY INTO THE SECRET PLACES OF
THE SOUL" –(PLATO)



DR. GAURAV JAIN

Renowned International Singer
Assistant Professor, Music (Vocal)

Rajasthan Sangeet Sansthan, Jaipur

When we talk about the magical effect of music, our Indian music holds a very special place. Along with Indian classical music, Hindi Film Music has ruled the hearts of the audiences for decades not just within the country but across the globe. The decades of 50's, 60's & 70's are rightly referred as the golden era of Hindi Film Music. The songs made during this period are still unforgettable & continue to enchant the hearts of millions even after 60-70 years. The reason behind the music was a perfect team work of the geniuses. The amazing lyricists like Shailendra, Majrooh Sultanpuri, Hasrat Jaipuri, Sahir Ludhianvi, Raja Mehndi Ali Khan, Shaqeel, Gulzar & many more. The songs had been sung by the mesmerizing vocalists like Lata Mangeshkar, Mohammad Rafi, Kishore Kumar, Asha Bhosle, Mukesh, Manna Dey, Talat Mehmood.

But the real versatility came from our legendary music directors, each one of whom was a gem in himself who gave his personal touch & excellence to make the tunes memorable.

Here are some of the examples:-

Naushad ji created the semi classical tunes & made the masses acquainted with the ragas of Indian classical music by presenting them in a cinematic style. Take a look at these rag based songs.

Madhuban me Radhika Naache - Rag Hameer;

Man Tarpat Hari Darshan - Rag Malkauns

He also used the folk of UP in many films.

Nain lad Jai hen to -Ganga Jamuna;, Door koi gaaye - Baiju Bawra

Famous films - Mughal-e-Azam, Baiju Bawra, Mother India, Andaz, Mela, Pakeezah, Ram Aur Shyam

The magical duo Shankar-Jaikishan gave the gift of big orchestra & symphony to the hindi films.

Pyaar hua ikhar hua hai - Shri 420; Aaja Sanam Madhur Chandni me - Chori Chori.

The name of this musical pair associated with a film, meant the guarantee of superhit songs.

Famous Films - Barsaat, Awara, Shri 420, Chori Chori, Sangam, Junglee, Professor, Asli Naqli

Then comes the legend from Bengal Sachin Dev Burman. He was known for his soft lilting & mild tunes and also used Bengali folk tunes in films.

Tere Mere Milan ki ye Raina - Abhimaan; O re Maanjhi - Bandini

Famous Films - Aradhana, Guide, Abhimaan, Prem Pujari, Teen Deviyen, Paying Guest

Who can forget the energetic romantic horse beat tunes by O P Nayyar

Ye chand Sa roshan chehra - Kashmir ki Kali; Maang ke saath tumhara - Naya daur



He also brought Punjabi folk tunes to the limelight

Ude jab jab zulfen teri- Naya Daur ; Sar pe topi laal haath me - Tumsa Nahin dekha

Famous Films - Naya Daur, Kashmir ki kali, C I D, Tumsa Nahin Dekha, Aar paar, Mere Sanam, Howrah Bridge

Another maestro who created magic was Madan Mohan who was rightly said the King of Ghazal composition by Lata ji herself.

Yun Hasraton ke Daag - Adalat ; Lag ja gale - Wo kaun Thi

Famous Films - Anpadh, Adalat, Haqeeqat, Mausam, Laila Majnu, Hanste Zakhm & Veer Zaara.

His tunes were even used 30 years after his death in the famous movie of 2004 Veer Zaara.

Another genius Roshan ji also made his mark with beautiful Qawalis & romantic songs

Na To karwan ki Talash Hai - Barsaat ki Raat; Nigahen Milane ko Jee Chahta Hai - Dil hi to hai

Famous Films - Taj Mahal, Barsaat ki Raat, Mamta, Bahu Begum, Ankahee, Devar

Besides them C Ramchandra, Jaidev, Salil Choudhary, Khayyam, Ravi & Hemant Kumar also did great work.

In the 60's, arrived the next generation of music directors who brought more variety.

The most noticable was R D Burman known as Pancham Da. Despite, being the son of S D Burman, he created his own style. Many of his tunes are still popular with today's generation in the form of remixes & cover versions.

Kuch To log Kahenge - Amar Prem ; Jaanejan dhoondhta phir raha - Jawani Diwani

Famous Films - Teesri Manzil, Amar Prem, Kati Patang, Aandhi, Ijaazat, Sholay, Hum kisi se Kam Nahin

Another duo that ruled the charts was Laxmikant- Pyarelal. They emphasised on dholak based songs & also extended the legacy of Shankar Jaikishan with big orchestras.

Chahunga Main Tujhe - Dosti ; Ye Reshmi Zulfen- Do Raaste

Famous Films - Dosti, Do Raaste, Bobby, Milan, Shor, Sargam Inteqam

Similarly there were Kalyanji Anandji who were also quite versatile

Chandan Sa badan - Saraswati Chandra;, Pal pal dil ke paas - Blackmail

Famous Films - Saraswati Chandra, Safar, Don, Himalay ki God me, Qurbani

It cannot be possible to accommodate the great work of these composers in a single session or a conference. I think a lot more research and analysis must be done on the work of these musical giants whose creations have entertained millions for so many decades.



FUTURE TRENDS IN MANAGEMENT, SOCIAL SCIENCES TECHNOLOGY, ART & CULTURE

DAY - 1 FEBRUARY 17, 2021

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PROF. (DR.) ANIL MEHTA

Professor, School of Legal Studies, Banasthali University, Banasthali
Former Professor & Head, Department of Business Administration
University of Rajasthan, Jaipur



PROF. (DR.) MANVINDER SINGH PAHWA

Professor in School of Business and Commerce
Manipal University Jaipur



DR. JOLLY SAHNI

Director, Jubilation Office, Associate Director, MBA Program &
Assistant Professor, College of Business Administration
Prince Sultan University, Riyadh, Saudi Arabia



DR. GAURAV JAIN

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Assistant Professor, Music (Vocal)
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CUSTOMER SATISFACTION TOWARDS LEADING RETAIL CLOTHING OUTLETS

Divya.B

Department of Commerce, Women's Christian College, Chennai

Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, imitation of new features and increase in number of new offers, customers have acquired new choices and they have also become more price sensitive, which has forced marketers to adapt differentiated and customer oriented strategies in order to enable them to stand out in the competition and gain a competitive edge. According to Singh (2006), one of the fundamentally important drivers of organizational success is that enterprisers must take the needs and wants of their customers into account. That is the reason why the researcher such as Reicheld & Sasser (1990); Ciavolino & Dahlgard (2007), Singh (2006); LaBabera & Mazursk (1983); Carpenter (2008); Bridson et al (2008) have paid attention to the importance of customer satisfaction, loyalty and retention have been continuously paid attention worldwide.

IMPACT OF IFRS ADOPTION ON FINANCIAL STATEMENTS OF SELECTED INDIAN COMPANY AFTER COVID-19

Dharpal Yadav

Assistant Professor, Department of ABST University of Rajasthan, Jaipur, Rajasthan, India

Since the outbreak of the new corona virus disease (COVID-19) pandemic, UNCTAD has played a critical role in raising awareness on the opportunities emerging from the crisis through increasing the uptake of e-commerce and digital solutions. At the same time, UNCTAD has voiced concerns about the risk of rising digital inequalities, particularly in least developed countries (LDCs).¹ The 2020 e-Commerce Week organized virtually by UNCTAD and partners of the e-Trade for all initiative provided a unique platform convening a wide range of stakeholders to assess implications of the crisis and explore in-depth key digital issues in the context of the COVID-19 pandemic.² As a follow up, UNCTAD assessed the impact on e-commerce businesses across developing countries and LDCs to understand the magnitude of the impact, identify key trends and challenges faced by e-commerce businesses, as well public and private policy responses to cope with the crisis. This paper is based on the results of a survey that investigates the impact of COVID-19 on e-commerce businesses from early March to end of July 2020. It focuses on 23 countries, mainly LDCs, in Africa and Asia-Pacific.³ The countries have all benefitted from UNCTAD's e-commerce capacity building programmes, either through an e-Trade Readiness Assessment (e-T Ready) or a national e-commerce strategy. 257 representatives of e-commerce businesses, out of 699 invited responded to the survey and shared their experience following the outbreak of the COVID-19 pandemic. Businesses have been divided into two groups: companies selling at least parts of their goods or services online and third party online marketplaces. The responses from the private sector were complemented by public sector responses from 12 countries, 4 elaborating on measures taken during the COVID-19 crisis to support e-commerce as well as to use e-commerce for economic recovery efforts.

A STUDY ON CONSUMER ATTITUDE TOWARDS YOUTUBE ADVERTISEMENT

Dharah Mevada

Assistant Professor, Department of Business Management, Saurashtra University, Rajkot, Gujarat, India

Dr. Haresh B Vaishnani

Assistant Professor, Smt. M. T. Dhamsania Commerce College, Rajkot, Gujarat, India

As the world becoming technologically advanced, demand for two-way communication between Brand and Consumer is has also emerged. This study tries to establish a relationship between the rise in new media formats and various brands' YouTube channels, which focuses on categorizing their video content into the 3 following categories: Musical Performances, Historical Narratives and Behind-the-scenes footages. The Study found that as Social Media becomes more dominant in today's social system; various brands are steering away from brand advertisements and promoting brand entertainment to increase customer engagement. Companies from almost all the industries can utilize the findings of this study to create advertising content that is more entertaining, which can help them to reach across their target audience.



AN EVALUATION OF MUDRA SCHEME IN HARYANA

Deepak Sangwan

M. Phil., Central University of Haryana, Mahendargarh, Haryana

An Evaluation of Mudra Scheme in Haryana' an attempt is made to check the efficacy of the MUDRA yojana launched by Shri Narendra Modi, Prime Minister of India in 2015. In this study, a district-wise and bank-wise analysis is done of Haryana state. Under the Mudra scheme, there are three schemes Shishu, Tarun, and Kishor, and all the schemes are evaluated separately in this study. To evaluate these schemes Percentage share, year on year growth, and Average loan amount is calculated with simple mathematical formulas. Findings of this study reveal that Karnal, Jind, Panipat, Ambala performed very well in the Shishu category. And in the Kishore category, Faridabad, Gurugram, Karnal, Hisar districts performed very outstandingly. In the Tarun category, Faridabad, Gurugram, Karnal, Ambala had very high performance. Also, Charkhi Dadri, Mahendragarh, Palwal, Nuh, and Jhajjar performed very poorly in all the above 3 categories.

SUMMARIZED VIEWS AND COMPARATIVE STUDY OF TECHNOLOGICAL UNEMPLOYMENT AND JOB OPPORTUNITIES IN INDIA

Astha Tripathi

Research Scholar, Faculty of Commerce & Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar Pradesh

The advancement in the automation is raising the specter of "Technological Unemployment" i.e. job loss caused by labor-saving technology and introduced 'Mechanical-muscle' and 'Mechanical-minds'. This introduces the most fiery and debatable claim of 21st century which is divided into optimists and pessimists. In the long term ramification of technologies on employment, there are more sectors losing jobs than creating jobs. There are theories which help in knowing the affects of technological development on job loss and job creation like Compensation theory and The Luddite fallacy. The technological changes have undoubtedly impacted the ways of work and situations in all work places. The fact we can consider that technology has simultaneously created new jobs for people who were keeping up the pace with it. But many people believe that the impact of technology on destroying jobs is more prominent than creating them. This study wants to offer a social vision where work will no longer central. Unless people direct technology, technology will increasingly direct people, with mass unemployment or underemployment and a possible atrophy of the human soul i.e. human thinking, feeling and will as likely consequences. Now after several waves of technologies, the question of the kind of workless society or a society not so heavily defined by work has become an urgent need for analysis and imagination. The youth of the country is the future of the nation and playing the most influential role in the development of economy of India. The youth of the nation is facing the troublesome of 'Technological Unemployment', whereas some of them are taking delight of their potential and talent to be the part of the technological challenges and opportunities. My study contains the small amount of research and analysis to study the relationship between technological shocks and unemployment and to which degree the population of human resource is appreciating the technological advancements. This study has been done to bring some suggestions from the human resources which will help in the understanding the current whereabouts, in reduction of technological unemployment and to increase the job opportunities.

"GEOTOURISM: A NEW ASPECT OF TOURISM" (A CASE STUDY OF BHIMLAT VALLEY)

Ashutosh Birla

Department of Geography, Government College Deoli, Rajasthan, India

Geotourism in the kind of travel that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage and wellbeing of it resident. **Geotourism** derives is not just about where places are. It is also about what places are. At its simplest geotourism is tourism with connection to geology and geomorphology. Bundi is a gift place of nature. Numerous areas of the Bundi district offer immediate opportunities for geotourism because of the presence of a diverse range of geological phenomena and out crops including amongst many landforms structure, residual hills, folding, faulting, waterfalls and many more. One of them is Bhimlat Valley. This place is full of natural and geographical beauty. The study is aimed to highlight the geofeatures of the Bhimlat Valley so that apart from an important tourist place it can become a geo-attraction in the world.



THE IMPACT OF MEDICAL TOURISM ON DOMESTIC HEALTHCARE IN INDIA: ETHICAL ISSUES

Anita Saxena

Medical tourism is the practice of people who need surgery and other kind of specialized treatment, traveling abroad to obtain medical care and services. In India, low-cost essential medical facilities; high standards of treatment, and almost zero Waiting times, attract people from overseas to get treated. Medical and surgical procedures can cost between five to ten times less in India than the United States. Medical tourism has both Benefits as well as negative issues. Benefits include increases in revenue (generates over US\$60 billion in business), foreign exchange reserves and tourism, besides creation of high-tech private medical facilities in India. At the same time a number of ethical concerns regarding its negative impact are also being raised. However, little effort to systematically synthesize what is known about the effects of this phenomenon. The purpose of this study was to investigate the ethical issues Vis – a Vis the Impact of Medical Tourism on domestic healthcare in India.

MINDSCAPE OF AUTISM: MUKHOPADHYAY'S SELECTED POEMS

Akansha Kaushik

Assistant Professor English, Rajasthan School of Art, Jaipur, Rajasthan

Autism is one of the developmental disorders about which people still are not aware of the traits. Media and literature play a vital role in spreading awareness about sensitive issues like disability. There are so many questions which raise in mind while studying Autism like what does it mean to be Autistic in India? What are the perceptions and the conceptions of people about Autism? How do people get to know about the disabilities like Autism? And what are the psychological states of the Autistic and the care givers of the Autistic? This research paper is an effort to find the answers to these questions. This paper seeks to understand Autism and how Autism is represented in the narratives. For this purpose Tito Mukhopadhyay's poems have been selected for further studies.

ANALYSIS OF TREND IN PRODUCTION OF MAJOR CROPS IN RAJASTHAN

Ajay Kumar Meena

Research Scholar, University Of Rajasthan, Jaipur, Rajasthan

Rajasthan is the largest state of India constituting 10.40 percent of total geo-graphical area and 5.67 percent of total population of India. The state is divided into seven division and 33 districts. Agriculture and allied activities play an important role in state's economy. Though it's contributing in NSDP has significantly fallen in recent years, yet it forms the backbone of state economy. Shifting from one crop to another crop is also a strong tool to minimize the risk and maximize the profit of farmers. However the changes in the cropping pattern has significant impact on the livelihood of labor and farmers economy. To study the diversification in crops the cropping pattern has to be studied scientifically. Cropping pattern has been defined as the proportion of area under different crops at a particular period of time. A change in cropping pattern means changes in the proportion of area under different crops. In current study, the systematic effort has been tried to analysed the cropping pattern through time series data of production of major crops in Rajasthan. The change in pattern is analysed through graphically as well as statistically. The trend chart has been drawn to understand the pattern of production. Also the trend is compared in major crops through regression analysis.

VULNERABILITY OF INDIA TO FLOOD DISASTER

Dr Rafi Ramzan Dar

Lecturer on Academic Arrangement, GDC Kulgam- J&K

Disaster is a serious disruption in the smooth functioning of a community or a geographical region which results in acute and multi-dimensional loss of people's lives and property which is beyond the coping capability of that community or region and Vulnerability is the degree of proneness or susceptibility of an area/population to the impacts of a disaster. The present study which is mainly based on secondary sources of data has tried to make an attempt in understanding the profile of vulnerability of India to flood disaster. It has also attempted to access look into various natural and anthropogenic causes that lead to this disaster as well as mapped out the flood prone areas of the country. In addition to it, the researcher has tried to highlight some of the measures of disaster mitigation.



THE IMPACT OF COVID-19 ON GENDER EQUALITY

Dr. Harsh Malhotra

Associate Professor, G.D. College for Women, Alwar, Rajasthan, India

The Covid-19 pandemic has forced the world into a disarray. The stakeholders around the world are endeavoring to understand which measures contribute to the prevention of infection, the treatment of the disease and otherwise the impact on the population. However, enough efforts are not being made to examine whether the Covid-19 pandemic affected women and men differently. This article attempts to examine the impact of the Covid-19 pandemic on women and men from the lens of gender-specific social-cultural differences. The analysis will account for the roles devolved to men and women in the society and its implications for the risk of infection. This may be reinforced from many statistics from around the world. For instance, the studies conducted by the Global Health 50/50 initiative show that infection rates are higher among women than men in many European countries. This could partly be attributed to the women taking part in support tasks in the family. The article concludes that the specific policy intervention which accounts for Covid-19's disproportionate impact on women are necessary to ensure that the movement for gender equality does not slow down and desired social/economic outcomes are not affected.

EMPOWERING WOMEN THROUGH SHGs: A CASE STUDY OF JHUNJHUNU DISTRICT RAJASTHAN

Dr. Harish Purohit

Associate Professor, Department of Commerce and Management, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan

Rishi Tulsian

Research Scholar, Department of Commerce and Management, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan

This study gives an inside view of the impact of joining the Self-Help Groups in Rajasthan on empowerment of women beneficiaries. Study chose the purposive sampling method, 8 blocks and 295 Self-Help Groups of Jhunjhunu district, Rajasthan. 143 out of 295 SHGs are intensively working whereas rests are non-intensive. Study found that the intensive self-help groups. The study has chosen purposively 20 out of 143 SHGs, 10 from each block. Further, four women respondents from each Self-Help Groups were chosen. Study has further chosen 5 point likert scales and four major indexes namely economic, social, political and personal development to measure the women empowerment after joining the SHGs. Study has chosen the Garrett index analysis and Paired sample 't' test to examine the same. **The present paper is an honest attempt to attract the attention of the readers towards the importance of SHGs.**

SUSTAINABLE BUSINESS PRACTICES AND ORGANIZATIONAL PERFORMANCE: A SYSTEMATIC REVIEW

Dr. Haresh Vaishnani

Associate Professor, Smt. M.T. Dhamsania Commerce College, Rajkot, Gujarat

Rajeshri Parmar

Research Scholar, Saurashtra University, Rajkot, Gujarat

This study presents a systematic analysis of literature with reference to impact of sustainable business practices on organizational performance. Although, the association between sustainable business practices and financial performance has received growing attention in research, but the consensus remains mysterious. In line with this, present study identifies the issues and developing trends that hinder the convincing consensus on that relationship. We used content analysis to examine the literature and establish the present state of research. A total of 103 papers from top-tier journals are shortlisted based on defined criteria to systematically analyse the. Based on three dimensions such as 1) sustainable reporting and organizational performance 2) sustainable business practices and organizational performance 3) Sustainability performance and organizational performance, the study reveals that in case of developed countries, literature suggest the existence of relationship. But, in case of developing countries it remains scarce. Moreover, literature is gradually replacing total sustainability with not broader concept of CSR, which is dominated by people oriented practices. While addressing few to nothing on planet oriented practices and financial dimensions. Thus, present study reveals that more research is require to facilitate convergence for better understanding of the relationship between sustainable business practices and financial performance.



ART INTEGRATED ENGLISH LANGUAGE PEDAGOGY- A MINOR STUDY

Dr. Chandrasekharan Praveen

Formerly Principal, IASE, Thrissur, Kerala

At a time when parents and educators across the country have been floundering with apparently outdated models of education, the New Education Policy (2020) came up with a burst of fresh ideas. One such is the proposal for curricular integration of essential subjects and skills(4.23, P14). As per the proposal, students should also learn "In addition to proficiency in languages...sense of aesthetics and art..." The Centre for Cultural Resources and Training (CCRT), trains teacher educators to interlink education with culture. The investigator cum teacher educator drawing on the experience gained through a residential training programme of CCRT, attempted the teaching of English by integrating art and culture. Following the identification of a suitable theme, a lesson template was prepared for fostering communication skills by integrating culture and art. The material developed was then tested on teacher trainees and its usefulness was identified. It is hoped that this presentation would help participants grasp the possibility of integrating art with language education. Given the fact that the NEP 2020 document has proposed the strategy, but not the road map, this study assumes significance. It is also likely to be useful for those engaged in interdisciplinary curriculum design.

RECYCLING OF DORIA HANDLOOM DEAD STOCK FOR IMPROVING THE ENVIRONMENTAL SUSTAINABILITY

Dr. Bindu Chaturvedi

Associate Professor in GPEM (Garment Production and Export Management), Government Arts Girls College, Kota, Rajasthan

The Handloom sector plays a very important role in the country's economy. It is one of the largest economic activities providing direct employment to over 65 lakh persons engaged in weaving and allied activities. The ancient craft of Kota Doria is synonymous with the land of Rajasthan. These Dorias are fine woven fabrics containing a special type of check pattern in the weave itself, locally known as Khat. Decades of poorly-implemented protection policies, lack of product diversification and the growth of power loom imitations have led to the slow downfall of the handloom sector results in yards of dead stock. Weavers produce all year round and sell their products in the festive season through exhibitions and other means. As there were no sales during the last festive season due to corona virus pandemic most of the stocks have piled up. In some cases, bulk orders have been put on hold and this also added to their on-hand inventory. The study was carried out with the intention to understand the existing supply chain, to gain insight through a diagnostic study of the environment, specific realities prevailing resources available and mapping the aspects of the handloom industry practiced in the region. In a nutshell, there are three important benefits to use Doria dead stock: It is eco-friendly thus is good for the environment. It reduces textile waste, conserves energy and decreases the carbon footprint that would have been expended in the production of new textiles. It promotes creativity: The use of dead stock encourages creativity on the part of the designer to create beautiful outfits and exclusive articles by value addition techniques. Lastly they are inexpensive: Since dead stock are usually overruns or surpluses, they come cheap as compared to new fabric. The study and its outcomes aim to bring forth the strength, weaknesses, opportunities, and threats.

MOTIVATION OF EMPLOYEES: AN OVERVIEW

Dr. Ashok Kumar

Assistant Professor, Department of Business Administration, FCMS, Jai Narain Vyas University, Jodhpur, Rajasthan, India

Although there's general agreement among psychologists that man experiences a range of needs, there's considerable disagreement on what these needs are and their relative importance. There are number of attempts to present models of motivation which list a selected number of motivating needs, with the implication that these lists are all-inclusive and represent the full picture of needs. Unfortunately, each of those models has weaknesses and gaps, and still there's no general theory of motivation. All organizations are concerned with what should be done to realize sustained high levels of performance through people. Consequently the topic of adequate motivation of workers springs from such a big amount of attempts made by management. Practitioner is to appear for the most effective due to manage so on accomplish an objective or mission with least inputs of materials and human resources available. Lots of theoretical concept, principles and techniques of management have evolved in response to those challenges. In general, management authors have attended view motivation as a key component of the managerial function of leading or directing. However, leading or leadership style, although



play a crucial think about determining the attitude of employees toward assigned job responsibilities, other managerial function like planning, controlling, staffing and organizing are equally important. Motivation of employees could be a highly relative matter since it varies in degrees, dimensions and places of employment. When there's lack of motivation of employees in any organization, all other resources and assets fail to perform. To motivate the staff and to stay them motivated could be a challenging task for the managers of both private and public sector. There's misconception that monetary reward is the biggest motivational tool for the workers to motivate, whereas employees don't believe the identical opinion.

ECONOMIC IMPACT ON INDIA DUE TO COVID – 19 PANDEMIC: ISSUES AND CHALLENGES

Dr. Anju Bala

Associate Professor, Department of Economics, Guari Devi Government Girls College, Alwar, Rajasthan, India

Dr. Suresh Vadranam

Faculty, Department of Political Science (DDE), Pondicherry Central University, Puducherry, India

The world wide spread of novel corona virus disease is sternly affecting life as per the recent updates; almost one-third to half of the global population is now under some form of lockdown. In the month of December 2019, in Wuhan Hubei Province, China, number of people suffered from severe respiratory illness. On 31st December 2019, China informed the World Health Organization (WHO) about the number of patients with symptoms of respiratory illness of unknown cause. Recent studies suggesting that COVID-19 infection could be transmitted from people before they present the symptoms. On 25th March 2020 Prime Minister of India announced countrywide lockdown with social distancing restriction over the majority of commercial activities and mass gathering including educational and public institutions. In such an exceptional situation of the century, we are living in it is crucial to understand how people are adapting to the constraints imposed on by the government due to corona virus lock-down and its impact on given population and their routines and habits. Superadded is the blow of financial constraints due to loss of work, absence or suspension of occupational safety and health related basic laws with associated occupational hazards, which make this occupational group highly vulnerable for the development of psychological illnesses.. Through this paper, we aim to analyse the impact of COVID-29 i.e. Corona virus on Indian economy as a whole and the Stock and Options market in India. Also, we would be taking up this research further by performing a sector wise analysis and the problems faced by them in times of this global pandemic.

GENDER INEQUALITY: THE IDEA OF INCLUSIVENESS AND EXCLUSIVENESS OF WOMEN RIGHTS

Dr. Anjana Srivastava

Associate Professor, Government College, Chaksu, Jaipur, Rajasthan

With respect to religious rules, contemporary India is a secular society that is pluralistic. Different communities in India have distinct personal religion codes or personal laws, which the secular state of India is hesitant to amend. These rules, however, have created controversy about the importance of gender equality in India, as all Religious personal laws in different areas offer women less rights than men, but equality as a fundamental right has been promised to Indian women. The history of these laws in India indicates that they have been used selectively as an instrument of government and mostly to the detriment of women, while the Religious personal laws provide for inclusiveness of religion. In the past, feminists have proposed that the legislation should consider and accommodate for diverse gender distinctions, such as colour, ethnicity, and sexuality. But in the case of ethnic pluralism in India, religious inequalities are at odds with gender equality. I contend the argument that the there should be one inclusive socio-legal theory to contemplate and list out the rights of women which are common and binding to all.

COMPARATIVE ANALYSIS OF STRATEGIC MANAGEMENT IN ANCIENT JAIN COMMUNITY AND MODERN BUSINESS WORLD

Dr. Alka Jain

Senior research fellow, ICSSR

Strategic management is popularized as a modern management theory by the western scholars. In the management books for our students we find the statements that "The origin of strategic management can be retraced to 1911, when Harvard Business School introduced an integrative course in management called 'Business policy' aimed at the creation of general management capability." (Azhar Kazmi, Adela Kazmi, 2016)1.



But we miss the fact that 'Strategy in action' is available in ancient Indian scriptures. We can open any ancient Indian scripture, be it Geeta, Mahabharata or Tirukkural, they are dotted with strategic management techniques. The author has attempted to explore ancient Jain Indian scripture to analyse if elements of strategic management are available in it. The focus will be on the religious Jain scripture 'Sthanag Sutra' and the relevance of strategic management techniques found in Sthanag Sutra is discussed in the paper.

A STUDY ON SOCIAL MEDIA AND CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO EAST SIANG DISTRICT OF AP

Dr. Minam Yomso

Department of Commerce, Jawaharlal Nehru College, Pasighat, Arunachal Pradesh

In today's life Social Media plays a very significant role in every activities of the people even it has a huge contribution in making of buying decisions by consumers. At present days there are various online networking sites which have a great influence on consumer buying behavior. Social websites like Facebook, Whatsapp, Twitter, Instagram, YouTube etc plays a major role and it is having many features which can affect and attract many numbers of social media users. This paper will focused on how the consumers use social media in the stages of decision making process and the Social Media Factors That Influence Consumer Buying Behavior that influence their behavior. A survey of 100 consumers selected randomly in the east siang district of Arunachal Pradesh was conducted, to find out to what extent they are impacted by the use of social media, and what role it plays in their decision making process. Around 66% of the respondents reported that they had paid attention on the advertisements presence in social media platform, and 69% of the respondents believe that Social Media influence their buying decisions. The implication of these findings suggests in what segment businesses in east siang district of Arunachal Pradesh should focus their market research and marketing strategy.

A STUDY OF COVID-19 PANDEMIC EFFECT ON MICROFINANCE INSTITUTIONS IN INDIA: AN OVERVIEW

Dr. Md. Mahtab Alam

Faculty Member, Department of BBA, S.M. College, Bhagalpur, T.M. Bhagalpur University, Bhagalpur, Bihar, India

The COVID-19 pandemic poses a threat to life and property, as well as immediate challenges for organizations serving affected communities. We focus on the implications for local microfinance institutions (MFIs) in Indian context, a country with a mature microfinance sector that serves a large number of households. The institutions serve the underperforming population through traditional commercial banks, which help customers invest, support, and maintain liquidity in micro-enterprises. MFI clients are now becoming a threat to MFI's existence, even as the government seeks to streamline its operations by restoring debt. MFIs have their own debt obligations and liquidity requirements. The post-pandemic scenario is sure to put pressure on the sector, which will increase demand for high-income loans and longer pregnancies. This shrinking liquidity may not be a problem for large MFIs or people with strong stable backups, but it is enough to defeat small and medium-sized MFIs. MFIs with strong financing, well-established technology platforms and strong grip on communities are more likely to survive this epidemic during and after. Gradually, this will begin to affect the major financiers of MFIs, including commercial banks (private and public), donors and investors. We have found that the financial efficiency of pandemics affected MFIs decreases. However, under the influence of COVID-19, the social performance of MFIs has increased. To explore the potential channels through which the spread of COVID-19 affects performance and examines the effect of COVID-19 incentives on economic activity on the financial and social performance of microfinance institutions as well as supply and demand of MFI financing. We have found that lending rates mediate the relationship between COVID-19 and MFIs performance effects, while the role of mediators in financing rates is negligible.

BIODIVERSITY OF BEER JHUNJHUNU CONSERVATION RESERVE OF RAJASTHAN

Dr. Manju Chaudhary

Sh. R.R. Morarka Government P.G. College , Jhunjhunu, Rajasthan

Biodiversity is the variety of life on the Earth. Rajasthan, the largest state of India, in terms of geographical area, is treasured with a wide range of physiographic and climatic conditions. The Jhunjhunu district is situated in north-east region of Rajasthan. The Aravalli ranges are embracing the south-eastern part of the district. The area is famous for rich flora, wild animals, reptiles, birds and natural surroundings. This region harbours



great genetic diversity. A total of 453 flowering plant species including one gymnosperm were recorded from the area. The dominant community of the area is *Prosopis cineraria*-*Acacia nilotica*. The area is luxuriant in vegetation and enriched with many medicinal, rare, endemic and threatened categories of plants. Important fauna of the area are Desert fox, Desert cat, Blue bull, Mongoose, Musk shrew, Hedgehog, Desert gerbil, Indian gerbil and chiropteran species. In addition snakes, lizards, harriers and some other predator avian species are found. Besides these, a large number of bird species were reported from the Jhunjhunu. Among these, many species were found to be migratory in the area. However, the region is subjected to enormous anthropogenic pressure such as habitat loss, over exploitation of economically important plants, alien species invasion, unchecked grazing, deforestation and unplanned developmental activities. Due to the degradation of forest area, many species are facing threats for their existence. Some plants and animals have already become extinct and there are many facing danger of extinction. Therefore, continuous monitoring of biodiversity is essential for its conservation and sustainable utilization in this area. Conservation of the species in natural habitat and artificial regeneration would be the best opinion to recover the species from near extinction. There is an immediate need to conserve the rich biodiversity of the Beer Conservation Reserve before the treasure is lost.

A STUDY TO ASSESS THE DEMOGRAPHIC WISE DIFFERENCE IN THE PERCEPTION OF MUTUAL FUND INVESTORS

Dr. Mamta Brahmabhatt

Associate Professor, B.K. School of Professional and Management studies, Gujarat University, Gujarat, India

The purpose of this research is to study the perception of Indian individual investors towards the investment in mutual funds and also find out the demographic wise difference. This study concludes that gender has no impact on the decision making regarding mutual fund. Where, age and monthly income has the impact on factor Company Brand Name only. Gender and age did not show any association with the Purpose of mutual fund investment.

CSR PRACTICE IN INDIA DURING COVID 19

Dr. Laxman Ram Paliwal

Swami Shraddhanand College, University of Delhi, Delhi, India

Mr. Sanjay Gautam

Research Scholar, Department of Commerce, Pacific University, Udaipur, Rajasthan

The purpose of this study was to examine Corporate Social Responsibility (CSR); expanding the scope of social responsibility in India with particular reference to COVID 19 by studying the deployment of CSR practices over the past few years. This paper examines how certain CSR activities go under COVID 19 infection by various companies. Such activities may violate the law. In this study, which included a quality analysis of CSR practices followed by companies operating in India. The focus has shifted from the pre-planned CSR framework to activities related to the novel coronavirus (COVID-19), which will reap indirect benefits in the operational sector in which companies operate. It has become clear that the focus is on the other side of the environment, with more attention to the company's policies, objectives and the outcomes of those efforts. The study clearly explains the importance of enforcement laws and regulations that must be followed by companies that fall under the jurisdiction of the CSR. This paper will be helpful in understanding shortcomings and opportunities during epidemics.

CRIME PREVENTION AND COVID 19

Dr. L R Paliwal

Swami Shraddhanand College, University of Delhi, Delhi, India

Suresh Kumar

Research Scholar, Department of Management, Pacific university, Udaipur, Rajasthan

Situational Crime Prevention [also known as SCP] is a new crime prevention method and we explain various SCP applications in this paper. State crime prevention is a crime prevention strategy that addresses certain crimes by managing, designing and deceiving the environment in a way that seeks to increase the risk to the offender, while reducing the reward for the power generated by the perpetrator. 'National Crime Prevention' (NCP) is a term given to crime experts in crime prevention strategies that aim to reduce the chances of crime arising from everyday life practices. Such strategies include 'strengthening' the potential of targets, improving crime surveillance (e.g. closed television viewing), and diverting potential offenders from potential crime areas



(e.g. by limiting such access to shopping malls and other locations). Although there has been a lot of research and criminal discussion about the SCP, it has focused on efficiency issues and other technical aspects e.g. serious problems, especially those of a minor nature, were relatively minor. State crime prevention is a key preventative measure. This means that it is aimed at preventing criminal problems before they occur. As with other crime prevention measures, crime prevention often focuses on reducing the risk of crime rather than focusing on the characteristics of criminals or potential criminals.

IMPACT OF COVID-19 ON TOURISM INDUSTRY IN RAJASTHAN

Dr. Neelam Joshi

Associate Professor, Department of Geography, Government Girls College Ajmer, Rajasthan

"Padharo Mahrey Des," Welcome to Our Land; it invites you to unravel its opulence and unbeatable grandeur. Rajasthan Tourism, a journey to the opulent past of India's royal grandeurs, is indeed one of the most popular and enjoyed tourism options across the globe. A true testimony to the royal, elegant, flamboyant and heart-warming past of the **Thar Desert**, promises more than you can ever expect! Enchanted by the **Aravalli Mountain Ranges**, adorned by extravagant palaces and guarded by glorious forts, this state welcomes its visitors with an open heart and promises a fascinating experience. Irrespective of which part of the state you are visiting, it will be the royal glamour and appeal of Rajasthan that will cuddle up and deck your holidays with its enchanting charm. Whether a leisure holiday seeker, newly-wed couple, history enthusiast, thrill seeker or a culture devotee.

GENDER DISCRIMINATION

Dr. Seema Chhajer (Daftry)

Assistant Professor, S S Jain Subodh Girls PG College, Sanganer, Jaipur, Rajasthan, India

Gender discrimination has been a historic worldwide phenomena, a human invention based on gender assumptions. It is related to the notion of superiority and inferiority where men came to be considered superior to women. Although the Constitution of India has granted equal rights to women but gender disparities remain. Discrimination against women begins even before her birth. The evils of female foeticide and infanticide prove the brutality. Being born as women one has to face inequality at all levels whether social, political, economic, health, educational, workplace etc. In social sphere, women are seen to have the sole responsibility of taking care of family and bringing up the child. In political field, women are devoid of making decisions at the highest level. The meagre percentage of women in the Indian Parliament and state legislatures is also not satisfactory. Women are not equipped with proper education facilities. They get low wages as compared to men at their workplace. And the amount of time that women spent on unpaid care is completely ignored. With all these disparities women also have to face the severe crimes like acid attacks, dowry killing, honour killing, rape, kidnapping etc. Sex ratio is an important indicator of gender balance in the population. In India, sex ratio is skewed in favour of men (According to census 2011, the sex ratio of India is just 940). Traditional value system, low level of literacy, lack of knowledge, poverty, patriarchal society are some of the factors responsible to create gender disparity. However, inequalities between men and women are social rather than natural. If women were biologically unfit to be inheritors and heads of families, how did matrilineal society (as the Nairs of Kerala used to be, and as the Khasis of Meghalaya still are) work for centuries? Hence, women empowerment is a key to social and economic development of a nation. Support from the society, family and corporate is required to create a soothing working environment for women. Change in the mindset is required to bridge the gap in gender equality. Men and women should respect each other. Real education begins at home. So, it is even duty of parents and teachers to incorporate healthy values right from the early age.

STUDY OF THE REASONS FOR THE CONTINUOUS DECLINE OF INDIAN CURRENCY

Dr. Satish V. Tewani

Vice-Principal, Dada Ramchand Bakhru Sindhu Mahavidyalaya, Nagpur, Maharashtra

In the current era, the currency of India's 'rupee' has been seen to fall continuously. According to the data, from January 2018 to the month of July, its value had dropped by an average of eight percent. For the time being, the investors have to spend 72.93 rupees to buy a dollar. The question is that after the Russian currency 'ruble' in the BRICS group (Brazil, Russia, India, China, and South Africa) it is the Indian 'rupee' whose value has dropped the most, which is a matter of concern. History testifies that the Indian rupee has been devalued thrice since independence. Indeed, Azad India also followed the IMF's parity system. It is claimed that on 15 August



1947, the exchange rate between the dollar and the rupee was 1 USD = 1 INR, but today one has to spend 72.93 rupees to buy one dollar. The Government of India is being held responsible for the 73% fall in the value of the rupee in 74 years. But to find out the real reasons for this, there is a lack of research on this subject. It is natural to raise the question that what reasons have changed in the current way that India's currency is getting weaker than other currencies, including the US dollar? With a view to finding out the reasons for the recent fall in the value of the currency of India, to know the advantages and disadvantages of the fall in the value of the currency of India, this research topic has been chosen.

TRAUMA RESPONSE TO PANDEMIC REFLECTED IN LITERARY WRITINGS

Dr. Richa Dewani

Associate Professor, Commissionerate of College Education, Shiksha Sankul, Jaipur Rajasthan

Corona marks the return of a very old – and familiar – enemy. Throughout history, nothing has killed more human beings than the viruses, bacteria and parasites that cause disease, not natural disasters like earthquakes or volcanoes, not war. Pandemic has challenged humans to the core – physically, socially, psychologically, economically and more importantly, ideologically. It is during such times that human potential for creativity finds fertile ground to take root and flourish. Literature, indeed, is a human reaction to certain events, occurrences, upheavals and revolutions. It is after times of real crisis that writers recollect and memorialise communal and individual struggles. As we were confined within the four walls of our homes under lockdown in the wake of Covid-19, literature helped us break the barriers, connecting us across different historical periods and time zones with others who have experienced similar tragedies. More importantly, literature shows us that we have a lot in common with others who are from distant lands and different times, encouraging us to appreciate the fact that we are not the only ones who are dealing with the worldwide devastation wrought by the pandemic.

IMPROVING THE ENVIRONMENTAL SUSTAINABILITY IN INDIA

Dr. Raj Kumar Bairwa

Assistant Professor, Department of Political Science, S.P.N.K.S. Government P.G. College, Dausa, Rajasthan, India

Global warming simply means the increase in the temperature of the Earth. The emission of green house gases damages the Ozone layer of the Earth. India exhibits a wide diversity of temperatures. The Himalayas participate in warming by preventing the cold winds from blowing in and the Thar Desert attracts the summer monsoon winds, which are responsible for making the majority of the monsoon season of India. The effect of Global warming on the climate of India has led to climate disasters as per some experts. The anticipated increase in precipitation, the melting of glaciers and expanding Seas have the power to influence the Indian climate negatively, with an increase in incidence of floods hurricanes, and storms. Global warming may also pose a significant to the food security situation in India. Unabated global warming will lead to exacerbation of the droughts, cutting the water availability in India.

A STUDY ON SENSITIVE ANALYSIS OF STOCK MARKET RETURNS AT SYKES & RAY EQUITIES LTD HYDERABAD

Dr. Pralhad P Rathod

Associate Professor, Department of Management Studies, Visvesvaraya Technological University (VTU), Belagavi

Mr. B. Sudheer Kumar

Research Scholar, Dept. of Management Studies, Visvesvaraya Technological University (VTU), Belagavi

Investment is a commitment of funds made in the expectation of some positive rate of return. The main objective of investment is to minimize the risk and maximizing the returns. There are number of financial instruments such as bonds or debentures, life insurance, bank deposits, postal, recurring deposits and mutual fund schemes. These have minimum risk with moderate returns. Equity shares and derivatives have high risk and returns. The magnitude of risk and return depends upon many numbers of factors such as economical parameters, socio- environmental factors, Government policies and changes in the world economy. This study aims to develop the relationship between the economic variables and NSE indices such as CNX 500, CNX NIFTY, CNX 100, MIDCAP 50, and NIFTY JUNIOR. This study also shows the sensitivity of nifty index with respect to the GDP rates and the inflation rates. The increase in GDP rates leads to the increase in SENSEX prices where as the increase in inflation leads to the decrease in prices of SENSEX.



BHAGWAT GITA – UNWRAPPING THE LEADERSHIP SKILLS

Dr. Prahlad Sharma

Vice Principal, Parishkar College of Global Excellence, Jaipur, Rajasthan

In the title "Bhagwat Gita – Unwrapping The Leadership Skills", it consists two major issues that is 'Bhagwat Gita' & 'Unwrapping Leadership Skills'. The reason behind choosing this topic in my opinion, that Bhagwat Gita is the first ever book on leadership or motivation. All the modern theories on leadership or leadership styles, they have not been invented rather than they have been discovered by someone from Bhagwat Gita. The aim is to combine the western scientific attitude with the eastern wisdom and not to reject any eastern philosophy and literature as primitive. The point that is tried to understand that, in the modern world we do have leadership skill books and management gurus in reality those theories, those books, those ideas, they have not been invented but they have been discovered from somewhere and sources have not been given due credit for what they owe. In Bhagwat Gita lord 'Krishna' has used different leadership styles different management ideas to motivate 'Arjuna' for 'Karma' (to perform/ act). 'Unwrapping Leadership skills' the meaning is that leadership skills cannot be taught, leadership skills cannot be learn. These are qualities that are present in everyone. It is only that we need to realize that we possess those and we need to unwrap them. We need to conscious those qualities which are residing within us. In the paper "Bhagwat Gita – Unwrapping The Leadership Skills" it is discussed that modern leadership skills, leadership principles and theories are derived from Bhagwat Gita with also discussed that, What is Leadership? What skills are needed to be a great leader? and What is the connection between Bhagwat Gita and leadership that other wants to follow?

NATURAL HAZARD AND ENVIRONMENTAL DEGRADATION (GEOGRAPHICAL STUDY CHAMBOLI FLASH FLOOD UTTARAKHAND 2021)

Dr. Panmal Pahariya

Associate Professor, Government P.G. College. Tonk, Rajasthan, India

A glacial break in the Tapovan Rani Area of Chamboli District in Uttarakhand on Febuary 07,2021 Sunday led to massive flooding in Dhaul Ganga and Alaknanda Rivers damaging houses and the nearby Rishiganga Power Project. there were 100 laboures on the barrage at Rishiganga of which at latest 50 are feared dead. Natural Hazards are naturally occurring physical phenomena caused either by rapid or slow onset events which can be geophysical (earth quakes, Landslide, Isunami and volcanic activity) Hydrological (avalanches and floods) climatological (extreme temperature, drought and wild life). There is a sharp increase in consumerism. Within creasing buying capacity people have started over consumption. No doubt, it is good to have a good Standard of living, which is achieved through technological development but, the waste full life style of People leads to environmental degradation It is important to make People aware about the harmful effects of environment pollution on human health. At the Same time, People should know how their activities in fluently the environment.

CASHLESS INDIA: REQUIREMENT IN PANDEMIC DISEASE PERIOD

Dr. Om Prakash Sharma

Assistant Professor, Department of Business Administration, Governement Shakambhar P.G. College, Sambhar Lake, Jaipur, Rajasthan, India

The Corona Virus pandemic disease effects worldwide economy, healthcare system, human life style and introduce new terminology in life like mask, sanitizer and physical distancing. The cashless or contactless society or India is an urgent need in pandemic disease period to enhance efficiency of business with social distancing. Cashless payment mode becomes easy for both business and the consumer and exchange payment electronically. There are some negative aspects is also associated with cashless transactions like cyber crime. In the present scenario, there are a lot of cashless modes of transaction is available like cheques and demand drafts, banking cards, unstructured supplementary service data (USSD), mobile wallets, QR codes, unified payment interface (UPI) applications, national electronic fund transfer (NEFT), real time gross settlement (RTGS), immediate payment service (IMPS), point of sale, micro ATMs, electronic clearance service (ECS) etc. The government of India also promotes online transactions through digital India programme to transform India into a digitally empowered society and knowledge economy.

FUTURE TRENDS OF ART AND CULTURE

Dr. Nutan Kavitkar

Culture plays an important role in the development of any nation. It represents a set of shared attitudes , values , goals and practices. Culture and creativity manifest themselves in almost all economic , social and other activities . A country as diverse as India is symbolized by the plurality of its culture. The arts and culture are such a



powerful part of how we enjoy , share and understand the world around us that we need to make sure we can protect and sustain the quality of provision for future generations . All over the Country people are experiencing the arts in a myriad of ways. Arts and culture enhance every aspect of our lives in ways that are often unexpected and unacknowledged. Art clearly has a future that will continue branch into new forms including continuing to integrate new technology. We need new ideas . We need new ways of doing things and we need a whole new way of approaching each other with much more empathy and understanding .This means that the rest of the society really needs to focus on the world of art and culture as a vital source for not only solutions but also ways of finding solutions.

THE REVIVAL OF ART AND LITERATURE IN THE TIMES OF COVID-19

Dr. Shama Khan

Associate Professor, Government Girls College, Ajmer, Rajasthan

With wild imaginations, manufactured by our very own sci-fi pop culture references, of the 'world-ending', COVID-19 did indeed come as a disappointment for many. Not only did it shatter our expectations, it shattered them well, for in a couple weeks all of us were out struggling for hope. But come to think of it, that's what is bound to happen when we get a global lockdown imposed by a pandemic instead of a zombie apocalypse involving romanticised heroics and spiced up action. It's funny how, all that it took for our entire species to be reduced to nothing but birds locked away in cages, was a pandemic. With no enemy to fight, we improvised and became our own very enemies. 11 March, 2020 is perhaps a date that shall become a black spot in the entire human history. It was when Coronavirus or COVID-19 outbreak was declared a global pandemic. A newly identified coronavirus, SARS-CoV-2, has caused a worldwide pandemic of respiratory illness, called COVID-19. With a mutated virus on the loose, the intelligent human kind was forced to submission. All our scientific might was broken like a twig, and even with all technological wonders and achievements we could do nothing but watch as we lost millions of our own kind. Our lives became a colossal wreck of shame of our desperation in the face of something that we had no solution for, something that we couldn't defeat, made us lock ourselves away in closed four walls we were forced to call home. As eccentric as it may seem but the systematic mechanisms of social and economic slavery disguised as career, goals, lifestyle and what not had us corrupted till the core. In this age of (dis)information, all of the human kind had fallen prey to a vile lust for narratives. for content, for lies that made us comfortable, that gave us a sense of belonging. A false identity. An identity that we didn't choose for ourselves. All of it just to fit in. And when this elaborate arrangement of lies and slavery broke down, we snapped out of our false realities. COVID-19 struck, for a moment, it seemed that we had been reminded of the materialistic existence of our species, rather abruptly, and perhaps, of the gap between the essentials we were quickly reduced to and the lofty principles we had been trying to stand for. Suddenly, the ideas that we were proudly enshrining in verses, became mute. Or so it seemed. The gears had changed certainly, the direction had spiralled but only because the destination had become enlarged, so enlarged that it became inclusive. They say you can see what's beneath the water when its stagnant, the way everything came to an immediate stop made us realise the importance of what we in our daily lives took for granted. The making of a human bone by bone, the planting of each emotions in our head and to then reap it on a paper is what a poet, artist, musician and art is made of. The way we look at this world weaves a story and we tell and forever mark our stories in what we call literature. The intensity of human emotions has been stored in these literary forms throughout years.

IMPACT OF COVID -19 ON FASHION & GARMENT (IMPORT & EXPORT) INDUSTRY

Dr. Jyoti Saini

Principal, Skylink International Institute of Fashion Designing, Jaipur, Rajasthan, India

The coronavirus pandemic had a major impact on fashion brands worldwide. The Covid -19 pandemic effects the global fashion industry as governments close down manufacturing plants, and through store closures, and event cancellation to slow the spread of the virus. At the same time, fashion industry faces challenges in consumer demand. Manufacturing issues include lack of fabric availability and order cancellation. As retail stores shut their doors and stay at home orders kept people inside, there was a dramatic shift towards digital commerce that is likely to continue post pandemic. Apparel is a leading optional purchaser. As many people were staying at home there was less emphasis on dressing for formal contexts. Likewise many people make clothing purchases ahead of special occasions, such as weddings and vacation but as many of these events have been canceled or postponed that need longer exists. Sales from physical stores and department stores were down while direct to consumer online retailers were on the rise. The covid-19 pandemic is primarily expected to adversely impact exports and with second order impact on the domestic sales falling. The pandemic has affected the majority of India's export market (the US and EU together constitute for approximately, 60% of the total apparel Exports from India in value terms), causing order cancellation /deferral of order



leading to inventory build-up and expectation of slower realization of export receivables leading to higher working capital requirements. Apparel exports are expected to fall due to drying up of order in the last quarter of FY20, working capital issues and lack of clarity on the duties and incentives especially when exporters from Bangladesh, Sri Lanka and Vietnam receive preferential access. Thus, this piece of work tries to find out the impact of lockdown imposed due to COVID-19 pandemic on fashion and garment industry.

EFFECTIVENESS OF SYNCHRONOUS TRAINING PROGRAMS

Joohi Chaturvedi

Research Scholar, IIS (Deemed to be) University, Jaipur, Rajasthan

Dr. Mahima Rai

Associate Professor (HRM & IB), IIS (Deemed to be) University, Jaipur, Rajasthan

Purpose – The purpose of the research paper is to find out the effectiveness of ISQ Virtual Training Programs using approaches based on Quality Management, Learning outcome or Cowan approach and European Federation of Quality Management Model. Design /Methodology/Approach Descriptive research design was used as data is captured using a Questionnaire. The Pre-Experimental Research Design type named as one group pretest post test design was used with a slight difference that the pretest perception of participants was also taken after the training. Another difference was that the perception of participants was recorded and not the test scores. Questions were also asked related to planning elements of training and reasons for shortfall in effectiveness. Findings - Effectiveness as described by Invalid source specified. is the ratio of actual outcome to the possible ideal outcome. The output shows that the level of students has definitely improved after the training but all were not at the same level. Participants have shared their opinions about the effectiveness of inputs like teacher, teaching methodology, instruction material and virtual platform and effectiveness of outputs such as learning. The difference in the final level may be because of difference in initial level with reference to the topic taught, different cognition with different teaching styles, difference in expectations etc. Practical implications – The paper lists some important inputs, output and process parameters to find out the effectiveness of the program. The training material is designed by the field experts and confirms to the requirements of practicing experts. Originality/Value – Majority of the existing literature measures effectiveness of training program based on accomplishment of learning outcomes and the focus on the inputs is rare. The desired outcomes are different with respect to different training programs. Hence the questionnaire was designed with focus on inputs, process as well as outputs.

A STUDY ON INDIA POST PAYMENTS BANK

Gaurav Sahu

Assistant Professor, Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur, CG.

Manoj Minj

Research Scholar, Hemchand Yadav Vishwavidyalaya, Durg, C.G.

It is an explorative study on India Post payments Bank. India Post Payments Bank (IPPB) was launched by the prime minister on Pan India Basis on 1st September 2018. IPPB is an initiative to provide accessible and affordable basic banking service to all the citizens through wide network of India Post which is the biggest postal network in the world. The focus group of India Post Payment Bank are include Homemakers, senior citizens, urban migrants, people in rural India, and the unorganized retail sector, students etc. This research was conducted to explore opportunities and challenges of India Post Payment Bank

DETERMINANT ANALYSIS AND EFFECT OF VARIABLES ON WORK LIFE BALANCE OF PSPCL EMPLOYEES

Er. Surinder Paul Sondhi,

Research Scholar, Mittal School of Business, Lovely Professional University Phagwara. Punjab

Dr. Vikram Sandhu

Associate Professor, University Business School, Guru Nanak Dev University, Amritsar. Punjab

Dr. Shikha Goyal

Associate Professor, Lovely Professional University, Phagwara. Punjab

Work life balance is an equilibrium to manage work life and personal life which helps to provide balance in one's life. To achieve spiritual development and happiness, individuals should work according to his/her own needs. So this concept helps to manage personal and professional life for better career. The present study focuses on factors as well as effects of imbalance due to changing environment, more ambitions and demands



and so on. The study also includes solutions to make balance and accordingly generate benefits to organization and individuals. An organization can get better productivity by making new and favorable policies, through seminars and workshops, vacations and by providing flexible working hours. This balance will help an individual to generate creativity because stress free environment is important for creativity. So this study put light on negative impact of imbalanced work life and also positive impact of work life balance.

LEGAL EDUCATION IN INDIA - THE FUTURE TRENDS

Dr. Vibha Sharma

Principal, Government Law College, Ajmer & Dean, Faculty of Law, Maharishi Dayanand Saraswati University, Ajmer, Rajasthan, India

Legal Education in India has undergone changes over the times. Starting from the earlier days when it was not studied as a separate branch of study, it has come to the point where every person, fulfilling the eligibility criteria set by the respective authority, can study Law and choose it as a profession, practicing or otherwise. The New Education Policy, 2020 also touches upon it and proposes certain changes in its approach. On one hand, the much-required inter-disciplinary approach demands amalgamation of various areas of study within its fold and on the other, the peculiar demands of the legal profession expect a regulatory body which not only will consist of the experts in academics but also the individuals, including professionals who are expected to evaluate the ground realities and weed the seeds out of the chaff. This paper proposes to explore the future trends that may come about when the ideas indicated in the Education Policy, 2020 are given effect in the field of Legal education and the future trends in Legal Education in India.

IMPACT OF MUSIC

Dr. Venu Vanita

Assistant Professor Music Tabla, K.L.P.G.Girls College, Meerut

Music is an art form, and cultural activity, whose medium is sound. "The medicine of the future will be music and sound" said Edgar Cayce in 1947. Music with its instantaneous pleasing effect can be an answer to misery. It is a form of art that is easily accessible anytime and anywhere.

EDUCATION AS ENVISIONED BY SWAMI VIVEKANANDA

Dr. Sudipta Sil

Assistant Professor, Bhagat Phool Singh Mahila Vishwavidyalaya, Sonapat, Haryana

French literature is enriched with philosophies and these philosophies of each century philosophizes and embitter at the same time the understanding and the ideas in common man's brain. Thus, it changes varied situations including education. Here, in this paper, we will discuss only about the school of enlightenment and the enlightenment thinkers who in turn brought rather a revolution to the then existing education system of France. The improvements in educational system produced a larger reading public which resulted in increased demand of printed material in that time. The situation in India is far better in comparison as, here, that kind of reading population and a much liberal schooling system produce a variety of crowd in that matter in every field of study. Considering the advanced situation in India, it would not only be easy but also much more fruitful in implementing the ideas derived from those thinkers. This paper will go through the ideas those can be adopted and our education system can be adapted with the existing demand of the time ahead.

IMPACT OF COVID -19 PANDEMIC ON ENVIRONMENT IN INDIA

Dr. Shyam Soni

Assistant Professor, Government PG College, Tonk, Rajasthan, India

Covid -19 pandemic adversely affected the environment of earth and every aspect of human life. The pandemic period give positive and negative effect on environment. The holy rivers of India, the Ganga and the Yamuna were not seen so cleanly but many researchers and central pollution control board reported that during lockdown period the cleanness of river increased. The air quality indexes in various cities were very high but under nationwide lockdown, air quality improvement had been reported in many cities. The central pollution control board monitored the AQI of 115 cities of India from March 16, 2020 to April 15, 2020 and they reported that in pre lockdown phase the AQI of only 44 percent of cities was found good and satisfactory but during



pandemic lockdown AQI of 78 percent cities was found good and satisfactory. Similarly many researcher reported the again visibility of Dhauladhar range of Himachal Pradesh from Jalandhar city. These facts concluded that covid 19 pandemic gave a positive enrichment to our environment and we should also contribute to make the environment sustainable, clean and rich.

ECONOMIC EMPOWERMENT AND GENDER EQUALITY

Kanhaiya Lal

Assistant Professor, Department of E. A. F. M., Government College, Sirohi, Rajasthan

For the development and growth of a country, empowerment of women is absolutely necessary element in the society. In the modern era, women are gaining rank and prestige by performing better in all fields. The freedom of life of a woman enriches not only her family but the whole society. Even after this, they are not able to take financial decisions in life. The biggest obstacle to women's economic empowerment is their unpaid work. As a result, women are still not financially empowered despite working more. The most important aspect in the program of equality between women and men is the economic empowerment aspect of women. This article is an effort towards the economic empowerment of women in gender equality.

FLOODS AND THEIR INFLUENCE ON PEOPLE'S LIVES IN INDIA

Pinki Kumari

Research Scholar, Department of Geography, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan

In the independent India the first major flood occurred in 1953. After this series of floods happened every year. The study reveals a number of vulnerability factors like age, gender, lack of warning and preparedness and distance from the sea. Young children and frail elderly are more vulnerable as they lack developmental capacity or strength to escape the hazardous situation. The lack of ability to swim among the women made them more vulnerable during the 2004 Tsunami. Areas with lowest socio-economic conditions show higher mortality rates. In Indian context another aspect of vulnerability is the caste.

AN OVERVIEW OF PROBLEM OF UNEMPLOYMENT DURING COVID -19 – WITH SPECIAL REFERENCE TO MYSORE DISTRICT

Pavithra R H

For India, the report estimates job loss for 4.1 million youth. Construction and agriculture have witnessed the major job losses among seven key sectors," said the ILO-ADB report. As many as 41 lakh youth in the country lost jobs due to the COVID-19 pandemic while construction and farm sector workers account for the majority of job losses, according to a joint report by the International Labour Organization (ILO) and the Asian Development Bank (ADB). This paper explains the problem of job crises in the course of corona both at national and global level and it tells about the remedial measures in terms of policy implications to overcome from such pandemic caused job crises.

HEALTHCARE AND SANITATION INITIATIVES IN PURSUIT OF CSR: THE INDIVIDUALS' VIEWPOINT

Dr. Ashok Kumar Gupta

Principal, Government College, Ramganj Mandi, Rajasthan

Dr. (Mrs.) Meenu Maheshwari

Assistant Professor, Department of Commerce and Management, University of Kota, Kota (Rajasthan)

Ms. Pragya Gaur

Research Scholar, Department of Accountancy and Business Statistics, Government Commerce College, Kota

Corporate Social Responsibility has been prevailed massively in the past few years and the companies have started to be aware and contribute towards it in a growing scenario. With the deal of growth, there comes a threat to health, hygiene and sanitation and people are now started to pay attention towards the initiatives taken by the companies operating around them. This paper intends to know the viewpoint of the individuals pertaining to the CSR in context of Health and Sanitation initiatives of the companies. For the aforesaid purpose, a structured



questionnaire has been prepared which has been sent to 150 respondents after the pilot survey, out of which 104 responses have been received. After due interpretation, it has been found that many individuals pay attention towards the healthcare and sanitation services rendered by the companies. Also, the cleanliness and hygiene facilities are prominent amongst the initiatives taken by the companies followed by the clean drinking water facilities and the individuals believe to prioritize the same activities. It has been suggested to render such services in the form of direct support to the public and the activities should emphasize on creating awareness, regular health check-up and safety of employees, waste management and control on waste generation, female hygiene, afforestation, addressing mental health issues, etc. which should be inclusive of the people around the operating units.

MICRO FINANCE: AN OVERVIEW

Miss Bhawna Hinger

Assistant Professor, Government Meera Girls College , Udaipur, Rajasthan, India

The motivation behind this paper is to look at the job of the financial institution and to contemplate the distinctive microfinance models which are enabling provincial money advancement in India. In this paper, an endeavor is made to discover how financial institutions are enabling the country individuals and study the distinctive microfinance models just as various customers of the microfinance. India which is the one of the biggest microfinance community on the planet these days. In India over 25% of its populace lives beneath the destitution line. For this destitution easing the Govt. of India began different developers from consistently however bombed in accomplishing this objective. The purposes for the disappointment are, for example, the Govt. of India neglect to arrive at the objective populace, the proviso in the framework, defilement, and so on the various nations of the world accompany various thoughts and plans and these plans expanded the NPAs. Then the microfinance institution approach to satisfy these holes yet the effort is little when contrasted with the prerequisite and potential however some advancement had been found in such manner when NABARD and SHGs assumed a functioning part in this.

PURCHASE INTENTION AND BRAND SWITCHING BEHAVIOUR WITH RESPECT TO ECO-FRIENDLY MOBILE PHONE

Monika Dubey

Research Scholar, University of Kota, Kota, Rajasthan

Mobile phone is the most popular and convenient mode of communication in the 21st century. With the exponential evolution through 4Generations there has been equally exponential growth in use of the services, It works on wireless mobile technology and the communication area is divided into 'cells' hence mobile phones are also called cellphone. There is rising concern for environment and health on account of mobile phone. Mobile phone emits electromagnetic magnetic radiations (EMR) when in use. These EMR have been categorized as 2B (ie carcinogenic) by WHO. With respect to a mobile phone these EMR are measured in terms of SAR (Specific Absorption Rate) value. E-waste being created from not in use or discarded mobile phones is also of great concern as mobile phone e-waste contains harmful minerals like lead and mercury which is harmful for both health and environment when land filled or incinerated. So there is need for the customers to purchase eco-friendly and green mobile phones and support green marketing of manufacturers. In exploring the green behaviour of consumers towards mobile phone, focus of marketing research also involves examining their green purchase intention and brand switching behaviour. This research paper aims to evaluate the purchase intention of customers for eco-friendly mobile phones and examine the brand switching behaviour.

EFFECT OF FDI INFLOW ON INDIAN ECONOMY

Ms Palak Sakhiya

Assistant Professor, Department of Business Management, Saurashtra University, Rajkot

FDI is an important monetary mean for India's economic development. Economic liberalisation started in India in the 1991 crisis and since then, FDI has steadily increased in the country. As a finding study shows that there is a significant impact of all these 3 variable on FDI inflow. Make in India and more limits in FDI in various sectors attract foreign investors to invest in the India and since many years they are grabbing the opportunities having with us. This research has the objective of trend and impact analysis of FDI inflow with the various variables like inflation, GDP and Foreign exchange rate. By using secondary data and simple linear regression model hypothesis are tested. Keywords - Economic growth, FDI, Investment, Trade, GDP, Exchange Rate, inflation.



A STUDY ON POST COVID TREND OF VISITING SHOPPING MALL AMONGST RAJKOT CITIZENS

Ms. Hetal Rathod

Assistant Professor, Department of Business Management, Saurashtra University, Rajkot, Gujarat, India

The tremendous hit of pandemic COVID-19 has drastically affected many sectors of the Indian economy and the organized retail sector is one of them. During lockdown physical stores and shopping malls were closed to prevent the COVID outburst. This research study emphasizes on the post COVID trend of visiting shopping malls amongst Rajkot Citizens. To assess the trend mainly three criteria are taken into consideration namely: 1) the average time spent per visit, 2) the number of shops visited and 3) monthly frequency of visiting a shopping mall. It is found that still the young generation compared to old age is very insistent to visit shopping malls even after the big hit of pandemic and eventually it can be observed that post COVID trend of visiting shopping mall is once thriving again. After the immense strike of COVID-19 pandemic, the perspective of consumers on the way to shopping mall is quite impressive.

ORGANIZATION CULTURE AND ORGANIZATIONAL PERFORMANCE: A CONCEPTUAL ANALYSIS

Ms. Hiral Ardeshna

Research Scholar, Department of Business Management, Saurashtra University, Rajkot, Gujarat

Dr. Richard Remedios

Principal, S.V.E.T Commerce BBA College, Jamnagar, Gujarat

Organizations need to pay attention to an important area -Organizational Culture, which can create a supportive environment where Performance can be boosted and be competitive. Thus, this work proposes to look into the relationship between Organizational Culture and Organizational Performance which has various dimensions, and to address this problem, the author proposes empirical study between these two factors; which redefines and integrates information/decision making and social categorization perspectives on Organizational Culture and Performance. In addition, the research attempts to link the impact of Organization Culture on Organizational Performance and develop theoretical framework for understanding how the interplay of construed images and organizational culture shapes changes in institutional claims and shared understating about the identity of an organization. A conceptual framework has been aimed in this research in future orientations as a contribution towards the enhancement of the related literature.

A STUDY ON THE PERFORMANCE OF SELECTED INDIAN CEMENT COMPANIES

Ms. Megha Adlakha

Research Scholar, Career Point University, Kota, Rajasthan

Dr. L.C. Panjabi

Research Guide, Career Point University, Kota, Rajasthan

Cement industry is one of the most prominent sectors of Indian economy reflecting the growth and strength of the country. It is the second most fundamental and essential industry, only after iron and steel industry, making contribution, directly or indirectly in generating employment opportunities. The study investigates the progress of Indian cement industry based on two major cement companies: ACC Cement and Shree Cement on the parameters of efficiency which are return on capital employed, capacity utilization, production and sales etc. the study relies purely on secondary data which have been obtained for the period starting from 2014-15 to 2018-19, through various sources viz. Cement Manufacturers Association (CMA), Department for Promotion of Industry and Internal Trade, MoCI, Gol, Annual reports etc. To analyze the performance the author employed various methods and found out that.

BRAND LOYALTY AMONG CONSUMER FOR COSMETICS PRODUCTS

Ms. Neha Sharma

Career Point University, Kota, Rajasthan

Prof. (Dr.) Gurudatt Kakkar

Career Point University, Kota, Rajasthan

Cosmetics refer to all products used to care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in good condition, protect it from adverse effects of the



environment and the aging process, change the appearance and make the body smell nicer. Thus the products used for the purpose of cleansing, beautifying, promoting attractiveness or altering one's appearance are termed as cosmetics. Any of the several preparations (excluding soap) applied to the human body for beautifying, preserving or altering one's appearance or for cleansing, colouring, conditioning or protecting the skin, hair, nails, lips, eyes or teeth are included in Cosmetics and are commonly termed as "Cosmetics and Toiletries." The Beauty and Personal Care market or the Cosmetics and Toiletries market as it is alternatively known, consists of the retail sales of over the counter healthcare products, skincare, hair care, makeup, fragrances, Colour Cosmetics, Baby Care, Oral Care, etc.

IMPACT OF QUANTITATIVE FACTORS ON STOCK PRICES: A STUDY ON NIFTY-FIFTY INDEX

Ms. Nishu Gupta

Assistant Professor, Department of Business Administration, Manipal University Jaipur, Rajasthan, India

Dr. Ity Patni

Associate Professor, Department of Business Administration, Manipal University Jaipur, Rajasthan, India

Dr. Somya Choubey

Assistant Professor, Department of Commerce, Manipal University Jaipur, Rajasthan, India

This study covers three fundamentals or quantitative variables viz; Earnings Per Share, Dividend Per Share and Enterprise Value/Net Operating Revenue to show the relationship of these variables with the stock prices by taking data of Nifty Fifty Index. Stationarity of the data has been checked for studying the relationship and for knowing the causality among dependent and explanatory variables cointegration test has been applied. Further, for observing association, Vector Error Correction Model and Wald Test have been applied. The results assert that EV/Net Sales and Current Market Prices (MPS) are not stationary at level 1 and becomes stationery and integrated at level 1. It is found that EV/NS and MPS are cointegrated and having association both in long and short term. Moreover, for finding out the effect of stock prices on EPS, DPS and EV/NS, three models such as "Pooled Ordinary Least Square, Fixed Effect Least Square Dummy Variable and Random Effect" have been applied.

AN AGONIZING TIME FOR WOMEN DURING COVID-19 IN KASHMIR: A SOCIOLOGICAL MESSAGE THROUGHOUT PANDEMIC LOCKDOWN

Nelofar Ara

Research Scholar, Department of Sociology, Lovely Professional University, Phagwarda, Punjab, India.

Sukanya Das

Assistant Professor, Department of Sociology, Lovely Professional University, Phagwarda, Punjab, India

The spread of man-made disaster Covid-19 has considerably distressed all aspects of life. With regard to the public health and the extensive hit had taken by different sectors of the economy of the world like as industrial sector, agriculture sector, the unorganized sector, educational sector etc. If we talk about the problems faced and also facing by the educational sector particularly, during these pandemic days then we can know that the whole educational system from primary to elementary up to tertiary level has been warped in this year 2019 and not only in India but across the world people, whether employed or non-employed, students or teachers are facing the intimidation and especially the women or girls who are more dependent are facing more serious issues and are become more marginalized not only because of the impulsive move of it from off-line to on-line but also because of the closing of educational institutions, some factories or industries etc, because of the threat of COVID-19 according to the recommendations of Country government by World Health Organization (WHO). These restrictions, save the people to some extent but because of these restrictions the countries around the world are facing a lot of economic failures or financial loss. This paper places the interest on major impacts of Covid-19 pandemic lockdown on different issues through which the women are facing more difficult to survive in Kashmir. The study is based on reviewing secondary data sources like as journal, articles, newspapers, social media etc.

Microfinance and Women Empowerment In India

Shikha Jain

Jaipur

Women plays a very Important role in various sectors like as socially, economically, politically, educational and sports. In every sense women's play a very important role of our country. Development and boom of any financial system is connected to socio-financial empowerment of its populace. Microfinance nowadays is a extensively standard device for selfe help, poverty relief and socio-financial empowerment of its beneficiaries.



Beneficiaries being in large part ladies, the women empowerment of ladies through microfinance is a extensively studied and debated issue. Through the E-learning, E-Commerce help women can acquire information about new ideas, there uses and knowledge. This paper critiques the literature in the function of ladies empowerment in India. It appears into the high quality and poor evidences and the demanding situations regarding ladies empowerment.

Impact of COVID -19 on education in India

Dr. Shashi Mawar

Associate Professor, Phd (Nursing), PGDHM (NIHFW), WHO fellow from HITAP, Thailand

Suman Mawar

COVID-19 pandemic has affected every sector around the world. The education sector of India as well as world are badly affected enforcing world wide lock down creating very bad effect on the students' life. In India, around 32 crore learners stopped attending schools/colleges and all educational activities halted. The outbreak of COVID-19 has taught us that "changes is inevitable". It has worked as a catalyst for the educational institutions to grow more and opt for platforms with technologies, which have not been used before.

THE IMPACT OF COVID-19 ON EDUCATIONAL SYSTEM IN KASHMIR: A STUDY

Shabnam Mushtaq

Research Scholar, Department of Social Work, University of Kashmir, Hazratbal, Srinagar, Kashmir.

Ifra Sabir

Research Scholar, Department of Social Work, University of Kashmir, Hazratbal, Srinagar, Kashmir

Novel Coronavirus (Covid-19) is a disease that originated in the Hubei province of China and had been linked with Wuhan's sea-food market, causing a viral outbreak of severe respiratory syndrome among humans spreading almost all countries of the world. In January 2020, World Health Organisation (WHO) declared a global emergency based on the brisk alarming rate of infectivity, which caused a large-scale outburst and took a heavy toll on human lives. As of February 2021, nearly 2.4 million people died due to the spread of disease in six continents. The spread of the SARS-COV-2 outbreak radically interrupted the spectrum of human life including, the whole educational system, due to "social distancing" measures to avoid community transmission. In March 2020, the government imposed strict lockdown as a precautionary measure, the reason being the prevention of community transmission of the disease due to which the education system became dependent on the digitized mode of learning. The existing internet blockade in the valley became a cause of concern for the student and scholar community, which hampered their educational and research activities. Besides this, the virtual model of learning put forward some privacy as well as affordability concerns. This study aims to underscore the impact of the Covid-19 pandemic on the overall educational scenario in Kashmir, which witnessed the intensified disruption of internet blockade after the Abrogation of Article 370 in October 2019. Furthermore, it also highlights the need for incorporating a digitized form of learning as a medium of instruction.

VOICE OF ARTISANS DURING COVID-19 PERIOD: IMPACT ARTISAN'S SECTOR OF KUMARTULI KOLKATA ARTISANS

Sayantani Mallick

Department of Palli Charcha Kendra, Visva-Bharati University, West Bengal, Bolpur, Santiniketan

The pandemic of corona virus disease (COVID-19), which originated in the city of Wuhan, China, already spread rapidly to different countries, with several cases registered globally. India's Ministry of Health and Family Welfare has raised awareness of the recent outbreak and has taken the steps required to monitor the spread of COVID-19. Several are taken by the central and state government's steps to accomplish this aim and the formulation of many wartime protocols. In the arts and cultural heritage market, the COVID-19 pandemic had a sudden and significant impact. Organizations in the arts and culture field have sought to maintain their (often publicly funded) mission of providing the community with access to cultural heritage; protecting the protection of their staff, collections, and the public; thus responding with an uncertain end to the sudden change in their business model. Kumartuli, a neighborhood in Kolkata, India holds a significant place in history, along with a strong association with the cardinal festival of Bengal, Durgapuja, and a long tradition of making clay idols. Idol art is one of the civic folk art in Kolkata and many people like artists, artisans, sharpeners, potters, shola artists etc. are involved in the Idol industry. In the paper, we mainly focus on how the potter colony that sculpts deities



throughout the year in Kolkata's Kumartuli, desolate darkness during COVID-19 pandemic. Moreover, the paper also highlights how cyclone Amphan, which devastated the city on 20 May 2020, affected the income of craftsmen who had already been heavily affected by the Novel Corona virus lockdown (COVID-19). The objective of the work focuses the problem and prospect of well-known and not-well-known artisans in the situation of COVID-19, including women clay artists from Kumartuli, Kolkata. Through this article, the social and economic circumstances of artisans, financial crisis, job opportunities are enlightened through interview schedules, group discussions with idol makers and women clay artists wherever possible.

DIGITAL MARKETING: CHANGES IN BUYING BEHAVIOUR OF CONSUMERS POST COVID-19 PANDEMIC ERA

Saloni Kumawat

Research Scholar, The IIS University, Jaipur, Rajasthan

For the primary weeks of COVID-19, it felt just like the end of the globe was indeed finally here. The securities market was falling, companies were laying people off, people were forced to figure from home, grocery shelves emptied, and, almost every country in the world had infections and deaths soaring there appeared to be without stopping visible. Many people who are through other crises before couldn't help make comparisons of past crises the dot-com bust of 2000, 9/11 in 2001, the financial crisis of 2008. However, even the foremost optimistic people couldn't help feeling that this was different never before, in our lifetimes a minimum of, had we seen a crisis with a catastrophic combination of a financial crisis and a humanitarian crisis happening simultaneously and at a worldwide scale. Marketing was nearly always the very first budget to be cut in a very crisis. In general, most CEOs and CFOs within the midst of such an infinite crisis, take the attitude of "shoot first so aim" when it involves cutting costs in an exceedingly crisis and marketing is a straight forward target. Given most of the Marketing function in large companies has traditionally been outsourced; it's a straightforward place to chop before you're thinking that of cutting personnel. Within Marketing, media spend is, of course, the simplest to chop and then that goes first so possibly services, tech vendors, and lastly personnel, probably in this order. COVID-19, therefore, initially felt like one more crisis that may decimate Digital Marketing tech companies as budgets were cut and it sounded like we might move into another catastrophe for tech purchases. As we saw groceries and consumables flying off the shelves, another question that came to mind was whether with the numerous change in lifestyles and buying Behaviour of Consumer's with functioning from home, whether this was visiting impact all businesses or simply some.

ANALYSIS OF BUSINESS INTERNAL FACTORS THAT IMPACT THE PROFIT OF IT ENTREPRENEURSHIP

Rajib Kumar Roy

PhD. Scholar, School of Commerce & Management, Garden City, University, Bangalore, Karnataka

Dr. R. Duraipandian

Professor & Research Supervisor, School of Commerce & Management, Garden City, University, Bangalore, Karnataka

The aim of this study is to find out the impact of business internal factors towards the business profit for IT entrepreneurs in Bangalore. We have taken the sample size from 200 companies of Bangalore. We have undertaken the internal factors like IT management skill, organization culture, leadership, project implementation experience, technical, marketing, business cash flow, physical asset, HR function, organization maturity into the consideration. We have taken the business profit and business profit as measurement of success factors for the business. During study it was identified that certain business internal factors i.e. organizational culture, business leader's skill, technical skill, marketing skill, organization maturity and cash flow has significant impact on business success. Whereas other factors social acceptance of business, social culture, supply of local workforce, demography, business location, climate, law and order, corruption has no impact of significance on IT entrepreneurship's profit.

IMPACT OF BRAND EXTENSION ON PARENT BRAND IMAGE WITH REFERENCE TO BRAND UBER AND UBER EATS

Yeluru Sai Lasya

B.Com., University of Madras, Women's Christian College, Chennai, Tamil Nadu

In recent years, most companies have been using brand extensions as a strategy for launching new products, brand extensions play a vital role in every company. Brand extension strategy helpful for reducing the



risk towards the failure of newly launched products in the market, and most of the consumers are willing to prefer new products marketed under well-known existed brands. Brand extension has become a popular way of introducing new products into the market. Many firms are benefitted by adopting the strategy of Brand Extension. Many academic studies have examined the methods used to introduce successful brand extensions and analysed how consumers evaluate brand extensions. Some researchers say that brand extension strategies may have the risk of diluting consumer trust in the parent brand. Brand extensions may have a positive or a negative effect on the parent brand, so it is important to understand the specific impact on dimensions such as brand image, brand awareness, and customer-brand relationships. This study investigates the effects of brand extensions (Uber eats) on the relationship that customers have with the parent brand (Uber) and also to examine the positive and negative effects of Brand extension on parent brand image. Therefore, the main objective of this study is to analyse the impact of brand extensions on parent brands image and to examine the positive and negative effects of Brand extension on parent brand image. A structured questionnaire (N=323) was used to measure the impact of brand extension, and every age group person was targeted in this study to get a perception of consumers towards the impact of brand extension. The data collected was analysed using IBM SPSS Version wherein statistical tool like descriptive analysis, ANOVAs, Correlation and Multiple regression. The results of the study showed that there is a strong and Positive impact of Brand extensions on the parent brand image.

STRATEGIC HUMAN RESOURCE MANAGEMENT IN INDUSTRY

V.Susmitha

Research Scholar GITAM Deemed to be University, Assistant Professor, Sun International Institute of Tourism and Management Vishakhapatnam, AP, India

Prof . G Raghavaiah

HRM Department, GITAM Institute of Management, GITAM Deemed to be University, Vishakhapatnam, AP, India

The essential aim of this article is to obtain a comprehension of key human asset through Strategic Human Resource Management in Industry. In the industries, HR is viewed as key angles. It is because of information, abilities and fitness with respect to HR that the associations will have the option to upgrade their standing. With the appearance of modernization and globalization and with headways occurring, it is fundamental for the HR to redesign their insight and abilities now and again. The idea of vital human asset the executives is viewed as essential, as it requires the HR strategies and practices to be connected with the essential goals of the associations. At the end of the day, to accomplish the ideal objectives and destinations, it is fundamental for associations to guarantee that arrangements and practices defined are in agreement to the objectives and targets. The fundamental zones that are considered in this examination paper incorporate, which means and meaning of key human asset the executives, models of vital administration, chain of importance of procedure, human asset technique models and advantages of vital administration.

A STUDY ON THE SOCIO-ECONOMIC IMPACT OF THE COVID-19 PANDEMIC IN INDIA AND THE WORLD

T. Dhandapani

Ph.D., Research Scholar (PT), Arignar Anna Government Arts College Namakkal, Tamil Nadu

M.M. Murugan

Ph.D., Research Scholar, Arignar Anna Government Arts College Namakkal, Tamil Nadu

The Covid-19 pandemic has infected more than 107,838,255 confirmed cases, of which 2,373,398 death were reported all over the world. In India there were 10,892,746 confirmed cases of COVID-19 with 155,550 deaths were reported. It creates fears among the people of economic crisis and recession. The prolonged lockdown, social distancing, self-isolation and restriction on travel within as well as from abroad have led to shortfall in the workforce. Many industrial units were shut down and service sector activities were standstill which caused millions of job losses. Workplaces, temples, schools and colleges were closed and the demand for essential as well as for the manufactured goods has decreased. At the same time, the demand for medicines and medial accessories were recorded massive growth. In this global epidemic background, the study attempted to analyse the socio-economic effects of COVID-19 on various aspects of Indian economy and the global economy.



PERCEPTION OF PEOPLE TOWARDS MUTUAL FUNDS

Sudha Mathy.V

Research Scholar, Women's Christian College, Chennai, Tamil Nadu

The reforms in the financial sector and many developments in Indian money market and capital market made mutual funds an ideal investment vehicle for today's complex and modern financial scenario, there has been growing importance of mutual funds in India, compared with other financial instruments. This study makes an attempt to identify variations in factors affecting perception of people towards mutual funds.

RECRUITMENT THROUGH AI IN SELECTED INDIAN COMPANIES

Ms. Siddhi Mehrotra

Research Scholar, MCom, Christ (Deemed to be University), Bengaluru, Karnataka

Dr. Akanksha Khanna

Assistant Professor, Christ (Deemed to be University), Bengaluru, Karnataka

With the ever-evolving and dynamic business world, artificial intelligence is being used quite pervasively and has become the buzzword in the 21st century. Countless technology advancements have forced the companies to make their value creation processes more efficient and customer friendly. Digital transformations have played a pivotal role in reshaping the various HR functions and processes. This study aims to explain the job seeker's acceptance of automation in human resource management and the extent to which humans will use artificial intelligence to recruit humans. The research follows a thematic analysis approach, and the data is collected from primary sources by conducting semi-structured interviews with four professionals working in IT companies. This study will be useful for HR professionals to understand the areas of application of AI and the general management to leverage the technological changes for cost-cutting. It can also be a guiding force for companies to integrate AI in talent acquisition.

AN ANALYTICAL STUDY ON CHALLENGES AND OPPORTUNITIES OF SOCIAL ENTREPRENEURSHIP

Santhosha

Lecturer in Commerce, Sri Sharada College Basrur, Kundapur tq, Udupi District

Deepak Kumar

Lecturer in Commerce, Sri Sharada College Basrur, Kundapur tq, Udupi District

Social entrepreneurship is an emerging concept which created a growing interest among practitioners and academicians. Because every organisation striving hard to earn profit rather than concentrating on societal benefit. But still now a day's business concern has to concentrate on need of society to survive in the society. Right from the ancient times India is famous for entrepreneurship. Now a days Liberalisation, Globalisation and Privatisation has made India to give more opportunities for the establishment of business enterprises. The opening up of Industries sector to foreign competition had created a flutter among India industrial circles. Also FDI has created many opportunities for entrepreneurship. The corporate Social responsibility (CSR) of the private sector with clearly earmarked funds and full-fledged action teams have played an important role in sprucing up the image of social entrepreneurship. Earlier, organisation addressing key social issues were assumed to be idealistic with entrepreneurial skills. Social entrepreneurial in India is emerging primarily because the government is very keen on its promotion, not necessarily by funding it or by advising on it but by enabling it. Efforts are made to provide information in the article regarding problem and prospects of social entrepreneurship. Because Social entrepreneurship is not an easy job like other entrepreneurship because this type of entrepreneurs has to concentrate on societal need. Key words: Entrepreneurship, Social welfare, Social work and Research centre, Social entrepreneurs.

CUSTOMER RELATIONSHIP MANAGEMENT – A CONNECTION POINT WITH CUSTOMER

Dr. D. Arun Kumar

Associate Professor in Management, Bharath Institute of Higher Education and Research, Selaiyur

The point of departure for this study is the understanding of customer relationship management (CRM) as a set of technological solutions key for efficient business management, the benefits of which, highlighted by previous works, are presented and defined here as crucial for entrepreneurial success. Of particular interest for this purpose are the existing studies on sustainability, which provide a viable research model to assess and

validate the potential effect of each CRM component (sales, marketing, and services) on the three dimensions of sustainability (economic, environmental, and social). Upon confirmation of our hypotheses, the subsequent validation of such model should bring a better understanding of the way in which CRM-related benefits may increase the positive impact of its components on each dimension of sustainability.

MODERN MARKETING MANAGEMENT (A KEY TOOLS IN PRESENT BUSINESS ENVIRONMENT)

Dr. Asha Rathi

Assistant Professor, Department of Business Administration, Faculty of Commerce & Management Studies, Jai Narayan Vyas University, Jodhpur

Modern marketing has much deviated from the past and undergone radical changes in recent years. Marketing is a managerial function, primarily economic, consisting of activities like research into markets, demand forecasting, product planning, pricing, distribution and advertising, organised into a system of interdependencies and directed at yielding profits to the enterprises, providing satisfaction to the consumers and indirectly benefiting society at large. New competition is coming from all directions from global competitors eager to grow sales in new markets; from online competitors seeking cost-efficient ways to expand distribution; from private label and store-brands designed to low price alternatives, and brand extensions from strong megabrands leveraging their strengths to move into new categories. The global market pattern is made possible by the development of international transportation and communication system and liberalisation policies adopted by different countries at present. Marketing has to play an important role. It is the most important multiplier and an effective engine of economic development. It mobilizes latent economic energy and thus is the creator of small business. Marketing is the developer of the standard of product and services.

RISK MANAGEMENT STRATEGIES

Dr. (CA) Dilip Gupta

We tend to consider "risk" in predominantly negative terms. However, within the investment world, risk is important and inseparable from desirable performance. A typical definition of investment risk could be a deviation from an expected outcome. We are able to express this deviation in absolute terms or relative to something else, sort of a market benchmark. While that deviation could also be positive or negative, investment professionals generally accept the thought that such deviation implies some extent of the intended outcome for your investments. Thus to attain higher returns one expects to just accept the more risk. It's also a generally accepted concept increased risk comes within the style of increased volatility. While investment professionals constantly seek, and sometimes find, ways to cut back such volatility, there's no clear agreement among them on how this can be best to be done. Risk management is an insurance activity. It's a whole waste of cash when there's no problem, but when disaster strikes it'll prevent from suffering a life changing loss. You intuitively understand how this works with homeowner's insurance where you hope that each renewal may be a small waste of cash, but when that rare fire strikes, insurance are going to be the sole thing that saves you from insolvency. Smart investors who practice risk management are renewing their policies without such a lot as a spark (market volatility), to not mention a fireplace (bear market), for years. It's been an entire waste. That's on the point of change. This Article is highlighting various risk associated with investment by the Retail investors, and strategies to be acquired to cope up with that Risk. In this way an investor can protect himself from the market fear and ups and drops and could earn a good amount of return.

A STUDY ON IMPACT OF COVID-19 ON DIFFERENT SECTORS OF INDIA

Mrs. Simran R Kalyani

Assistant Professor, H.R. College of Commerce & Economics, Mumbai

COVID-19 is changing the world we live in for the worst. This pandemic is not only taking a toll out of health care systems and peoples' lives but also its impacting world economies and resulting in job losses, business disruptions. This paper focuses on different sectors in India which are most affected by the pandemic. India is one of fifth largest economy in the world. Its future outlook is positive as it is characterized by young population, higher saving and investment pattern, increase of middle-class group families, increasing globalization etc. Before 2017 Indian economy was witnessing a positive growth but the economy slowed then because of shocks of "demonetization" in 2016 and introduction of Goods and Services Tax in 2017. In 2020 pandemic and lockdown magnified the slowdown of the economy. In the paper an analysis is done on impact of pandemic on different sectors of India.



शास्त्रीय संगीत शिक्षण व संचार माध्यम
डॉ. सीमा सक्सेना

सह आचार्य संगीत (कंठ), राजस्थान संगीत संस्थान, जयपुर

प्रस्तुत शोध आलेख में बिन्दुवार शास्त्रीय संगीत शिक्षण प्रणालियों का अध्ययन प्रस्तुत करने का प्रयास करूंगी तथा शास्त्रीय संगीत शिक्षण में नवाचार प्रेरक परिवर्तित संचार माध्यम का प्रयोग और उनकी सार्थकता पर अपने दृष्टिकोण को परिलक्षित करूंगी। भारत संगीत कला व संस्कृति का तीर्थस्थल रहा है जहाँ पर संगीत के अन्य उपासक साधक शिक्षक रहे जिन्होंने अपने संगीत के अद्वितीय कोष से शिष्यों को आत्मसात कराया। संगीत शिक्षण परम्परा का पूर्ण श्रेय इन्हीं संगीत साधकों का रहा जिन्होंने गुरुमुखी शिक्षा द्वारा सीना-ब-सीना शिष्यों को शिक्षित किया।

न्यू मीडिया आर्ट – वर्तमान व भविष्य की कला
Dr. Krishna Mahawar

Assistant Professor, University of Rajasthan, Jaipur, Rajasthan

न्यू मीडिया आर्ट 1960 के पश्चात आरम्भ हुए कई कला आंदोलनों में से एक नई कला विधा है। न्यू मीडिया कला पूरी तरह तकनीकी पर आधारित कला है जैसे- डिजिटल आर्ट, कंप्यूटर आर्ट, वीडियो आर्ट, नेट आर्ट, आदि। इस शोध पत्र में मैं इसी नई कला, जिसे समसामयिक कला क्षेत्र में न्यू मीडिया आर्ट के नाम से जाना, समझा जाता है, उस पर एक समीक्षात्मक दृष्टि से अध्ययन करूंगी। वर्तमान समय में सभी क्षेत्र डिजिटल हो गए हैं तो कला भी इससे अछूती नहीं रही है। कला ने जब तकनीक और डिजिटल यंत्रों के सहयोग से अपना कदम बढ़ाया तो न्यू मीडिया कला के रूप में हमारे समक्ष उपस्थित होती है। इसी वर्तमान ज्वलंत कला शैली पर ये शोध पत्र आधारित होते हुए इस विधा की संभावनाओं पर भी विस्तार से चर्चा करते हुए उसके पक्ष, विपक्ष की भी पड़ताल करेगा।

कोविड-19 महामारी पर साहित्यिक विमर्श
भानु प्रकाश शर्मा

सहायक आचार्य हिंदी, राजकीय महाविद्यालय, उनियारा, राजस्थान

अगर हम अतीत का विश्लेषण करें तो हर सदी में मनुष्य सभ्यता पर महामारी का हमला हुआ है। महामारी और मनुष्य का पुराना नाता है। लगभग प्रत्येक सदी में इन दोनों का आमना सामना होता रहा है। स्वभावतः महामारी के नकारात्मक प्रभाव तो सदैव रहते ही हैं, परंतु प्रत्येक कठिनाई अपने साथ कुछ सकारात्मक अनुभव भी छोड़कर जाती है। कोविड-19 महामारी ने भी अपने नकारात्मक प्रभावों के अलावा कुछ सकारात्मक दृश्य भी दिखाए हैं। और यह भी देखने योग्य है कि प्रत्येक झंझावात के साथ साहित्य को नए-नए विषय देखने को मिलते हैं। कोविड-19 ने हमें इतने सारे अनुभव दिए हैं कि साहित्य की कथावस्तु या विषय वस्तु के लिए विविध नवीन प्रसंग उपस्थित हो गए हैं। प्रस्तुत आलेख का उद्देश्य मुख्य रूप से यही है कि कोविड-19 महामारी ने हमें जो नवीन और अनोखे अनुभव प्रदान किए हैं, वह साहित्य की विषय वस्तु में किस-किस रूप में सामने आ सकते हैं उन्हीं नूतन विषय वस्तुओं को देखने का प्रयास इस आलेख में हमने किया है।

ब्राह्मण ग्रंथ और वैदिक साहित्य
डॉ. बंशी धर रावत

सह आचार्य – संस्कृत, स्वर्गीय राजेश पायलट राजकीय स्नातकोत्तर महाविद्यालय, बांदीकुई, (दौसा) राजस्थान

वैदिक साहित्य संसार का सबसे प्राचीनतम साहित्य है इस साहित्य में भारतीय संस्कृति की ऐसी झलक मिलती है जो संसार में किसी भी साहित्य में नहीं मिलती जब हम पाश्चात्य संस्कृति का अध्ययन करते हैं तो उस संस्कृति में भारतीय संस्कृति जैसा भाव पक्ष कदापि दृष्टिगोचर नहीं होता वैदिक साहित्य में ब्राह्मण ग्रंथों का अन्यतम स्थान है यह भारतीय धर्म और संस्कृति की अमूल्य धरोहर व निधि है वैदिक साहित्य के ज्ञान के लिए निर्वाचन शास्त्रों का जन्म देने का श्रेय भी इन्हीं ब्राह्मण ग्रंथों को जाता है यदि सूक्ष्मतः अन्वेषण किया जाए संस्कृत साहित्य का परवर्ती साहित्य इन्हीं ग्रंथों पर आधारित है मैक्स मूलर अपने वैदिक साहित्य के इतिहास में लिखते हैं कि गद्य में लिखे गए ये ब्राह्मण ग्रंथ दुर्गम वन के समान हैं मैकडॉनल्ड लिखते हैं कि ब्राह्मणों ग्रंथों में वर्णित प्रयोग विधि का चक्रव्यूह इतना कठिन है कि इसके जैसा संसार में अन्य कोई धार्मिक प्रयोग जटिल नहीं हो सकता। यज्ञ विधि को समझाने के लिए यह बीच-बीच में शब्दार्थ व्युत्पत्ति भाषा संबंधी ऊहापोह को उत्पन्न करते हैं। विचार विमर्श करते हुए यह सृष्टि तथा ईश्वर वाद के सिद्धांतों को स्थापित करने का प्रयास करते हैं वस्तुतः यह निःसार तथा पंडिताऊ के विवेचन मात्र के प्रतीक हैं इनके अतिरिक्त ई.जे.मजूमदार, रैप्सन, एगलिंग आदि भी इसी विचारधारा के पोषक हैं उक्त विद्वानों के विचारों की समीक्षा की जा सकती है

गायिकी अंग में सारंगी की महत्वपूर्ण भूमिका
डॉ. अंजना गौतम

एसोसिएट प्रोफेसर, मीरा गर्ल्स कॉलेज, उदयपुर, राजस्थान।

हरीश

शोधार्थी, मीरा गर्ल्स कॉलेज, उदयपुर, राजस्थान।

भारतीय शास्त्रीय संगीत में गायन का मुख्य संबंध 'गात्र वीणा' से संबंधित रहा है। ईश्वर द्वारा प्रदत्त मनुष्य गले को ही शास्त्रों में 'गात्र वीणा' कहा गया है। इसी प्रकार गायन के साथ संगत करने के लिए सभी साजों की अपेक्षा सारंगी को गले के काफी निकट माना गया है, क्योंकि सारंगी में गायिकी के महत्वपूर्ण अंग जैसे जमजमा, मीड, कण, खटका, मुर्की, गमक, तान इत्यादि बखूबी बजा सकते हैं। इन सभी विशेषताओं के



होने के कारण इसको 'संगत का राजा' भी कहते हैं। इस वाद्य में पर्दों का न होना और दूसरा इसमें प्रयुक्त आने वाला बाज का तार चर्म होने के कारण यह वाद्य इंसानी आवाज के काफी निकट है। सारंगी में गले की बारिकियाँ भी सूक्ष्म रूप से निकाली जा सकती हैं, इसकी विशेषता के कारण इस वाद्य को 'सौ और रंगों वाला' वाद्य कहते हैं और गायन में काकू की प्रधानता स्पष्ट रूप से इसी वाद्य में झलकती है। गायन की विविध विधाएँ जैसे: ध्रुवपद, धमार, ख्याल, दादरा, टप्पा विभिन्न प्रकार की गायिकी में भी यह समान रूप से एकाधिकार रखता है। गायन में प्रयुक्त होने वाले सभी अलंकारों वगैरह का इसमें समावेश है। इस वाद्य का प्रयोग गायक द्वारा गायन शुरू करने पूर्व राग का माहौल बनाकर महत्वपूर्ण भूमिका अदा करती है। सारंगी और गायन दोनों अपने आप में बहुत निकट है और लोक गायन वाद्य होने के साथ ही शास्त्रीय संगीत में भी इसका प्रयोग अधिक हो चुका है। इन सभी विशेषताओं को देखते हुए हम कह सकते हैं कि सारंगी वाद्य अन्य वाद्य यंत्रों की अपेक्षा वित्त वाद्यों में अपने आप में एक अलग ही पहचान रखता है जिसके कारण मंच पर गायक के साथ यह वाद्य यंत्र संगत में चार चांद लगा देता है। इसके बिना संगीत की परिकल्पना अधूरी ही नहीं वरन् अनजान है।

संगीत के प्रचार प्रसार में इलेक्ट्रॉनिक एवं सोशल मीडिया की भूमिका

डॉ. अनामिका दीक्षित

एसोसिएट प्रोफेसर वाद्य संगीत, आर्य महिला पी.जी. कॉलेज चेतगंज वाराणसी, उत्तर प्रदेश।

बीसवीं शताब्दी को परिवर्तन का युग कहा गया है इस शताब्दी में जीवन के प्रत्येक क्षेत्र में बड़ी ही तीव्रता से परिवर्तन हुये हैं स्वतन्त्रता के कारण राजनैतिक सामाजिक सांस्कृतिक भौतिक गतिविधियों में भी परिवर्तन हुये हैं परन्तु वैज्ञानिक परिवर्तनों को इस सदी की महान उपलब्धि कहा जायेगा, वैज्ञानिकता ने जैसे ही मनुष्य जीवन के सभी सामान्य पक्षों को प्रभावित किया है वही भारतीय संस्कृति कला एवं संगीत पर भी बहुतायत से प्रभाव पड़ा है संगीत के क्षेत्र में संचार माध्यमों का प्रभाव पड़ने के कारण इसके प्रचार प्रसार के साधन सुलभ हो गये जिसके कारण संगीत कला की शिक्षा प्रदर्शन और सभी चीजों में परिवर्तन हुआ और संगीत घरानों के सीमित दायरे से निकलकर जनसाधारण तक सुगमतापूर्वक पहुँच सकी भारत में ब्रिटिश सत्ता के स्थापित हो जाने पर हिन्दुस्तानी संगीत को दे पी रजवाडों में आश्रय प्राप्त था अर्थात् कलायें केवल किलों में कैद होकर रह गई संगीत शिक्षा जनसाधारण तक सुगमतापूर्वक पहुँच सके इसलिये बुद्धिजीवी वर्ग ने इसे स्तर दिलाने में महत्वपूर्ण भूमिका निभाई। उन्नीसवीं शताब्दी के उत्तरार्ध से प्रारम्भ होकर बीसवीं शताब्दी के पूर्वार्ध तक का समय सामूहिक शिक्षण संस्थाओं की नींव मजबूत करने समाज के अन्तर्गत संगीत शिक्षा के प्रति जागृत होने संगीत की प्रतिष्ठा बढ़ाने संगीत कलाकारों को उचित सम्मान प्राप्त कराने हेतु योग्य सिद्ध हुआ, प्रचार प्रसार के माध्यमों में इलेक्ट्रॉनिक उपकरण के साथ पुस्तकों के प्रकाशन ने भी संगीत जगत में एक क्रांति पैदा की अभी तक केवल गुरु मुख द्वारा ही यह विद्या प्रदान की जाती रही। इसके पहले संगीत में कोई स्वरलिपि प्रचलित नहीं थी मौलाबक्श घिस्से खां ने स्टाफ नोटेशन परिचय के पश्चात हिन्दुस्तानी संगीत में भी स्वर लेखन के कार्य को कार्यान्वित किया तथा संगीत को लेखनी बद्ध करके पुस्तक में बांधने कार्य भी किया प्रचार प्रसार के माध्यमों में तकनीकी उपकरणों के साथ पुस्तकों की छपाई प्रिंटिंग प्रेस की सुविधा से संगीत जगत में एक नई दि ॥ को जन्म दिया जिससे संगीत जनमानस तक सुगमतापूर्वक पहुँच पाया। प्रिंट मीडिया भी बहुत स त्क माध्यम रहा है शास्त्रीय संगीत के प्रचार एवं प्रसार में क्योंकि किसी भी कार्यक्रम की सफल मंच प्रस्तुतीकरण का संयोजन प्रिंट मीडिया द्वारा ही किया जाता है कि कार्यक्रम में कलाकार ने क्या गाया क्या बजाया आप उस कार्यक्रम में उपस्थित रहे या न रहे उस कार्यक्रम की सारी रूपरेखा रिपोर्टिंग द्वारा आपके सम्मुख होती है

कोरोना काल में संगीत कला और कलाकार

डॉ. सुनीता श्रीमाली

एसोसिएट प्रोफेसर, संगीत (कंठ), राजस्थान संगीत संस्थान, (राजकीय स्नातकोत्तर महाविद्यालय), जयपुर, राजस्थान

भारतीय कलाओं में संगीत कला को सर्वोत्तम माना गया है। आधुनिक परिवेश में सांस्कृतिक मूल्यों को सहेजने का यदि कोई कार्य कर रहा है तो वह कलाकार ही है। आज संगीत कला पूर्णतः ही व्यवसाय हो चुकी है। मनुष्य को मनुष्यता का पाठ पढ़ाने वाली शिक्षा, जिसमें त्याग, बलिदान और अनुशासन के आदर्श निहित हैं, यदि कहीं संरक्षित है तो वह मात्र संगीत कला व अन्य कलाएँ ही हैं। किंतु संपूर्ण विश्व में वर्ष 2019 से वैश्विक महामारी कोरोना ने मानव जाति को तन, मन और धन तीनों ही तरह से अत्यंत क्षति पहुंचाई है, जो कलाकार गाना गाकर एक्टिंग करके या अन्य कलाओं के माध्यम से जीवन यापन कर रहे थे वह सब कुछ अचानक बंद हो गया। कोरोना महामारी के कारण देश भर में कला क्षेत्र के लोग रोजी-रोटी के लिए तरस गए हैं, इसके पीछे सबसे बड़ा कारण है कि दुनिया भर के लोगों को अपनी कलाओं और हुनर से जागरूक करने वाले लोग अपने अधिकारों के लिए आगे नहीं आये। परिणामस्वरूप आज उनके पास काम नहीं है। कलाकार समाज और संस्कृति के वाहक और महत्वपूर्ण अंग होते हैं। यही कलाकार सभ्यता और संस्कृति को समृद्ध व समाज को जागरूक करने का कार्य करते हैं। परंतु वर्तमान परिपेक्ष्य में सरकार ने कोरोना संकट (बतवर्द बपेपे) से उबरने के लिए सभी तरह के उत्सवों एवं मेलों में सोशल डिस्टेंसिंग और मिनिमम सोशल गेदरिंग को ध्यान में रखते हुए इन पर पाबंदी लगाई है। जैसे-जैसे लॉकडाउन बढ़ता गया, आगे के कार्यक्रम निरस्त होते गए। इन्हीं से इन कलाकारों का घर-परिवार चलता था। लोक कलाकारों के परिवारों पर इसका सीधा असर देखने को मिल रहा है। इन कलाकारों की रोजी-रोटी व आजीविका साधन ही ये त्योहार, जागरण, शादियाँ या भागवत होते थे। अब लॉकडाउन के चलते इनके घरों का चूल्हा जलना मुश्किल हो गया है। गायन वादन नृत्य व अन्य कलाओं के कलाकार, म्यूजिशियन, साउंड सिस्टम ऑपरेटर और टैंट हाउस वाले अपने-अपने घर में कैद हैं और इन कलाकारों की आजीविका पर कोरोना का ग्रहण लग गया है।

“साहित्य में प्रकृति और कोरोना” (वर्तमान चुनौतियाँ)

डॉ. हिमानी सिंह

सह आचार्य 'हिन्दी'

परिवर्तन का कोई भी क्षण साहित्य की परिधि से अछूता नहीं है। जब-जब मनुष्य ने स्वयं को सर्व विदितमान घोषित किया तब-तब प्रकृति ने मनुष्य की सब क्षुद्र सोच और पा विधिक वृत्ति को खोखला साबित किया। प्रकृति में एक अदृश्य धेतना निहित है जो हमें निरन्तर सावधान करती है, संदेश देती है। तभी तो कवि पंत कह उठते हैं कि - “न जाने नक्षत्रों से कौन, निमंत्रण देता मुझको मौन।” प्रकृति और मानव का सम्बन्ध अविच्छिन्न



है, लेकिन मानव ने प्रकृति का इतना भोशण और दोहन किया कि परिणाम स्वरूप प्रकृति ने भी अपना विकराल रूप मानव को दिखा दिया। 18वीं सदी से लेकर 21वीं सदी तक प्लेग, हैजा, स्पेनिश फ्लू, सार्स, स्वाइन फ्लू, इबोला, निपाह और अब कोरोना। ये सब प्रकृति प्रदत्त चुनौतियाँ हमारे समक्ष उपस्थित हैं। निज स्वार्थ हेतु, प्राकृतिक जैव-विविधता को समाप्त करने के कारण महामारी और प्राकृतिक आपदाओं ने मानव जीवन के अस्तित्व को ही खतरे में डाल दिया। तब प्रकृति ने स्वयं को स्वच्छ और स्वस्थ करने का बीड़ा उठाया। कोरोनाकाल में जहाँ मानव-जीवन त्राहिमाम् कर कराह रहा था, वहीं प्रकृति में पशु-पक्षी, नदियाँ, सागर, वन, वृक्ष, धरती, आकाश उन्मुक्त रूप से भवास ले रहे थे। वर्षों बाद चहकती हुई गौरैया छत पर फुदकती दिखाई दी। नदियों के स्वच्छ जल-तल में सब कुछ साफ दिखने लगा। प्रदूषणमुक्त आकाश में तारों को निहारना सुखद प्रतीत होने लगा और कवि मौथिलीभारण गुप्त की ये पंक्तियाँ "नीलांबर परिधान हरित पट पर सुन्दर है।" आज प्रासंगिक लगने लगी। हमें इस सत्य को स्वीकार करना ही होगा कि हमारा अस्तित्व प्रकृति से है। प्रकृति का संरक्षण, उन्नयन और विकास वास्तव में हमारा ही विकास है। प्रकृति के प्रति कृतज्ञता और अपने उत्तरदायित्व को समझकर हम सब कोरोना जैसी वैक्क महामारी का सामना कर सकेंगे और सामाजिक समता के साथ बेहतर जीवन जी सकेंगे। सकारात्मक चिन्तन और मानव हित का ध्यान रखने में साहित्य सदैव जागरण का संदेश देता रहेगा।

नृत्य के क्षेत्र में नवीन संभावनाएँ

डॉ. कविता सक्सेना

सहायक आचार्य, नृत्य राजस्थान संगीत संस्थान, जयपुर, राजस्थान।

निरन्तर परिवर्तनशील रहना ही प्रकृति का नियम है। देश व काल की परिस्थितियों के अनुरूप ही समाज में कई परिवर्तन देखने को मिलते हैं। देश व समाज के विकास में तत्कालीन परिस्थिति का सर्वाधिक प्रभाव देखने को मिलता है। किसी भी देश व समाज की परिस्थितियों का प्रभाव वहाँ की प्रत्येक कला के विकास पर निश्चित रूप से पड़ता है। प्रदर्शनात्मक कला के रूप में नृत्य कला का स्वरूप अपने प्राचीन काल से वर्तमान काल तक निरन्तर परिवर्तनशील रहा है। स्वतंत्रता प्राप्ति के पश्चात का समय भारतीय इतिहास में "पुनर्जागरण काल" माना जाता है। स्वतंत्र भारत देश की नवीन सामाजिक व्यवस्था तथा परिस्थिति के फलस्वरूप भारतीय कलाओं को एक नया स्वरूप, नई दिशा व नई दृष्टि प्राप्त हुई। प्रदर्शनात्मक कलाओं में से एक "कथक नृत्य" भी इससे अछूता न रह सका। "कथक नृत्य", जो कभी मन्दिरों की शोभा हुआ करता था, वहीं कालान्तर में मन्दिरों की सीढियों से उतर कर विलासी नवाबों, राजा-महाराजाओं की महफिलों व दरबारों की शोभा बन गया। स्वतंत्रता प्राप्ति के पश्चात देश व समाज की परिवर्तित परिस्थितियों का देश की समस्त कलाओं पर भी प्रभाव पड़ा। इस प्रभाव से कथक नृत्य भी अछूता नहीं रहा। आधुनिक युग में अब कथक नृत्य सामाजिक रंगमंच की शोभा बढ़ा रहा है। कथक नृत्य के विकास एवं प्रदर्शन स्वरूप में कई नवीन क्षेत्रों तथा नवीन संभावनाओं का जन्म हुआ। देश के विकास के साथ साथ समाज की बदली हुई परिस्थिति व सोच के प्रभाव से कथक नृत्य के प्रदर्शन व स्वरूप में नवीन संभावनाओं व क्षेत्रों का जन्म होने लगा। संगीत व नृत्य स्कूल व कॉलेज में एक विषय के रूप में पढाया जाने लगा। संगीत व नृत्य के क्षेत्र में शिक्षित समाज के शिक्षित लोग जुड़ने लगे। नृत्य कला के इतिहास, विशेषताओं व बन्दिशों को पुस्तकों में संजाकर रखने लगे। शिक्षित समाज के शिक्षाविदों ने, सरकार के सहयोग से नृत्य प्रशिक्षण के अनेकों केन्द्र, संस्थाएँ, विद्यालय तथा विश्वविद्यालय विकसित किए, जिसके परिणाम स्वरूप कथक नृत्य अपनी श्रेष्ठता की ओर अग्रसर होता हुआ विकसित होता गया और इसका प्रचार-प्रसार देश के अलावा कई अन्य देशों यथा-इंग्लैण्ड, अमेरिका, फ्रांस, कनाडा, आस्ट्रेलिया, न्यूजीलैण्ड, रूस, सिंगापुर आदि में भी होने लगा। विश्व के लगभग सभी देशों में कथक नृत्य के कलाकार वहीं बस गए तथा अपने स्तर से कथक नृत्य के ट्रेनिंग सेन्टर संचालित कर कथक नृत्य के प्रचार-प्रसार में अपना सहयोग प्रदान कर रहे हैं तथा कई तरह के नवीन प्रयोग कर कथक को नई उचाईयों तथा नए क्षेत्र प्रदान कर रहे हैं। वर्तमान काल में कथक नृत्य के प्रदर्शन के क्षेत्र में नवीन संभावनाएँ देखने को मिलती हैं।

नृत्य कला में आध्यात्म एवं श्रृंगार की अनुभूति

डॉ. ज्योति भारती गोस्वामी

सहायक आचार्य, कथक नृत्य, राजस्थान संगीत संस्थान, जयपुर, राजस्थान।

आध्यात्म एवं श्रृंगार जीवन के चिरन्तनसत्य रहे हैं इससत्य कोपाने के लिए जीवन का यथार्थही आवश्यक नहीं, अपितु इनके लिए कलाओं की भी आवश्यकता है। प्रेम और भक्ति अनेक संवेदनशील कल्पनाओं से भरा है। इस सत्य को पाने एवं इसकी कल्पना के संसार को साकार करनेमें हृदय, बुद्धि एवं शरीर का सामंजस्य पूर्णतया आवश्यक है। ईश्वरीय भक्ति एवं श्रृंगार भाव दोनों ही मानव गुणों को आधार प्रदान करते हैं। इन दोनों ही भावों में मानवीय जीवन का सार है, कला में साधनारत रहने पर ही दोनों भावों को समझ पाना सहज हो पाता है। दोनों ही कलाएँ शब्द, रंग, रेखाएँ, भंगीमाएँ व शारिरीक अंग संचालनों से आकार पाती हैं, व इन्हीं में अपना अस्तित्वविलीन भी करती हैं। आध्यात्म एवं श्रृंगार इन दोनों भावों ने कला में "सत्यम् शिवम् सुन्दरम्" को रूपायित किया है। जिस तरह ईश्वर की आराधना साधना व तप से ही पूर्णहो पाती है उसी तरह कला भी अथक साधना व तपका ही परिणाम है।

भारतीय समाज और वैश्वीकरण

डॉ. झबू राम वर्मा

सह आचार्य-समाजशास्त्र, स्व. राजेश पायलट राजकीय स्नातकोत्तर महाविद्यालय, बाँदीकुई, दौसा, राजस्थान।

भारत सरकार की नवीन आर्थिक नीतियों में एकनीति अर्थ व्यवस्था के ग्लोब लाईजेशन की है। जिसका उद्देश्य भी भारतीय अर्थ व्यवस्था का विश्व की अर्थव्यवस्था के साथ जुड़ाव करना है। इसके अन्तर्गत सभी वस्तुओं के आयात की खुली छूट सीमा शुल्क में कभी विदेशी पूंजी के मुक्त प्रवाह की अनुमति, सेवा क्षेत्र विशेषकर बैंकिंग बीमा तथा जाहाजरानी में विदेशी पूंजी के निवेश की व्यवस्था है। उदारीकरण के बाद भारत में समृद्धि तो बढ़ी है आगे बढ़ने के अवसर बढ़े हैं। जो भी क्षमता/योग्यता रखता है। उसे रोजगार के अवसर बढ़े हैं। लेकिन देखना यह है कि उदारवादी आर्थिक नीतियों का लाभ एक वर्ग विशेष तो नहीं उठा रहा है क्या धन का असमान विवतण तो नहीं हो रहा है विकास तो हो रहा है परन्तु किसका ? 20 प्रतिशत औद्योगिक घरानों के पास देश का 80 प्रतिशत धन है वही 80 प्रतिशत लोगों के पास देश का 20 प्रतिशत धन है पांच



सितार होटल गगन चुम्बी अट्टालिकाओं और बी.आई.पी. सेज और आवासीय कालोनियों की चमक में झोपड़ पट्टियां कहां दिखाई देती हैं? बड़े-बड़े औद्योगिक घराने देश की शान हैं। परन्तु हमें यह नहीं भूलना चाहिए की देश की 70 फीसदी से अधिक जनता गरीबी रेखा से नीचे जीवनयापन कर रही है। भारत में वैश्वीकरण की प्रक्रिया ने सामाजिक आर्थिक व राजनैतिक प्रौद्योगिकी-इत्यादि के सभी हिस्सों को प्रभावित किया है। इसके कुछ प्रभाव सकारात्मक रहे हैं तो कुछ नकारात्मक भी रहे हैं। यदि हम आर्थिक स्तर पर देखें तो अर्थव्यवस्था के संरचनात्मक ढांचे को आकार देने में महत्वपूर्ण भूमिका निभाई है वही बहुराष्ट्रीय कम्पनियों की उन्नत तकनीक व आधुनिक प्रबन्धन के आक्रमक प्रचार ने कुटीर उद्योग धन्धों को अलामकारी बनाकर बाजार से बाहर कर दिया है। इससे देश में बेरोजगारी में वृद्धि हुई है। जहां एक और पाश्चात्य सांस्कृतिक समरूपीकरण को बढ़ावा दिया है तो भारतीय सांस्कृति विविधता को भी प्रभावित किया है। भाषा, वेश-भूषा, आदतें, विचार, व्यवहार आदि पश्चिमी ढंग के होते चले जा रहे हैं भारत में पूर्व में प्रचलित संयुक्त परिवार प्रणाली के एकल परिवार प्रणाली का सृजन हुआ है। जिससे पारिवारिक विघटन व सामाजिक मुल्यों का ह्रास भी हुआ है भारतीय समाज में जहां एक और महिलाओं को शिक्षा रोजगार एवं गतिशीलता में वृद्धि हुई है वही अखबारों पत्र-पत्रिकाओं सिनेमा टीवी इन्टरनेट एवं विज्ञापनों में भारतीय महिलाओं को परम्परागत छवि से बाहर निकाल कर उन्मुक्तता की ओर अग्रसर किया जा रहा है। वैश्वीकरण ने भारतीय गांवों की तस्वीर बदली है नगदी फसले, नई तकनीकी बैंकिंग प्रणाली तक पहुंच, प्रौद्योगिकी का प्रयोग तथा मनरेगा जैसे लोकहितकारी कार्यक्रमों ने गांव को बदलने में महत्वपूर्ण भूमिका निभाई है। शहरों की तुलना में ग्रामीण क्षेत्रों में बीपीएल संख्या अधिक है इससे स्पष्ट होता है कि गांवों में वैश्वीकरण की नीतियों का लाभ विशेष वर्ग तक ही सीमित रहा, वंचित एवं सम्पन्न के मध्य की खाई बढ़ती जा रही है। प्रो. राजीव गुप्ता के अनुसार ये सब, "उत्पादक शक्तियों के वितरण की असमानता एवं वैश्वीकरण की अन्तःसम्बद्धता के फलस्वरूप हो रहे परिवर्तनों का असर है जिससे श्रमिक जनसंख्या का दरिद्रीकरण एवं कॉर्पोरेट पूंजीपति धनाढ्यों की संख्या में तीव्र वृद्धि विपरीत प्रकृति की घटनाओं के रूप में घटित हुई है।" वैश्वीकरण, पर्यावरण एवं जैव-विविधता पर भी वैश्वीकरण का प्रभाव पड़ा है जिससे तीव्र औद्योगिकरण के लिए अपनाये गये सभी उपायों ने गंभीर पारिस्थितिकीय असंतुलन उत्पन्न कर दिये हैं। वनों का विनाश, जल का अतिदोहन, भूमि-जल एवं वायु में विषाक्तता की वृद्धि, शहरों का अनियंत्रित विकास, प्राकृतिक सम्पदा पर देशज जनता का विस्थापन, गरीबों की संख्या में वृद्धि, समाज में असंतोष में वृद्धि आदि पर प्रभाव पड़ा है वैश्वीकरण की प्रक्रिया ने जहाँ एक ओर आर्थिक विकास को बढ़ाया है वही समाज में असमानता को जन्म दिया है। आर्थिक असंतुलन के कारण अमीर और अमीर गरीब और गरीब होता जा रहा है।

कोविड-19 का राजस्थान के पर्यटन उद्योग पर प्रभाव

डॉ. जगदीश प्रसाद मीना

सहायक आचार्य-ई.ए.एफ.एम., स्व. राजेश पायलट राजकीय, स्नातकोत्तर महाविद्यालय, बाँदीकुई, दौसा, राजस्थान।

कोविड-19 महामारी की वजह से पूरी दुनिया की अर्थव्यवस्था में ही मंदी का दौर है। भारत भी इस महामारी से बहुत ज्यादा प्रभावित हुआ है, इस वैश्विक महामारी ने देश की अर्थव्यवस्था को हिलाकर रख दिया है, इस बीमारी से देश के हर क्षेत्र को नुकसान हुआ है, लेकिन होटल एवं पर्यटन उद्योग को इससे सबसे ज्यादा नुकसान हुआ है। पर्यटन उद्योग भारतीय अर्थव्यवस्था को मजबूत करने में महत्वपूर्ण योगदान रहता है। क्योंकि जी.डी.पी. में इस उद्योग का योगदान करीबन 6.8 फीसदी रहता है, भारत में पर्यटन उद्योग में करीब 8.75 करोड़ लोग जुड़े हैं। 2018-19 के आँकड़ों के अनुसार यह रोजगार का करीब 12.75 प्रतिशत है। जिसमें होटल उद्योग, टूर ऑपरेटर, ट्रेवल एजेंट, टैक्सी ड्राइवर, गाईड, छोटे व्यापारी इस उद्योग में कार्यरत हैं। राजस्थान का पर्यटन उद्योग विश्व प्रसिद्ध है। राजस्थान एक रंग रंगीला प्रदेश माना जाता है राजस्थानी लोग प्रेम से अपने को सुरंगा कहना पसंद करते हैं, राजस्थान में पर्यटक देश-विदेश से आते हैं और यहाँ के मरुस्थली क्षेत्र, यहाँ की ऐतिहासिक इमारतें व किलों को निहारते हैं और इनको देखकर अभिभूत हो जाते हैं। 1 फरवरी 2021 राजस्थान पत्रिका लेख के अनुसार पर्यटन उद्योग को 50 हजार करोड़ रु. से ज्यादा नुकसान हुआ है। लगभग 20 लाख से ज्यादा लोगों को प्रत्यक्ष और अप्रत्यक्ष रूप से रोजगार मिला हुआ था जो इस महामारी से छिन गया और वे बेरोजगार हो गये। पर्यटन से न केवल आमोद-प्रमोद, मनोरंजन, भ्रमण एवं उद्देश्य की पूर्ति होती है, वरन् यह विदेशी मुद्रा अर्जन का साधन, सहयोग, एवं सद्भाव का आधार, रोजगार प्रदान करने वाला उद्योग एवं शैक्षणिक, सांस्कृतिक, राजनीतिक तथा सामाजिक आदान-प्रदान का भी आधार है, पर्यटन को विभिन्न विद्याओं की दृष्टि से अलग-अलग भूमिका होती है। पर्यटन से रोजगार के साधन बढ़ते हैं। पर्यटक हमारी सेवाएँ लेता है बदले में विदेशी मुद्रा प्रदान करता है, खर्च करता है। उससे हमारे आधारभूत ढाँचे की सड़क, परिवहन, संचार, विद्युत, पेयजल, उद्योग आदि का विकास होता है। अर्थव्यवस्था में आमूलचूल परिवर्तन होता है।

वैश्वीकरण के परिदृश्य में कला, कलाकार और चुनौतियाँ

डॉ. शकुन्तला महावर

व्याख्याता - चित्रकला, एस.एस. जैन सुबोध गर्ल्स पी.जी. कॉलेज, सांगानेर, राजस्थान।

जन्म से ही मानव अपने भावों की अभिव्यक्ति कला के माध्यम से करता आया है कलाओं में भावनाएं काम करती हैं, इनमें प्रवाह है, यह अनन्त है एवं मन को आनन्द देने वाली है। जिस प्रकार भवनाएं बह सकती हैं उसी प्रकार कलाएं लचीली होती हैं। कलाओं का उद्देश्य भावनाओं की सजीव सृष्टि करना है। भावभिव्यक्ति के इस दायरे में ही सृजनमय धारा कला विकास के साथ-साथ परिवर्तित होती रहती है। इस रूप में देखें तो कला मुख्यतः समय काल व अभिव्यक्ति में होते रहे बदलाव और तत्प्रचलित माध्यमों एवं मानव की प्रयोगवादी प्रवृत्तियों पर "केन्द्रित" रही है। कलाएं मानसिक उत्कर्ष के साथ-साथ सांस्कृतिक पहचान भी करवाती है। चाहे वे किसी भी क्षेत्र में हो जैसे चित्रकला, मूर्तिकला, स्थापत्यकला, संगीतकला, काव्यकला आदिवासी या लोककलाएं सृजनात्मक होने के साथ-साथ यह नवीन शांति और सुकुन देने वाली होती हैं। यह भीतरी भावों की सूक्ष्म अभिव्यक्ति है। परन्तु आज वर्तमान समय में वैश्वीकरण के कारण समस्त कलाओं एवं कलाकारों के सामने कई प्रकार की समस्याएं एवं चुनौतियाँ आ गई हैं। वैश्वीकरण एक व्यापक अवधारणा है। जिसमें सामान्यतः प्रजातंत्र, पूंजीवाद, उद्योगवाद, उदारवाद को सम्मिलित किया जा सकता है। वैश्वीकरण से गतिशीलता आ रही है वैश्वीकरण में व्यापकता व सार्वभौमिकता है जिनके फलस्वरूप पूंजीवादी उद्योग पनप रहा है। यह सही है कि वैश्वीकरण से भारतीय समाज में विशेष परिवर्तन हुये हैं। समाज भी इस परिवर्तन से प्रभावित हो रहा है। वैश्वीकरण से आधुनिकता की ओर अग्रसर होते हुए भी कलाकारों ने अपनी स्वयं की संस्कृति को बनाये रखने के साथ ही आज का कलाकार बाजारवाद की ओर उन्मुख होने लगा है क्योंकि कला बाजार के अनुरूप ही कला कर्म और कला की विभिन्न प्रवृत्तियाँ अपनी दिशा निर्धारित कर रही हैं जो केवल रचनाकारों और



समीक्षकों की संवेदहीनता का परिणाम है। वैश्वीकरण से जहाँ समाज भौतिकवाद की ओर प्रवृत्त हुआ है वहीं सामाजिक मूल्य भी तीव्रता से परिवर्तित हो रहे हैं। समाज के अगुवा माने जाने वाले रचनाकार, चिंतक, लेखक, नाट्यकार, मौलिकता के रचना के माध्यम से एक सुखद और सुवासित वातावरण सृजित कर सकते हैं। इनके लिए स्वयं रचनाकारों तथा कला प्रेमियों का परिवर्तित होते सामाजिक, सांस्कृतिक व सौन्दर्य शास्त्रीय मूल्य, ऐतिहासिक पृष्ठभूमि तथा नवीन अन्वेषणों से साक्षात्कार करते रहना होगा।

मनरेगा द्वारा ग्रामीण महिलाओं का सशक्तिकरण डॉक्टर संपत राम रेगर

सह आचार्य राजनीति विज्ञान, स्वर्गीय राजेश पायलट राजकीय स्नातकोत्तर महाविद्यालय बांदीकुई दौसा

भारत के संविधान में देश को एक संपूर्ण प्रभुत्व संपन्न लोकतंत्रात्मक गणराज्य कहा गया है। संविधान की प्रस्तावना में प्रत्येक नागरिक के लिए सामाजिक, आर्थिक, राजनीतिक न्याय, प्रतिष्ठा एवं अवसर की समानता का उल्लेख किया गया है। भारत की केंद्रीय और राज्य सरकारें सदैव इस बात का प्रयत्न करती रही हैं कि भारत का प्रत्येक व्यक्ति खुशहाली का जीवन जी सक। किसी भी देश की सांस्कृतिक विकास यात्रा में स्त्रियों की भूमिका, दशा, अवस्था और समाज में उनकी हैसियत का विशेष महत्व रहा है। भारतीय अर्थव्यवस्था ने काफी विकास कर लिया है फिर भी वर्तमान समय में बेरोजगारी और अन्य काफी गंभीर समस्याओं से जूझ रही है। राष्ट्रीय ग्रामीण रोजगार गारंटी अधिनियम काम की गारंटी को कानूनी आधार प्रदान करता है और यही इस योजना का अर्थ है। जिसके माध्यम से यह काम की गारंटी योजना अधिक प्रभाव में आ जाती है ग्रामीण मजदूरी रोजगार कार्यक्रम के रूप में मनरेगा ने लैंगिक समानता और ग्रामीण महिला सशक्तिकरण के महत्व को पहचान करे इसे अपनी परिकल्पना में शामिल किया है इस अधिनियम के अंतर्गत विभिन्न प्रावधानों और दिशानिर्देशों का लक्ष्य ग्रामीण महिलाओं को समान काम और उस तक सरल पहुंच अनुकूल कार्य प्रस्तुतियों समान वेतन और निर्णय निर्माण निकायों में उनका प्रतिनिधित्व को शामिल किया गया है इस योजना में ग्रामीण महिलाओं की भागीदारी हेतु स्थलों पर 2 तिहाई से अधिक संख्या में महिलाएं कार्य कर रही हैं इस योजना में ग्रामीण महिलाओं की भागीदारी उनके किसी भी प्रकार के अन्य कामों में रिकॉर्ड भागीदारी से अधिक पाया गया है। महिला मुखिया वाले परिवारों के लिए मैंने देखा एक ही प्रभावी और इसके रोजगार का झोत सिद्ध हुआ है नरेगा में मजदूरी के भुगतान की प्रक्रिया में अनिवार्य रूप से बैंक खातों के माध्यम से प्रदान करके अधिक संख्या में ग्रामीण महिलाओं को संस्थागत वित्त के दायरे में लाना सुनिश्चित किया जा सकता जो कि पहले इससे अनभिज्ञ रहती थी परिणाम तक विभिन्न दायरों जिसमें सामाजिक आर्थिक और राजनीतिक क्षेत्र में लैंगिक समीकरणों में गुणात्मक और संख्यात्मक सुधार देखने को मिला है जिस कारण समाज में सकारात्मक परिवर्तन स्पष्ट रूप से प्रतिबिंबित होता है। इस योजना से ग्रामीण महिलाओं का ना केवल सशक्तिकरण हुआ है अपितु सामाजिक विकास और सामाजिक परिवर्तन भी हुआ है। मनरेगा योजना ग्राम पंचायतों के माध्यम से क्रियान्वित की जा रही है तथा ग्राम सभा में सामाजिक अंकेक्षण होने से आम जनता में जागृति उत्पन्न हुई है। इस प्रकार ग्रामीण क्षेत्रों की महिलाओं में भी अपने अधिकारों के साथ-साथ राजनीतिक जागृति भी आई है। ग्राम सभा की बैठकों में महिलाओं की अधिकाधिक भागीदारी हो रही है क्योंकि मनरेगा में अधिकतर महिलाएं ही काम पर जाती हैं इस तरह की बैठकों में महिलाओं के द्वारा विशेष रुचि लेने के कारण नेतृत्व करने की क्षमता को भी प्रोत्साहन मिला है

संगीत में वैज्ञानिक उपकरणों व तकनीक का प्रभाव डॉ. पुनीता श्रीवास्तव

सह आचार्य संगीत, राजकीय कला कन्या महाविद्यालय, कोटा, राजस्थान।

संगीतकिसीभी क्षेत्र का हो, चाहेभारतीय हो या पाश्चात्य, उसकाजन जीवन से सीधा संबंध रहा है। जन्म से लेकर मृत्यु तक कोई पर्व त्यौहार या संस्कार नहीं है, जिसमें संगीत न हो। मनोवैज्ञानिक, धार्मिक, आर्थिक, राजनैतिक, चिकित्सकीय, प्राकृतिक, दूरदर्शन, रेडियो, कम्प्यूटर, तकनीकी या कोईभी अन्य क्षेत्र संगीत के बिना पूर्ण नहींहै। मानव अपनी अतृप्त कामनाओं व जिज्ञासावृत्ति के कारण सदैव नवीन अविष्कारों हेतु प्रेरित होता रहा है, और संगीत का क्षेत्र भी इससे अछूता नहीं रहा है। यही कारण है कि वर्तमान में जो संगीत का प्रचार प्रसार हुआ है उसमें वैज्ञानिक उपकरणों व तकनीक का महत्वपूर्ण योगदान है। बीसवीं सदी के आरंभ में माइक्रोफोन के आगमन ने कलाकारों के गायन वादन में महत्वपूर्ण सकारात्मक प्रभाव डाला। कैसेट्स, सीडी, पैनड्राइव, सोशल साइट्स तथा अन्य साधनों की सहायता आसानी सेउपलब्ध होने के कारण यह विद्यार्थियों के लिए बहुत ही लाभकारी सिद्ध हुई। नवीन प्रयोगों के परिणाम स्वरूप भारतीय संगीत में हमें अनेक इलेक्ट्रॉनिक वाद्य यंत्र भी मिले, जिन्होंने संगीत साधकों के जीवन में क्रांतिकारी परिवर्तन किए हैं। इंटरनेट तथा कम्प्यूटर का प्रयोग भी संगीत जगत में अनिवार्य सा प्रतीत होने लगा है।

महात्मा गांधी का सत्याग्रह गोविन्द सुथार

शोधार्थी, राजनीति विज्ञान, जे. ए. वी. यू. जोधपुर, राजस्थान।

सितम्बर 1906 को ही महात्मा गांधी के जीवन में दिशा बदल देने वाला कहा जा सकता है। यह दौर था जब गांधी ने अपने अंदर गहन आध्यात्मिक प्रगति का अनुभव किया, ब्रह्मचर्य का संकल्प लिया तथा संकुचित पारिवारिक परिधि से मुक्त होकर मानवता को अपनाकर वसुधैव कुटुम्बकम् के चिरंतन मंत्र को साकार रूप प्रदान किया। सत्याग्रह का अर्थ है सत्य के लिए आग्रह करना।^[1] सितम्बर, 1906 को हमने सत्य और अहिंसा के दृढ़ता से पालन में पीड़ा ग्रस्त मानवता के उद्धार का मार्ग ढूँढ निकाला। मोहनदास करमचन्द गांधी ने इस मार्ग को सत्याग्रह की संज्ञा दी। सत्याग्रह की उत्पत्ति का मूल सूत्र उस अध्यादेश में मिलता है, जिसका प्रारूप 22 अगस्त 1906 के ट्रांसवाल गवर्नमेंट गजट में छपा हुआ था और दक्षिण अफ्रीका में रंगभेद का पालन करने वाली सरकार भारतीय प्रवासियों पर लागू करना चाहती थी। प्रस्तावित अध्यादेश में प्रावधान था कि प्रत्येक भारतीय स्त्री व पुरुष तथा आठ वर्ष की आयु से अधिक के बच्चे प्राधिकारियों के यहाँ अपना पंजीकरण करवाएँ, अपनी अंगुलि-छाप दें और एक प्रमाणपत्र हासिल करें जिसे वे हमेशा अपने पास रखें। गांधी ने लार्ड इंटर से सत्याग्रह की व्याख्या की—यह ऐसा आंदोलन है जो पूरी तरह सच्चाई पर कायम है और हिंसा के उपायों के एवज में चलाया जा रहा। अहिंसा सत्याग्रह दर्शन का सबसे महत्वपूर्ण तत्व है, क्योंकि सत्य तक पहुँचने और उन पर टिके रहने का एकमात्र उपाय अहिंसा ही है।



नई शिक्षा नीति 2020: चुनौतीपूर्ण राह
गणपत सिंह राजपुरोहित

सहायक आचार्य, इतिहास, एम.बी.सी. राजकीय कन्या महाविद्यालय, बाड़मेर, राजस्थान।

स्वतंत्रता के उपरांत पहली शिक्षा नीति वर्ष 1968 में लायी गयी, तत्पश्चात् 1986 में और उसके 34 वर्ष बाद नवीन शिक्षा नीति, 2020 के रूप में, हाल ही में मंत्रिमंडल द्वारा मुहर लगाई गई। यह नीति इसरो के वरिष्ठ वैज्ञानिक के कस्तूरिंगन के नेतृत्व में बनाई गई। समय के साथ उस अनुरूप परिवर्तन अत्यावश्यक है, अन्यथा हर बात अपना महत्व खो देती है, पिछले 30 वर्षों से, 1986 की शिक्षा नीति प्रवर्तन में है, निःसन्देह अपने समय की यह बेहतरीन नीति थी, मगर समय के साथ भारत में कई बदलाव हुए चाहे वो वैश्वीकरण हो या तकनीकी शिक्षा की बढ़ती जरूरत हो, ऐसे में नवीन शिक्षा नीति अत्यावश्यक थी, इन्हीं आवश्यकताओं को ध्यान में रखते हुए, यह नवीन नीति लायी गयी, जो 2040 तक पूर्ण रूप से लागू होनी है। कोई भी नीति अपने उद्देश्यों में तब सफल होती है, जब उसका प्रभावी लागू हो, अन्यथा कितने ही महत्वपूर्ण प्रावधान क्यों न हो, नीति अपने उद्देश्यों में पूर्णरूपेण सफल नहीं हो सकती, अतः प्रावधानों से भी ज्यादा महत्वपूर्ण उसका इम्प्लीमेंटेशन है और भारत जैसे देश में जहाँ भ्रष्टाचार, राजनैतिक हस्तक्षेप, दृढ़ राजनीतिक इच्छाशक्ति का अभाव, संसाधनों का अभाव तथा जन जागरूकता की कमी हो, वहाँ पर नीति को प्रभावी रूप से लागू करना किसी बड़ी चुनौती से कम नहीं है। ऐसे में जेहन में यह प्रश्न लाजमी भी है और वाजिब भी की क्या यह नीति भारतीय शिक्षा ढर्रे को बदल पाएगी? इस प्रश्न के उत्तर के लिए जब हम तह में जाते हैं तब कई चुनौतियों को पाते हैं, जिन पर नियंत्रण बेहद जरूरी। सर्वप्रथम वर्ष 1964 में दौलत सिंह कोठारी के नेतृत्व में बने कोठारी आयोग ने सिफारिश दी थी की कुल जीडीपी का 6 प्रति ात शिक्षा पर व्यय किया जाना चाहिए, मगर आज तक हम कुल जीडीपी के 3 प्रति ात के आंकड़े को भी छू नहीं पाए। आर्थिक समीक्षा के आंकड़ों पर नजर डालें तो हम पाते हैं कि पिछले कुछ वर्षों से शिक्षा पर व्यय कुल जीडीपी का महज 2.7 प्रति ात है, जो कि 6 प्रति ात से बहुत कम है, ऐसे में बड़ी चुनौती यह है कि जब सरकार पिछले कुछ वर्षों से शिक्षा पर वास्तविक व्यय निरन्तर घटा रही, कई क्षेत्रों में जीडीपी के कुल व्यय का हिस्सा कम किया जा रहा, तो ऐसी स्थिति में कैसे सम्भव है कि जीडीपी का 6 प्रति ात भाग शिक्षा पर व्यय किया जाएगा? इस सम्बंध में शिक्षा नीति मौन है। शिक्षा नीति में प्रावधान है कि कक्षा छः से व्यावसायिक शिक्षा, कम्प्यूटर कोडिंग तथा खेल शिक्षा दी जाएगी, साथ ही साथ विद्यालय क्लस्टर भी विकसित जाएंगे। धरातलीय स्तर पर देखा जाए तो भारत भर के अधिकांश विद्यालयों में भौतिक संसाधनों जैसे विद्यालय भवन, खेल मैदान, कम्प्यूटर लैब, फर्नीचर तथा सामान्य प्याऊ एवं शौचालय इत्यादि तथा मानवीय संसाधनों जैसे शिक्षक-शिक्षार्थी का अनुपात, कम्प्यूटर व खेल शिक्षकों की कमी, व्यावसायिक शिक्षा हेतु प्रशिक्षित प्रशिक्षकों की कमी इत्यादि, की अत्यंत कमी है, विशेषकर सरकारी विद्यालयों में यह हालत और भी दयनीय है, ऐसे में सरकार के समक्ष बड़ी चुनौती होगी की किस प्रकार इन संसाधनों की पर्याप्तता सुनिश्चित की जाएगी। नई शिक्षा नीति में शिक्षक भर्ती को लेकर कई नवीन प्रावधान किए गए हैं, जिनमें से एक प्रावधान रखा है की शिक्षकों के चयन में प्रदर्शन कक्षा और साक्षात्कार प्रणाली को शामिल किया जाएगा। हालांकि यह स्पष्ट नहीं है कि डेमो और इंटरव्यू लेने वाली एजेंसी कौनसी होगी ? इनका वेटेज कितना होगा ? यहाँ बड़ी चुनौती यह है कि भारत में प्रारंभ से ही इंटरव्यू में भाई भतीजावाद तथा भ्रष्टाचार के आरोप लगते रहे हैं, ऐसे में पूर्ण निष्पक्षता और पारदर्शिता बनाये रखना बेहद मुश्किल होगा, अगर निष्पक्षता और पारदर्शिता नहीं रहती है तो निश्चित रूप से अयोग्य अभ्यर्थी, योग्य अभ्यर्थियों को बाहर का रास्ता दिखा देंगे, जो कि अन्यायपूर्ण होगा। तर्क यह भी दिया जा रहा है कि जब शिक्षक-प्रशिक्षण के दौरान एक प्रशिक्षु 60 से 90 कक्षाएँ लेता है, ऐसे में दस-पन्द्रह मिनट का इंटरव्यू परीक्षण कहाँ तक उचित है? जबकि कई बार माननीय न्यायालय भी कह चुके हैं कि नीचे के स्तर पर इंटरव्यू उचित नहीं है। नई शिक्षा नीति में विश्वविद्यालय अनुदान आयोग, तकनीकी परिषद्, वास्तुकला परिषद्, राष्ट्रीय शिक्षा परिषद् जैसे संस्थाओं को समाप्त करके उसके स्थान पर भारतीय उच्चतर शिक्षा आयोग के गठन का प्रावधान रखा गया है, इससे केन्द्रीकरण बढ़ेगा, साथ ही साथ राज्यों से शिक्षा नियामक सम्बंधित अधिकार भी केंद्र को हस्तांतरित हो जाएंगे। यह अतिशय केंद्रीकरण संघात्मक ढांचे के खिलाफ है। इस कारण राज्य सरकारें इस नीति को समयबद्ध तरीके से लागू नहीं करेगी, ऐसे में बड़ी चुनौती है कि राज्यों को किस तरह शिक्षा नीति लागू करवाने के लिए सहमत करवाया जाएगा। इस नीति में आठवीं तक की शिक्षा, मातृ भाषा में देने का सुझाव दिया गया है और अंग्रेजी भाषा को विकल्प के रूप में रखे जाने का। यद्यपि निजी विद्यालय शिक्षा के माध्यम के तौर पर अंग्रेजी को पूर्व की तरह ही बनाये रखेंगे, परन्तु सरकारी विद्यालयों में मजबूरीवश मातृभाषा को अपनाया जाएगा, जिसके चलते सरकारी विद्यालयों के विद्यार्थी अंग्रेजी भाषा में पिछड़ जाएंगे। चुकि अंग्रेजी भाषा आज वैश्विक भाषा के रूप में स्थापित हो चुकी है ऐसे में अंग्रेजी भाषा पर कमजोर पकड़, सरकारी विद्यालय के विद्यार्थियों को न केवल अंतरराष्ट्रीय कम्पनियों में जाने से रोकेगी बल्कि तकनीकी, मेडिकल, प्रबंधन, विज्ञान तथा अन्य सभी प्रकार की उच्चतर शिक्षा हासिल करने तथा प्रशासनिक सेवाओं में बड़ी बाधा उत्पन्न करेगी। ऐसे में सरकार के समक्ष बड़ी चुनौती है कि इस विभेद को कैसे दूर किया जाएगा? अतः सरकार को चाहिए की वो उक्त सभी प्रकार की चुनौतियों पर पूर्ण नियंत्रण स्थापित कर, सभी राज्यों से परामर्श कर, उनके अनुरूप आवश्यक संशोधन करके, इस नीति को जमीनी स्तर पर लागू करे अन्यथा सैद्धांतिक रूप से उत्कृष्ट लगने वाली यह नीति व्यावहारिक रूप में निरर्थक साबित होगी और जब तक व्यावहारिक रूप से इस नीति को लागू नहीं किया जाता है तब तक यह नीति कागजी नीति बनकर रह जाएगी, जो कि इस बदलते दौर और चुनौतीपूर्ण भविष्य के लिए जिस नए भारत की कल्पना की जा रही वो साकार नहीं हो सकती।

समकालीन समाज में ललित कलाओं की भूमिका

Dr. Laxman Lal Sargada

Assistant Professor, Department of Drawing & Painting, SGG Government College Banswara, Rajasthan

वर्तमान समाज बड़े चमत्कारी ढंग से अपने भौतिक स्वरूप की रचना कर रहा है। आज एक ओर बुद्धिजीवि कहे जाने वाले वैज्ञानिक, इंजीनियर्स की फौज, निर्माण के क्षेत्र में कई विस्मयकारी ईमारतों, सड़कों, पुलों एवं ईट-कंकरीट के निर्माण को समाज के हर वर्ग तक पहुंचाने को प्रयासरत है, वहीं आधुनिक दबाईयों ने व्यक्ति की जीवन रेखा को बढ़ा दिया है। और यही वजह है कि समकालीन मनुष्य अपने भौतिक सुखों की ओर अत्यधिक ध्यानाकर्षित हुआ है। सिनेमा, संगीत, टी.वी., मोबाइल आदि ने मनुष्य के आनन्द की सीमाओं को कुछ हद तक भौतिक एवं शारीरिक पक्ष तक ही सीमित कर दिया है जिस कारण आम आदमी के आत्मिक आनन्द का रास्ता कुछ अवरूढ़ जरूर हुआ है किन्तु विलुप्त नहीं। शास्त्रों में कहा गया है कि कला विहीन मनुष्य पशु के समान है "साहित्यसंगीत कलाविहीनः सक्ष्मात् पशुसमानाः।" तो क्या वास्तव में हम पशुता की ओर अग्रसर हो रहे हैं ? जिस तरह की घटनाएँ समाज में घट रही हैं इसी की ओर ईशारा कर रही हैं। वर्तमान की घटनाओं से यही साबित



होता है, कि मनुष्य की मानसिकता बहुत विकृत हो गई है। आज के इस सुपरसोनिक युग में भी दुषित मानसिकता के लोग महिलाओं को मात्र उपभोग की वस्तु ही मान रहे हैं इसलिए आज के भारतीय समाज में बलात्कार घटनाएं घट रही हैं और आंतकवाद की राक्षसी प्रवृत्ति मानवता के नैतिक मूल्यों को नष्ट करने को तुली हैं। आप सोच रहे होंगे कि इन सब बातों का जिक्र इस कलात्मक लेख में क्यों किया जा रहा है तो इसका एक मात्र यही जवाब है कि कलाकार एक सामाजिक प्राणी है और वह अपने सामाजिक दायित्वों को नकार नहीं सकता।

महात्मा गांधी के चिन्तन में पर्यावरण, प्रकृति एवं आरोग्य

डॉ. एच. आर. सुधार

एसोसिएट प्रोफेसर, राजनीति विज्ञान, मुल्तानमल भीखचंद छाजेड महिला पी. जी. कॉलेज, बाडमेर, राजस्थान।

महात्मा गांधी आधुनिक भारत के महान् जननायक, समाज सुधारक और नैतिक दार्शनिक थे। गांधी व्यक्ति के सर्वांगीण विकास के लिए ध्यान को भी जरूरी मानते हैं। जिससे व्यक्ति संयमित रहता है। उन्होंने आरोग्य का आधार प्रकृति को माना। उन्होंने प्राकृतिक चिकित्सा पद्धति पर ज्यादा जोर दिया। वे व्यक्ति को कर्मयोगी बनने की बात कहते थे कि प्रत्येक व्यक्ति स्वयं का कार्य स्वयं करे। उन्होंने रोटी के लिए श्रम करने की बात कही। गांधी के अनुसार आरोग्य का आशय है, तन्दुरुस्त शरीर। जिसका शरीर व्याधि-रहित है। जिसका शरीर सामान्य काम कर सकता है। तन, मन से स्वस्थ, ध्यान एवं श्रम से ही हो सकता है। शरीर का विकास सर्वांगीण होना चाहिए, एकांकी नहीं। गांधी ने न केवल विचार दिया बल्कि अपने जीवन में भी प्रकृति के संरक्षण किया, वे सादा जीवन, उच्च विचार रखते थे। आवश्यकताओं की कमी की बात कहते थे। दिली-सकुन चाहिए, शांति चाहिए तो हमें प्रकृति की ओर लौटना होगा, गांधीवादी सोच उनकी जीवनशैली यही सन्देश देती है। उनका कहना था कि मेरा जीवन ही मेरा सन्देश है।

शास्त्रीय संगीत का बदलता स्वरूप : तबला के सन्दर्भ में

डॉ. विजय सिद्ध

सहायक आचार्य, तबला, राजस्थान संगीत संस्थान, जयपुर, राजस्थान।

आधुनिकीकरण के प्रभाव से वर्तमान युग में शास्त्रीय संगीत के क्षेत्र में भी अनेक परिवर्तन दृष्टिगोचर हो रहे हैं। संगीत एवं तबला के क्षेत्र में प्रतिदिन सृजनात्मकता एवं संवर्धनात्मकता के नवीन अध्याय जुड़ रहे हैं, जैसे गायकों वादकों की रुढ़िवादी विचारधारा का विलुप्त होना, मिश्रित घराना पद्धति का प्रारंभ होना, सैद्धांतिक ज्ञान में वृद्धि, कलाकारों का सामाजिक उन्नयन, विद्यालयी एवं महाविद्यालयी शिक्षा के प्रति आकर्षण, प्रस्तुतिकरण, ध्वनि तकनीक, सोशियल मीडिया आदि। नयी पीढ़ी का तबला वादक रुढ़िवादी विचारधारा से मुक्ति के मार्ग की ओर अग्रसर होकर परम्परागत शैली को जीवित रखते हुए उसे नूतन परिप्रेक्ष्य में और अधिक सुरुचिपूर्ण वाद्य के रूप में प्रस्तुत करने का प्रयास कर रहा है। नयी पीढ़ी का तबला वादक अभिनव प्रयोग कर जन समुदाय को अधिक से अधिक प्रभावित कर रहा है जिसे न केवल समुदाय ही नहीं अपितु गायकों, वादकों एवं नर्तकों ने भी सराहा है। एक ओर जहाँ रुढ़िवादी घरानेदार पद्धति से तबला वादन के स्थान पर मिश्रित घराना पद्धति को अपना रहा है वहीं दूसरी ओर लोकानुरंजक शैली की ओर अग्रसर हो रहा है। विद्यालय एवं महाविद्यालयों में भी संगीत के अन्य विषयों की भाँति तबला विषय के प्रति भी आकर्षण बढ़ा है। यही नहीं व्यवसायिक कलाकार जो कि अपने बच्चों को स्कूल कॉलेज भेजना समय व्यर्थ करना मानते थे, उन्होंने भी विद्यालयी एवं महाविद्यालयी शिक्षा को समर्थन दिया है।

कोरोना काल में संगीत और संगीतज्ञ

Dr. Vasudha Saxena

Associate Professor, Rajasthan Sangeet Sansthan, Jaipur, Rajasthan, India

कोरोना जनित काल में पूरी मानवीय सभ्यता समायोजित होने के प्रयास में प्रयत्नशील है। इस संकट के समाप्त होने के उपरान्त भी इसके अवशेष भय, व्याकुलता, घबराहट हमारे जीवन में शामिल होकर मनुष्य के सामाजिक जीवन में तोड़ फोड़ करते रहेंगे। जीवन को सभ्रान्त बनाने के लिए सामाजिक जीवन के साथ शिक्षा अपनी मुख्य भूमिका रखती है और इस काल में शिक्षण पद्धति ने नई करवट ली है। शिक्षा को ने कोरोना काल में मानवीय संवेदनो को सहेजते हुए बच्चों, जो राष्ट्र की धरोहर होते हैं, को शिक्षा के माध्यम से सम्भाले रखने के लिए अथक प्रयास किया। वर्तमान में अधिकतर शिक्षक 45 वर्ष से ऊपर की आयु वाले डिजिटल माध्यमों का उपयोग करने में असमर्थ थे, उन्होंने भी खुद को समयानुसार प्रासंगिक बनाकर शिक्षार्थियों को शिक्षा से वंचित नहीं होने दिया और निरन्तर स्वयं जूझते हुये भी शिक्षण कार्य जारी रखा। अतः सभी शिक्षक साधुवाद व नमन के पात्र हैं। वर्तमान में हम सर्वप्रथम संगीत शिक्षण की चर्चा करेंगे। संगीत पूर्ण रूपेण गुरुमुखी शिक्षा है क्योंकि संगीत के शास्त्र पक्ष व क्रियात्मक दो प्रारूप हैं। संगीत के प्रदर्शन कला होने के कारण क्रियात्मक पक्ष ज्यादा प्रभावी है। प्रत्येक कला उस दौर के प्रभावों से अछूती नहीं रहती है और यह प्रभाव सकारात्मक व नकारात्मक दोनों ही रूप से परिलक्षित होते हैं।

भारत में सरोगेसी :- सामाजिक, वैधानिक एवं नैतिक विमर्श

खेमराज चौधरी

सहायक आचार्य, भूगोल, राजकीय महाविद्यालय, सिरौही, राजस्थान

संतान की चाह रखने वाले परन्तु असमर्थ या अनिच्छुक दंपति द्वारा शुक्राणु और अंडाणु को निषेचित कराकर भ्रूण को अन्य महिला की कोख में विकसित कर उसे जन्म देने की प्रक्रिया सरोगेसी या किराए की कोख कही जाती है। दूसरे के बच्चे को जन्म देने वाली ऐसी महिला को सरोगेट मंदर कहा जाता है। पार्थवादी व व्यावसायिक दो प्रकार की सरोगेसी होती है। वर्तमान में सरोगेसी का अत्यधिक व्यवसायीकरण होने से भारत प्रजननीय पर्यटन (फर्टिलिटी टूरिज्म) का केंद्र बनता जा रहा है। कई बार शारीरिक व मानसिक कष्ट से बचने के लिए नवदंपति सरोगेसी अपनाते हैं। ऐसे माता-पिता सामाजिक अभिभावक कहलाते हैं। भारत में वैधानिक रूप से मान्य व्यवसायिक सरोगेसी भारतीय चिकित्सा अनुसंधान



परिषद के दिशा-निर्देशों द्वारा विनियोजित होती है। निसंतान दंपति को संतान की प्राप्ति का सुख, सरोगेट मां को आर्थिक लाभ, सरकार को राजस्व व विदेशी मुद्रा की प्राप्ति, भावात्मक सुख की प्राप्ति जैसे सरोगेसी के सकारात्मक पहलू हैं। परंतु सरोगेसी की प्रक्रिया में उत्पन्न बच्चा संतान न होकर कमोडिटी बन जाता है तथा बच्चे को जन्म देने की प्राकृतिक जैविक प्रक्रिया में भी हस्तक्षेप होता है। अल्प विकसित देशों में सरोगेसी के कारण महिलाओं का दैहिक शोषण होता है। मानवाधिकारी इसे विज्ञानकारी व अमानवीय मानते हैं। व्यवसायिक सरोगेसी में तो महिलाओं को गर्भ धारण का मात्र साधन मानकर उनकी कोख को बिकाऊ वस्तु की संज्ञा दी जाती है कुछ समाजशास्त्रियों के अनुसार इस तकनीकी के अतिशय प्रयोग से सामाजिक समरसता को भी खतरा हो सकता है। इस प्रकार अनुवांशिक विकलांगता; उत्तराधिकार; पितृत्व; नैतिक दृष्टिकोण एवं भ्रूण लिंग परिक्षण जैसे मुद्दों के कारण सरोगेसी पर विवाद बना हुआ है। भारत में सरोगेसी को विवाद रहित बनाने एवं इसके नियंत्रण हेतु असिस्टेंट रीप्रोडक्टिव टेक्नोलॉजी कानून, 2003 में तैयार किया गया है। भारत के विधि आयोग ने भी अपनी 228 वीं रिपोर्ट में भारत में सरोगेसी कानून बनाने की आवश्यकता बताई है। आवश्यकता इस बात की है कि एक संतुलित, पारदर्शी व नियंत्रणमूलक कानून को अतिशीघ्र लागू कर सरोगेसी को विनियमित किया जाए।

कोरोना काल में सृजित लहरे एवं अन्य सांगीतिक रचनाएं

मोहन लाल

सहायक प्रोफेसर, संगीत विभाग, राजस्थान विश्वविद्यालय, जयपुर, राजस्थान।

प्राचीन काल से लेकर आज तक संगीत को अगर सृजनात्मकता की दृष्टि से देखें तो विभिन्न प्राचीन विद्वानों द्वारा बहुत सी संगीत की रचनाएं, रागों, तालों आदि सृजित करके हमारे बीच उपस्थित की गईं। लेकिन पिछले कुछ समय से कोरोना (कोविड-19) की महामारी के चलते भारत सरकार द्वारा संपूर्ण भारत में लॉकडाउन घोषित किया गया, जिसके कारण कोई भी व्यक्ति घर से बाहर नहीं निकल पाया। परिणाम स्वरूप इस तकनीकी युग में मीडिया के माध्यम से संपूर्ण विश्व एक-दूसरे से जुड़ा रहा इसी के चलते संगीत के विभिन्न विद्वानों, संगीतज्ञों ने विभिन्न प्रकार की रचनाएं और संगीत के आविष्कार किए और ऑनलाइन के माध्यम से फेसबुक, यूट्यूब, इंस्टाग्राम, ट्विटर, सेमिनार और वेबिनार इत्यादि मीडिया के माध्यम से संपूर्ण विश्व को एक सूत्र में बांधे रखा और संगीत की स्वर लहरियों से इस अवसाद से भरे वातावरण में बहुत ही सराहनीय कार्य भारतीय संगीतज्ञों, शिक्षकों तथा संगीत साधकों द्वारा किया गया। अतः इस कोरोना काल में संगीत की विभिन्न रचनाओं जैसे भारतीय संगीत में रागों की बंदीशें, गीत, भजन गज़ल, ठुमरी एवं कोरोना पर विभिन्न रचनाएं इत्यादि के साथ-साथ विभिन्न स्वर एवं ताल वाद्यों जैसे- सारंगी हारमोनियम वायलिन सितार एवं पखावज, तबला, कथक नृत्य इत्यादि के साथ विभिन्न वाद्य-वादकों इत्यादि के द्वारा विभिन्न रचनाएं बनाई गईं और इसी के साथ कथक नृत्य, पखावज, तबला इत्यादि के सौलो वादन और जुगलबंदी में बजने वाली धुन लहरा इत्यादि की विभिन्न रचनाएं भी कलाकारों द्वारा बनाई गईं और मीडिया के द्वारा विभिन्न माध्यमों के जरिए संगीतकारों के साथ-साथ आमजन को भी आनंदित और उत्साहित किया और अवसाद निस्तारण में अपनी अहम भूमिका अदा की।

वैश्वीकरण का हिंदी साहित्य पर प्रभाव

श्रीमती संगीता

सहायक आचार्य, हिन्दी, राजकीय महाविद्यालय, झुंझुनू, राजस्थान।

आज वैश्वीकरण के युग में संपूर्ण विश्व सिमटता जा रहा है। परिवर्तन के इसी समय में विश्वग्राम की कल्पना की जा रही है एक ऐसी संपर्क भाषा की आवश्यकता महसूस की जा रही है जो संपूर्ण विश्व को एकता के सूत्र में बांध सकें। इस हेतु हिंदी भाषा पूर्ण रूप से सक्षम है। हिंदी विश्व के हर कोने में बोली समझी तथा पढ़ी-लिखी जाती है। समाज पर भाषा का प्रभाव प्रत्यक्ष तथा अप्रत्यक्ष रूप से पड़ता है। किसी भी भाषा को पूर्ण रूप से समझने के लिए उसको गहराई से जानने के लिए उसका इतिहास और साहित्य जानना आवश्यक है। हिंदी में साहित्य लेखन परंपरा लगभग बारहसौ साल पुरानी है। आज वर्तमान समय में साहित्य भी वैश्वीकरण से अछूता नहीं है। प्रश्न उठता है कि हिंदी साहित्य का क्षेत्र वैश्वीकरण से किस प्रकार प्रभावित हुआ है। सिकके के दो पहलू के समान वैश्वीकरण की प्रक्रिया ने साहित्य को सकारात्मक व नकारात्मक दोनों ही रूपों में प्रभावित किया है। साहित्य पर वैश्वीकरण की छाया के सकारात्मक प्रभाव बहुत अधिक नहीं हैं लेकिन उन्हें नकारा नहीं जा सकता है। क्योंकि साहित्य व्यक्ति की शाश्वत आकांक्षाओं तथा मानसिक सुख की धरोहर का वाहक है और रहेगा। साहित्य को अपना मूल स्वरूप कायम रखते हुए वैश्वीकरण की चुनौतियों का यथार्थ की धरती पर सामना करना पड़ेगा। वैश्वीकरण से साहित्य को भी लाभ ही हुआ है। हिंदी साहित्य की ओर दृष्टि डालें तो हम पाएंगे कि हिंदी साहित्य आज भारत से बाहर भी लिखा जा रहा है। मॉरीशस, त्रिनिदाद, दुबई, फिजी, अमेरिका, ब्रिटेन व जर्मनी आदि में रहने वाले भारतीय हिंदी में अपनी लेखनी चला रहे हैं। विपुल साहित्य भंडार को संपूर्ण विश्व के लिए उपयोगी बनाने का सौभाग्य इस वैश्वीकरण ने ही प्रदान किया है इसके अलावा जो प्राचीन साहित्य यहाँ वहाँ बिखरा हुआ था अब वह कंप्यूटर के माध्यम से धरोहर के रूप में सुरक्षित रखा जाएगा।

कोरोना काल में संगीत और संगीतज्ञ

श्रीमती प्रीति शर्मा

रिसर्च स्कॉलर, उदयपुर, राजस्थान।

संगीत शब्द अपने आप में व्यापक शब्द है। संगीत शब्द से हमारे मन में आनन्द का आविर्भाव होता है। आनन्द ईश्वर का स्वरूप है। वर्तमान समय में जब पूरा विश्व कोरोना जैसी महामारी से ग्रसित हुआ है संगीत व संगीतज्ञों पर भी इसका प्रभाव पड़ा तथा जनजीवन के हर पहलू पर इसका प्रभाव पड़ा जिसका हम सभी सामना कर रहे हैं। कोरोना जैसी महामारी के समय सभी विद्यालय, स्कूल संस्थान स्थगित हो गये हमारा संगीत भी स्थगित हो गया परन्तु कुछ समय पश्चात कलाकारों ने अपनी प्रतिभा, संगीत को यूट्यूब, गूगल, फेसबुक, इंस्टाग्राम पर पुनः प्रारम्भ करने की कोशिश की जो कि सफल साबित हुई। ऑनलाइन शिक्षा को एक नया प्लेटफॉर्म मिला। इसके माध्यम से बच्चे तरह तरह के वाद्ययंत्रों को एप्सके माध्यम से गाना बजाना सीख रहे हैं। जिन बच्चों के पास घर में हारमोनियम, तबला, पियानो आदि वाद्याय उपलब्ध नहीं हो पाते हैं, वह



भी हारमोनियम एप, तबला एप आदि विभिन्न एप्स के माध्यम से गाना बजाना सीख रहे हैं। जिससे हमारी संगीत शिक्षा को नया आयाम मिला है। बच्चे जिन कलाकारों का नाम ही जानते थे अब संगीत की ऑनलाइन बहुत सी कॉन्फेन्स होना से उनका साक्षात्कार कर सकते हैं, उनका साक्षात् गायन वादन सुन पा रहे हैं। बहुत सी संगीत संस्थाएँ इस कार्य को आगे बढ़ा रही हैं जैसे संगीत नाटक आकादमी, संगीत परिवार संस्था द्वारा बहुत से कार्यक्रम नित्य प्रति आयोजित होते हैं जिससे कलाकारों को अपनी प्रतिभा प्रस्तुत करने का तथा बच्चों को साक्षात् सुनने का अवसर प्राप्त होता है। कोरोना काल में कलाकारों ने बहुत सी परेशानी भरे दिनों का सामना किया। बड़े कलाकारों को सभी आमन्त्रित करते हैं परन्तु कुछ कलाकार जो कि रोज के प्रोग्राम करके अपनी आजीविका चलाते हैं उनके घरों में खाने की भी परेशानी हो गई और प्राइवेट संस्थानों से संगीत शिक्षकों को कठिनाईयों का सामना करना पड़ा। ऐसे समय में शिक्षक व संगीतज्ञों को कठिनाईयों का सामना करना पड़ा है। परन्तु अब डिजिटल माध्यमों से संगीत सम्मेलन किये जा रहे हैं। संगीत के लाइव प्रोग्राम किये जा रहे हैं। जिन्हें हम अपने घर बैठकर ही देख व सुन सकते हैं। ऑनलाइन संगीत कॉम्पटीशन करवाए जा रहे हैं व यूट्यूब के माध्यम से सभी कलाकार अपनी प्रतिभा को पूरे देश के सामने प्रस्तुत कर रहे हैं। हालांकि प्रत्यक्ष, भावात्मक और ओझ की इसमें थोड़ी कमी खलती है। लेकिन संगीत ने लोगों की मनोवैज्ञानिक स्थितियों से उभरने में पूरे विश्व को मदद की है और एक सशक्त चर के रूप में स्थायित्व को प्राप्त किया है।

दक्षिण एशिया में नृजातीय संघर्ष एक प्रमुख समस्या सत्येन्द्र सिंह

सहायक आचार्य (राजनीति विज्ञान), श्री राधेश्याम आर. मोरारका, राजकीय महाविद्यालय, झुंझुनू, शोधार्थी- दक्षिण एशिया अध्ययन केन्द्र, राजस्थान विश्वविद्यालय जयपुर, राजस्थान

वर्तमान में विश्व विभिन्न समस्याओं के दौर से गुजर रहा है। ये समस्याएँ भिन्न-भिन्न राष्ट्रों के मध्य अलग-अलग स्वरूप की हैं। नृजातीय संघर्ष की समस्या भी इन्हीं समस्याओं में से एक प्रमुख समस्या है जिसके कारण राष्ट्रों की एकता एवं अखण्डता को बनाए रखना एक प्रमुख चुनौती है। दक्षिण एशिया विश्व का एक बहुत अधिक जनसंख्या एवं गरीबी वाला अशांत क्षेत्र है जहाँ पर बहुत अधिक समस्याएँ हैं। दक्षिण एशिया में भारत, पाकिस्तान, बांग्लादेश, नेपाल, भूटान, श्रीलंका, मालदीव आदि राष्ट्र हैं। नृजातीय संघर्ष की समस्या के कारण दक्षिण एशिया के राष्ट्रों की एकता एवं अखण्डता के समक्ष भिन्न-भिन्न प्रकार की चुनौतियाँ हैं। नृजातीय संघर्ष के कारण क्षेत्र में शरणार्थियों की समस्या उत्पन्न हो जाती है जिसके कारण पड़ोसी राष्ट्रों के साथ संबंध तनावपूर्ण हो जाते हैं तथा कई बार गम्भीर परिणाम हमें देखने को मिलते हैं। भारत में कश्मीर में नृजातीय संघर्ष, पंजाब में नृजातीय संघर्ष, दक्षिण भारत में नृजातीय संघर्ष तथा उत्तरी-पूर्वी भारत में नृजातीय संघर्ष प्रमुख नृजातीय संघर्ष हैं। पाकिस्तान में शिया एवं सुन्नीयों के मध्य संघर्ष तथा पखुनिस्तान, बलुचिस्तान आदि में नृजातीय संघर्ष प्रमुख हैं। श्रीलंका में सिंहलियों एवं तमिलों के मध्य नृजातीय संघर्ष तथा बांग्लादेश में हिन्दुओं एवं मुस्लिमों के मध्य संघर्ष एवं चकमा समस्या तथा नेपाल में पहाड़ी क्षेत्र के लोगों एवं तराई क्षेत्रों के मध्य संघर्ष तथा मधेशी नृजातीय संघर्ष प्रमुख हैं। भूटान में नेपालियों एवं भूटानियों के मध्य संघर्ष तथा मालदीव में सिंहली, द्रविड़, अरब एवं ऑस्ट्रेलियन नृजातियाँ हैं जिनके बीच भी कभी-कभी नृजातीय संघर्ष देखने को मिलता है। दक्षिण एशिया के बहुल समाजों में नृजातीय संघर्ष एक प्रमुख समस्या है। नृजातीय संघर्ष के कारण राष्ट्रीय एकीकरण की प्रक्रिया जटिल हो गई है तथा राष्ट्रीय एकता एवं अखण्डता के समक्ष चुनौतियाँ उभरकर सामने आ रही हैं साथ ही दूसरी ओर आधुनिकीकरण, विकास एवं लोकतांत्रिक शासन प्रक्रिया के युग में विभिन्न नृजातीय समुदायों के मध्य असंतोष एवं आपसी प्रतिद्वन्द्विताएँ बढ़ती जा रही हैं। दक्षिण एशिया में नृजातीय संघर्ष के लिए ऐतिहासिक, औपनिवेशिक, सांस्कृतिक, साम्प्रदायिक, भाषायी, धार्मिक, राजनीतिक एवं आर्थिक विकास आदि कारक उत्तरदायी रहे हैं। क्षेत्र में एक समान आर्थिक विकास, क्षेत्र के सभी लोगों को शिक्षा प्रदान करना, राजनीति में पिछड़े लोगों की भागीदारी, समावेशी विकास तथा क्षेत्र के राष्ट्रों के मध्य आपसी वार्ताओं द्वारा समस्याओं का समाधान कर दक्षिण एशिया में शांति एवं विकास को बढ़ावा दिया जा सकता है।

कोरोना काल में उच्च शिक्षा का बदलता परिदृश्य संतोष कुमार कुण्डरा

सहायक आचार्य (भौतिक शास्त्र), स्व.प.न.कि.श.राज.महाविद्यालय, दौसा, राजस्थान।

वैश्विक महामारी कोरोना ने जहाँ सम्पूर्ण विश्व को धरातल पर लाकर रख दिया था। उस समय मनुष्य जीवन में कई संकट उत्पन्न हो गये थे। उनमें से एक बड़ा क्षेत्र जो प्रभावित हुआ था वह था शिक्षा। लॉकडाउन की स्थिति में शिक्षण, मूल्यांकन आदि सभी कार्य पूर्णरूपेण बंद हो गये थे। बदलते जीवन के आयाम को ध्यान में रखकर उच्च शिक्षा के स्वरूप में भी क्रांतिकारी परिवर्तन आये फलस्वरूप ऑनलाइन शिक्षा एवं डिजिटल युग का प्रारम्भ हुआ। जहाँ उचित शारीरिक दूरी बनाये रखने के साथ विद्यार्थी एवं शिक्षक के बीच शिक्षा को लेकर संवाद स्थापित हो पाया।

मारवाड़ चित्र शैली वीर रस के संदर्भ में संगीता भाटी

शोध छात्रा, चित्रकला, राजकीय महाविद्यालय, टोंक

राजस्थान प्रदेश का आधा भाग मरुस्थल से अटा पड़ा है। बाड़मेर, जैसलमेर, जोधपुर, बीकानेर, नागौर तथा शेखावटी का कुछ भाग टीलों और धोरों की संस्कृति का प्रतीक है। इस मरुप्रदेश में जनजीवन जितना कठिन है, यहाँ की सांस्कृतिक परम्परा उतनी ही आश्चर्य चकित कर देने वाली है। मेवाड़ की भौतिक मरुप्रदेश ने भी अजन्ता शैली की परम्परा का निर्वाह किया, जिसका पूर्व स्वरूप मण्डोर के द्वारों से आँका जा सकता है। पश्चिमदिशों में राम और रहीम, गोरख और गेसू, पीर और मीर एवं अल्ला और अकबर में कोई भेद नहीं माना गया है। और इसी रूप में राजस्थान में धर्म की नई प्रवृत्ति का पूर्व रूप लोक देवों के प्रादुर्भाव में प्रतिध्वनित होता दिखाई देता है। राजस्थान में लोक देव की आराधना ने नई प्रवृत्ति का स्वरूप धारण किया। जिन महापुरुषों ने त्याग और आत्म बलिदान ने अपनी मातृभूमि की सेवा की या नैतिक जीवन और लोकोपकार की वृत्ति अपनाई तो समाज ने उनको देवत्व का स्थान दिया। और इन पंथों में एक आध्यात्मिक स्वर था जिसमें जिज्ञासु एवं भ्रान्तों के लिए शान्ति का मार्ग



सुलभ हो सका। लोक देवों के अतिरिक्त साहित्यों ने भी राजपूत युग के शौर्य तथा जनजीवन की झांकी प्रस्तुत की है जिसमें चारण साहित्य प्रमुख है इसमें वीर और श्रृंगार रस की प्रधानता रही है। इसके प्रसंग युद्धों तथा शौर्य के आख्यानों पर आधारित है। इसमें नारी जीवन, त्याग, बलिदान को बड़े भावनात्मक वेग से वर्णित किया है। रम्यता, ख्याल में अनेक वीरों की कहानियाँ इस तरह समाविष्ट है कि वे वीर रस प्रधान होते हुए भी अन्य रसों को व्यक्त करने में पीछे नहीं। राजस्थानी चित्रकला का विकास एवं समृद्धि केवल एक अथवा दो केन्द्रों पर न होकर अनेक दरबारी नगरों, राजधानियों, मन्दिरों तथा सामन्तों के ठिकानों पर हुआ। धार्मिक प्रतिष्ठानों के अतिरिक्त दरबारी कवियों, चित्रकारों, संगीतज्ञों, शिल्पाचार्यों आदि के सहयोग से राजस्थानी चित्रकला अनेक रियासती शैलियों और उपशैलियों में विकसित हो सकी।

समकालीन हिन्दी कहानियों में जीवन मूल्य रजाक भाह कादरी

शोधार्थी, राज ऋषि भर्तृहरि मत्स्य वि विद्यालय, अलवर, राजस्थान।

हिन्दी गद्य की विभिन्न विधाओं में कहानी एक अत्यंत स त्क और लोकप्रिय विधाओं में से एक है। समकालीन कहानीकार अपने परिवे 1 के प्रति प्रतिबद्ध है। समकालीन कहानियों में वह जीवन के प्रत्येक पहलू को वास्तविकता के साथ अभिव्यक्त करता है। दे 1 में बदलती सामाजिक परिस्थितियों ने जीवन मूल्यों को भी परिवर्तित किया है। जीवन मूल्यों के परिवर्तन की यही दृष्टि समकालीन कहानी में अभिव्यक्त हो रही है। नये जीवन और मूल्यगत संकट के परिप्रेक्ष्य में कहानीकारों ने इन बदलती हुई जीवन स्थितियों और संबंधों में फैले तनाव, कुण्डा, विघटन आदि को पहचान कर अभिव्यक्त किया है। समकालीन समाज में नयी पीढ़ी के जीवन मूल्यों में पुरानी पीढ़ी की अपेक्षा तेजी से बदलाव हो रहा है जिससे समकालीन समाज के मानव के जीवन संबंध भी बदल रहे हैं। व्यक्ति के जीवन को सार्थक बनाये रखने के लिए जीवन मूल्यों की अनिवार्यता होती है। क्योंकि जीवन मूल्य ही समाज को नयी व्यवस्था प्रदान करते हैं। ये मनुष्य को स्वहित से निकालकर समाज के मानवीय कल्याण और लोकमंगल की भावना के लिए प्रेरित करते हैं। मनुष्य एक सामाजिक प्राणी है। समाज के बिना व्यक्ति का विकास संभव नहीं है। समाज से कटकर रहने वाला व्यक्ति या तो देवता होता है या फिर प ु समान। समाज और परिवार का अन्योन्याश्रित संबंध है। परिवार व्यक्ति के जीवन की प्रथम ईकाई है। जहाँ जन्म लेकर बड़ा होता है। तथा स्वजनो और सगे संबंधियों और पड़ोसियों से व्यवहार के कुछ आद 1 सीखकर समाज का सदस्य बनता है। और के बारे में चिन्तन करता है, तो व्यवहार के नये आद 1 बनाता है। वस्तुतः प्रत्येक समाज में व्यवहार के कुछ आद 1 और नियम होते हैं। जिनका पाजन करना प्रत्येक प्राणी को अनिवार्य है। सामाजिक व्यवहार की यह रीति और मर्यादाएं ही अन्ततः सामाजिक जीवन मूल्य हैं।

कामकाजी महिलाएं और दोहरी भूमिका श्रीमती पुष्पा मीना

सहायक आचार्य, समाजशास्त्र, स्व. राजेश पायलट राजकीय, स्नातकोत्तर महाविद्यालय, बाँदीकुर्द, राजस्थान।

उक्त पकितियों को सार्थक करते हुए आज की नारी हर क्षेत्र में पुरुषों के वर्चस्व को चुनौति दे रही है। विशेषतः व्यवसायिक शिक्षा प्राप्त महिलाओं के काम का दायरा बहुत बड़ा है। आज के दौर में परम्परागत कार्य जैसे— सिलाई बुनाई, खेती—बाड़ी, घरों व सड़कों इत्यादि की साफ सफाई के अतिरिक्त पुरुष वर्चस्व व्यवसायिक क्षेत्र— कानून, चिकित्सा, इंजिनियरिंग और सैन्य सेवाओं जैसे क्षेत्रों में उल्लेखनीय सेवाएं दे रही है। महिलाओं का कार्यक्षेत्र में प्रवेश उनकी आर्थिक आवश्यकता, आधुनिकीकरण एवं शिक्षा, आर्थिक विवशता, उपयोगी व उच्चतर जीवन स्तर अनेक कारण से रहा होगा किन्तु इससे महिलाएं आर्थिक , शैक्षणिक और सामाजिक स्तर पर सशक्त भी हुई है और उनकी सामाजिक परिस्थिति एवं सम्मान में वृद्धि भी हुई है किन्तु इसके बावजूद अगर कुछ नहीं बदला तो वह है पितृसत्तात्मक सामाजिक दृष्टिकोण। परिणामतः महिलाओं को पेशेवर दायित्वों के साथ घर की जिम्मेदारी के रूप में दोहरी भूमिकाओं का निर्वाह करना पड़ रहा है।

प्राचीन काल में धर्म आधारित शिक्षा विशाल कांटिया

सहायक आचार्य इतिहास, राजकीय महाविद्यालय, उनियारा, टोंक, राजस्थान।

भारत की संस्कृति और विरासत अति प्राचीन रही है। इसी संस्कृति और विरासत में शिक्षा का जो स्वरूप रहा था। वह धर्म आधारित था । प्राचीन भारत के शिक्षा का स्वरूप विभिन्न काल खण्डों में परिवर्तित होता रहा है। विश्व के इतिहास में भारत का स्थान सभी संस्कृतियों में अग्रणी रहा है जिसका मूल कारण भारत का आध्यत्मिक दर्शन, भारत की सांस्कृतिक चेतना, विश्वबन्धुत्व की भावना है। भारत का प्राचीन गौरवमयी इतिहास हमें अतीत का सच्चा दर्शन करवाता है। और इसी अतीत के सच्चे दर्शन में हमारी संस्कृति, हमारी शिक्षा, हमारा धर्म, हमारी राजनीति, हमारे धार्मिक एवं सामाजिक सिद्धान्तों की भी व्याख्या होती है। भारतीय शिक्षा का स्वरूप अति प्राचीन रहा है और शिक्षा में धर्म सम्बन्धी मानवीय समाज के कल्याण सम्बन्धी, राजा के दायित्व सम्बन्धी जिस स्वरूप में शिक्षा को प्राचीन मनीषियों ने सम्पूर्ण समाज के कल्याण हेतु निर्मित किया था। जिसमें शिक्षा के साथ ही सम्पूर्ण मानव समाज के कल्याण की कल्पना निहित थी। शिक्षा एवं धर्म के इन्ही सिद्धान्तों के कारण भारत की संस्कृति प्राचीन होने के साथ ही विश्वसंस्कृतियों में अग्रणी रही है। यद्यपि पाश्चात्य लेखकों ने भारतीय इतिहासकारों एवं साहित्यकारों पर ऐतिहासिक बोध का अभाव, धर्म एवं दर्शन के प्रति झुकाव, इतिहास के सम्बन्ध में विशिष्ट दृष्टिकोण का अभाव इत्यादि कई आरोप लगाये गये हैं। किन्तु यह सभी आरोप निराधार हैं। भारतीय शिक्षा का स्वरूप जो प्राचीन भारतीय इतिहास देखने को मिलता है वह धर्म एवं दर्शन पर आधारित था। धर्म एवं दर्शन के प्रति भारतीयों का झुकाव आदि काल से ही रहा है। भारत की धरा विभिन्न काल खण्डों की प्रत्यक्ष दर्शी रही है। सभ्यताओं का उदगम, सभ्यताओं का पतन, बाह्य आक्रमण, विदेशियों का भारत में प्रवेश, भारत के धर्म एवं संस्कृति पर बाह्य आक्राताओं का क्रूर प्रहार होने के उपरान्त भी आज हमारी संस्कृति के मौलिक तत्व जिवित है। हमारी संस्कृति हमारे धर्म की व्यापकता का यह जिवित प्रमाण है। भारत में शिक्षा का स्वरूप विभिन्न कालों में परिवर्तित होता रहा है। प्राचीन काल में शिक्षा का स्वरूप धर्म और दर्शन था। जो सभ्यताएं भारत भूमि पर पैदा हुईं और यही पर इन्होंने विकास किया यही इनका पतन हुआ। किन्तु इनके मौलिक तत्व समय के साथ साथ सिद्धान्त रूप में समाज के पथ प्रदर्शक बनते रहे। सिन्धु वासियों ने सिन्धु नदी के किनारें नगरीय संस्कृति की स्थापना की, वैदिक आर्यों ने गंगा नदी के मुहाने पर वैदिक संस्कृति को स्थापित किया



। इन दोनो प्राचीन भारत की संस्कृतियों के पुरातत्विक एवं साहित्यिक अवशेष प्राप्त हुए हैं। जिनके आधार पर हिन्दु संस्कृति धर्म, दर्शन, शिक्षा, समाज के स्वरूप को जानने का प्रयास यहा के शिक्षा विदों, साहित्यकारों एवं इतिहासकारों ने किया है। सारांश रूप में प्राचीन भारत में शिक्षा का स्वरूप धर्म आधारित था। जिसका मूल उद्देश्य समाज में शांति स्थापना करने के साथ-साथ समाज का बहुमुखी विकास करना था। प्रस्तुत शोध पत्र सारांश में शिक्षा को धर्म एवं दर्शन पर आधारित मानकर ही इसके स्वरूप को जानने का प्रयास किया गया है।

कोरोना वायरस : प्रकृति एवं पर्यावरण के लिए वरदान
विपुल कुमार परेवा

सहायक आचार्य (प्राणीशास्त्र), स्व.प.न.कि.श.राज.महाविद्यालय, दौसा, राजस्थान।

वैश्विक महामारी कोरोना वायरस ने जहां एक तरफ सम्पूर्ण विश्व को हिलाकर रख दिया है। वही दूसरी तरफ इसका एक सकारात्मक पक्ष पर्यावरण में परिवर्तन भी रहा है। कोरोना वायरस के संक्रमण को रोकने के हेतु विश्व के समस्त देशों द्वारा लॉकडाउन का निर्णय लिया गया। इस लॉकडाउन के फलस्वरूप जब पर्यावरण में मानवीय हस्तक्षेप का अभाव हुआ, कल-कारखाने बंद हुये, यातायात के साधनों के पहिये थम गये, इस स्थिति में पर्यावरण में आश्चर्यजनक बदलाव आये। जल, वायु एवं ध्वनि प्रदूषण के स्तर में आश्चर्यजनक कमी देखने को मिली। ज्यों ही पर्यावरण से मानवीय हस्तक्षेप कम हुआ, पर्यावरण अपने मूल नैसर्गिक स्वरूप में आ गया। पर्यावरणविदों के अनुसार पृथ्वी के लिए कोरोना वायरस एक संजीवनी की भांति रहा।



FUTURE TRENDS IN COMMERCE, ECONOMICS APPLIED SCIENCES & EDUCATION

DAY - 2 **FEBRUARY 18, 2021**

CHAIRPERSON



PROF. (DR.) N.D. MATHUR

Professor, Department of Economics &
Director, School of Humanities & Social Sciences
Faculty of Arts & Law, Manipal University Jaipur

KEYNOTE SPEAKERS



DR. CHAI CHING TAN

School of Management,
Mae Fah Luang University,
Thailand



DR. JAYDIPKUMAR NASVANBHAI CHAUDHARI

Professor & Dean, Faculty of Management Studies
Member of the Senate, Department of Business & Industrial Management
Veer Narmad South Gujarat University, Surat



PROF. (DR.) P. MALYADRI

ICSSR Senior Fellow Research Advisor in Management &
Commerce Center for Economic and Social Studies (CESS)
An ICSSR Research Institute, Ministry of HRD,
Govt. of India, Begumpet, Hyderabad



MRS. VASSILAKOU EVANGELIA

MA with high honors in Applied Linguistics,
The English Academy of Languages, Athens, Greece



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TELE-THERAPY AND E-THERAPY: A RAY OF HOPE IN PANDEMIC

Dr. Chirmi Acharya

Assistant Professor, AIBAS, Amity University, Jaipur, Rajasthan

The year 2020 was unique in many ways, one it was the year of pandemic and spread of COVID 19 across the globe, and another was that while maintaining social distancing it brought people close to each other in many ways. Frustration, stress, health anxiety, worry for future were major emotions that called for psychotherapists to take up the challenge of providing tele-therapy and e-therapy to clients, groups and families bearing the brunt off pandemic at various levels: health, economic, social and psychological. The paper discusses the experiences of 5 psychotherapists of using the technology for taking their therapy sessions with their clients, challenges they faced in adopting to technology and the benefits of using the technology in helping their clients. The paper will highlight the role technology has played in opening a new avenue for psychotherapy and innovative expectations of psychotherapists.

SUSTAINABILITY REPORTING: PAVING THE WAY FOR EXTENDED VOLUNTARY DISCLOSURES

Dr. Ashok Kumar Gupta

Principal, Government College, Ramgunj Mandi, Rajasthan

Dr. (Mrs.) Meenu Maheshwari

Assistant Professor, Department of Commerce and Management, University of Kota, Kota, Rajasthan

Ms. Nupur Tiwari

Research Scholar, Department of Accountancy and Business Statistics, Government Commerce College, Kota

The way of dissemination of information concerning operations on corporate social and sustainability issues have dealt with far reaching changes due to the incessant variations and expectations in global environment. This accelerates the need of fair, accurate and transparent reporting of sustainability issues. Corporate sustainability reporting or Non-Financial Reporting is getting immensely popular these days as it serves the interests of various groups and society at large but still it is just at nascent stage at various levels in terms of reporting by Indian companies. Since, reporting in India is done mainly on voluntary basis so it is gaining momentum by the time. Indian corporations are following Global Reporting Initiative (GRI) guidelines to prepare the sustainability reports. However, some of Companies restrained themselves from presenting sustainability plans and performance to the various stakeholders through their reports. The present paper is a modest attempt to analyse the growth of sustainability reporting by Indian Companies and the areas of sustainability reporting are tried to be explored in this study. To accomplish the purpose data has been collected through secondary sources such as the websites of the companies and annual reports, sustainability reports and other related published material by the companies. It has been observed that while reporting NTPC has made the efficient and responsible use of available resources without making detrimental effects on environment and society at large through adopting various policies and strategies. Moreover, quality of disclosure is quite satisfactory as substantial number of items have made it though and responsibility towards economy, society and environment is seriously fulfilled by NTPC so far. Thus, it can be pertinent to say that there is always a scope of further improvement which would improve the disclosure of quality information for better decision making by the stakeholders.

SUSTAINABLE DEVELOPMENT (A GANDHIAN APPROACH)

Dr. Anju Bala

Associate Professor, Department of Economics, G.D. Girls Government College, Alwar, Rajasthan, India

India has achieved a remarkable sustainable socio-economic development since Independence. Unfortunately, this development has not been shared equitably by all. Some sections of the society have been left out and some areas like rural, tribal and remote areas, could not keep pace with the urban areas in development. If vast sections of society and areas are left out, it breeds unrest and is not conducive to a sustainable development of the country. This Gandhian concept of Panchayati Raj was to be a communitarian habitat merging the individual self in a collective life- experience and forming the basis of a gradually expanding circle of supra-local existences. Participation, in the Gandhian sense, was an organic and technical concept and not something artificially created on the prescription of higher level authorities, as is in today's scenario. Gandhi's ideas on development are embedded in his philosophy of life. This paper highlights the role of Gandhian communication as part and parcel of human life, articulating their grievances on local problems. It attempts to explore the Gandhian model of development and examines the relevance or irrelevance of the same in the New World Order.



ROLE OF ENGLISH LANGUAGE AS BUSINESS LANGUAGE

Dr. Anjana Vashishtha Rawat

Associate Professor and Head, Department of English, K.A. PG College, Kasganj, UP

English is definitely the international language of business since we reside within the world of business changing as rapid because it has never had before, we discover ourselves with new and ever growing challenges, when it involves learning Business English. In India, English isn't used just for the utilitarian purpose but also because the Business Language and lingua Franca. It's emerged as a vital skill for multinational and multilingual environment, which is common in India from past few decades. Being a college of English and communication skills, it's always been my area of interest to explore and study the role and importance of English as a Business language. To impart the higher skills and knowledge to the Indian students, it absolutely was necessary to explore the sensible usage of Business English. Within the corporate world correct usage of English language, is more important, which contribute to the identity of a successful business professional. It's must to find out business English for Indian business professionals, to hold out the business, and also to speak with people from different cultural background. Learning the art of business communication is important for the professionals to grow and prosper altogether the spheres of career. It is said that an honest command over English language may be an asset for an expert to entrée and just win within the world of excellence and prosperity. This deep and systematic study throws light on the journey of English from its history to its origin in India, its global spread, and its usage in business communication skills. This article will give insight towards learning of business English for Indian Business professionals which seem to be mandate in MNCs for his or her personal additionally as company's growth.

ENVIRONMENTAL CHANGE AND SUSTAINABILITY

Dr. Anil Kumar

Department of Chemistry, D.A.V. P.G. College, Dehradun, Uttarakhand, India

The subject of detrimental environmental change has received much attention in the news media for some time. Scientists, policy makers, and the public have become increasingly concerned about the threat that such change, if it continues unabated, poses for the future. Growing numbers of scientists from a variety of disciplines have been systematically studying specific aspects of this change and attempting to identify effective strategies for preventing or mitigating potentially catastrophic effects. Human factors researchers have not focused much attention on this area in the past. Perhaps it has been assumed that the discipline has little to offer toward the solution of environmental problems. We believe it does have something to offer. This chapter represents an effort to stimulate and contribute to a dialogue that will help identify what some of the possibilities are. Climate Change is the defining issue of our time and we are at a defining moment. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale. Without drastic action today, adapting to these impacts in the future will be more difficult and costly. Sustainable development is the idea that human societies must live and meet their needs without compromising the ability of future generations to meet their own needs. The "official" definition of sustainable development was developed for the first time in the Brundtland Report in 1987. Specifically, sustainable development is a way of organizing society so that it can exist in the long term. This means taking into account both the imperatives present and those of the future, such as the preservation of the environment and natural resources or social and economic equity. Sustainable development is the idea that human societies must live and meet their needs without compromising the ability of future generations to meet their own needs. The "official" definition of sustainable development was developed for the first time in the Brundtland Report in 1987. Specifically, sustainable development is a way of organizing society so that it can exist in the long term. This means taking into account both the imperatives present and those of the future, such as the preservation of the environment and natural resources or social and economic equity. In this way, human free access and unlimited consumption of finite resource would extinguish these same resources. Hardin believed that since man is compelled to procreate unlimitedly the Earth resources would eventually get overexploited. To his eyes, mankind needed to radically change its way of using common resources to avoid a disaster in the future – this would be the way to keep on a sustainable development track.



IMPACT OF COVID-19 ON THE INDIAN TOURISM INDUSTRY

Dr. Amit S Nanwani

Assistant Professor, Department of Commerce, Dada RamchandBakhru Sindhu Mahavidyalaya, Nagpur,
Maharashtra

The Covid-19 pandemic is the foremost human disaster in the year 2020 and has created tremendous shock to the Indian economy. The Covid-19 pandemic has affected severely to the various important sectors of India economy. The impact of Covid-19 on the Tourism Industry which is one of the important sectors has been extremely disturbing and has caused great losses. As India being developing economy, it was already in a struggling state before Covid-19. The unexpected countrywide lockdown in India was the biggest in the world. And the four stages of continual countrywide lockdown spanning above two months have a significant impact on the tourism industry in India. During 2019, the Indian travel & tourism sector accounted 6.8% of India's GDP and created 39,821 million jobs, which is around 8.0% of the total employment. The Indian tourism and hospitality industry is now assuming a probable job loss of around 38 million. The Indian government has undertaken major initiatives to get the tourism sector back on track. The Indian travel and tourism industry has begun to develop general safety and hygiene standards for hosting and serving their customers; and trying to build confidence of people to travel again after the corona pandemic. This study aims to assess the Covid-19 impacts on the Indian Tourism Industry. The study also attempts to provide the remedies to recover and improve the growth of the tourism sector in India. The entire research study and findings are based on the objectives.

THE FUTURE OF LEGAL EDUCATION IN INDIA

Dr. Shobharam Sharma

Associate Professor in Law, Government Law College Bharatpur, Rajasthan

The ever-evolving nature of Society, globalization and the fast-changing technology greatly influence the pace at which Law evolves. This in turn requires educational institutes to be equipped with technologically advanced curriculum and teaching pedagogy. Law is a challenging career as it encompasses various fields and for students seeking to become lawyers, choosing a right career in Law is an important task. Law Schools are the learning grounds where not only the basic learnings of Law are taught, but which also provide the foundation for honing their skills for the path they choose. Traditionally, law schools through various activities like moot court competitions, mock parliamentary debates, field visits, internships etc., have been providing for the holistic growth of students. However, fast paced technological advances and globalization have changed legal practice in India and the world. Law schools are shifting from pedagogical to andragogical methods, focussed on gaining experience and self-actualisation where students are motivated by their own innate need to learn and the pursuit for recognition instead of relying on the instructions of the teacher. Further-more the integration of technology and experiential learning are changing the focus towards student learning. Today's lawyers are required by clients, both individuals and corporate, not only to be tech savvy and prompt but also be able to represent them in all jurisdictions and forums. Globally, law schools are laying more emphasis on incorporating technology, blended learning and multidisciplinary courses which involve practical and experiential teaching methodologies. Law Courses like, Artificial Intelligence and Law, Blockchain and Law, Cybersecurity and Law, Cyber Forensics and Law, Alternate Dispute Resolution mechanisms, Space and Law, Education Law, which delve into the aspects of Law as applied in these areas, are being introduced and incorporated in the curriculum to prepare future practitioners in these fields. Towards equipping their students with these skills, law schools are focusing more on clinical legal education, wherein the students get a hands-on experience in providing legal services to clients. The focus of legal education worldwide is shifting towards the integration of technology in the practice of law, to provide automated legal services for routine requirements, answer legal queries, provide routine documentation remotely. In a nutshell, law schools and legal education will have to make greater efforts to move from the traditional methodologies and incorporate practical learning based on live projects. Multidisciplinary collaborations to enhance the entrepreneurial capabilities, which are a must for law firm or corporate law practice, and technology integrated law courses to stay abreast with the advances in technology for better legal service delivery, are the areas to focus upon.

PROTECTION OF MIGRANT WORKERS THROUGH LEGISLATION

Dr. Naina Hasija

Associate Professor, University of Delhi, Delhi

Migrant workers are those who migrate from one area to another within the same state or country in search of full time, part time or seasonal employment. These migrant workers contribute to the production, gross



domestic product and income of any economy. Despite this these migrant workers are often deprived of social, economic and legislative protections and attitudes are subject to exploitation at the hands of employers and contractors. The migration started in India during British Colonial rule. Migration of workers began to fulfill the requirements of capitalist's development in India and other countries. The present paper is an attempt to outline the social, economical and human problems faced by these migrant workers. These migrants face the difficulties like lower wages, lack of basic services, education, employment opportunities, language barriers, absence of local ties, and all these leading to a negative effect on their collective bargaining powers. The recent pandemic has exposed the vulnerability of those workers, who have been ignored previously not only by the society but even by the democratic government. This magnitude of this event holds a lesson for the policy makers and the decision makers. An effort has also been made to see and evaluate the legislative provisions and various laws and acts made by our government to ensure the migrants with equal pay and other benefits even at the migrated place. The shortcomings of these acts have been pointed out and suggestions have been included to protect the migrants and ensure that they are not subject to humiliation and exploitations.

NEW TRENDS IN EDUCATION SECTOR IN POST COVID-19 OUTBREAK

Chuttan Lal Meena

Business Administration Department, SPNKS Govt. P.G. College, Dausa, Rajasthan, India

The recent COVID-19 pandemic has proved to be a game-changer for the majority of us. It has changed the way we behave and perceive things. Many of our habits have changed. We are experiencing a new world altogether. This unexpected and adverse shift in habits and mindset has impacted the economies heavily. Many have taken a bad hit. But in some cases, the results are exponentially positive. So the adaptability and creative decision making will play a key role in the sustainability of the enterprises. In this article, we will discuss education sector which will observe new trends shaping up for the businesses. Children are missing their school environment, as they have been caged at home for a long period of time. Digital education has experienced new growth in these periods. Many schools have tried different online teaching platforms to suit their requirements. The assessment of assignments and taking online exams are the newest challenges these schools are facing. Besides these, teachers are struggling to make their students understand the concepts. Therefore, pre-recorded videos are frequently being used, which contain more options and animations to represent the concepts. This has given rise to LMS platforms as well. Home tutors and coaching centres are having a severe backlash as they have fewer resources and facilities to avail these tools. Though they are trying to manage the situation an adequate solution for them is yet to come. Ed-Tech Platforms like Byju's, Extra marks, Vedantu etc. are eating up their market.

BUSINESS ENHANCEMENT AND THE ROLE OF E-HRM IN THE IT SECTOR DURING THE NEW NORMAL AND MANAGING EMPLOYEE FUNCTIONS DURING THE COVID-19 SITUATION

Bajeesh Balakrishnan

Research Scholar, Garden City University, Bengaluru, Karnataka, India

R Duraipandian

Professor, Garden City University, Bengaluru, Karnataka, India

The Internet of Things has gone way ahead and embarked its space and presence globally. With the growing demand of technology and related developments, it has proved that with all those new inventions in the areas of technology, the life of people has become much more technology driven. This results to the changes in the way the technology works for people. The particular paper investigates on the usage of E-HRM (Electronic Human Resources Management), its adoption in the corporate sector and how it has bolstered the business and strategies in IT (Information Technology) organizations. In this paper and to explain the modalities and measuring the effectiveness of the usage of E-HRM, the author has taken the ongoing Covid 19 situation into consideration and tried to explain how the global pandemic has penetrated not just in the life of human being but also in their day-to-day activities and be this a job that they are performing. To be specific, the author has taken an example of few corporates that are into the line of IT business and how the department of HR (Human Resources) in such corporates are trying to cope up with such a pandemic situation, which has challenged their job and possibly in all of their day-to-day functions. Further to this, the author has collected certain data, which are used to measure the effectiveness of E-HRM in terms of how certain key functions of HR are functioning like: Recruitment, On-boarding, Employee Engagement, and Learning and Development and how effectively it was managed during the global pandemic situation and last but not the least how with the presence of E-HRM has helped to boost the people morale in the IT organizations.



SWITCH IN SNACKING HABIT, FROM UNHEALTHY SNACKING TO HEALTHY SNACKING: COVID 19

Aswathi Nair

Research Scholar, Department of Commerce, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu

Dr. Neeraj Basotia

Associate Professor, Department of Commerce and Management, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu

Corona virus firstly detected as an unknown virus in the city of Wuhan, China on 31st December 2019. The outbreak was declared a Public health emergency of international concern on 30th January 2020. On 11th February 2020 WHO announced name for the new Corona virus disease: Covid19. It is estimated that Indian Snack market will be more than INR 1 Billion by 2024. India is the leading player in the snack market and also the 3rd ranker in obesity. Snacking is the part and parcel of the lives of the Indian consumers, which included high fat, sugar and salt. Lockdown helped consumers to understand the right to choose the right snack. Snacking industry also developed according to the changing demand of consumers from unhealthy snacking to healthy snacking.

THE STUDENTS PERCEPTION ON SERVICE QUALITY FACTORS IN HIGHER EDUCATION INSTITUTION

Anushree S M

Research Scholar Department of Management Studies, Sri Jayachamarajendra College of Engineering, JSS Science and Technology University, Mysore, Karnataka, India

Nagesh P

Professor and Dean Department of Management Studies, Sri Jayachamarajendra College of Engineering, JSS Science and Technology University, Mysore, Karnataka, India

Sridevi Kulenur

Associate Professor, Department of Management Studies, Sri Jayachamarajendra College of Engineering, JSS Science and Technology University, Mysore, Karnataka, India

To gain competitive advantage and operational excellence, there is a need for HEI to know the academic quality and administrative services they do provide for prioritizing the allocation of resources. With the extensive literature review, is noted that there is a strong need to assess the perception of the students about the factors related to Service Quality (SQ) of selected Higher Education Institution (HEI). The objective of this present research is to know the perception of the students about the factors related to quality of service. The sample of 316 students studying in Engineering/ Technology, Management and PG courses is considered for the present research. The EFA followed by second order CFA is carried out for dimension reduction and confirm the factors to be considered for the present research. The relevant hypothesis was formulated to test know the inter relationship between various factors that influences SQ of the HEI. The results revealed the five critical factors and its interrelationship with reference to the service quality of HEI. The outcome of present research helps administrators to strengthen the service quality.

IMPACT CORONAVIRUS ON AFRICAN ECONOMIC GROWTH

Abeer Mohamed Abdel Razek Youssef

Student at Faculty of Commerce, Ain Shams University, Cairo

The COVID-19 crisis is affecting the entire world economy and that of Africa. Some key sectors of the African economy are already experiencing a slowdown because of the pandemic. Tourism, air transport, and the oil sector are visibly impacted. The exogenous effects come from direct trade links between affected partner continents such as Asia, Europe and the United States; tourism; the decline in remittances from African Diaspora; Foreign Direct Investment and Official Development Assistance; illicit financing flows and domestic financial market tightening, etc. The endogenous effects occur because of the rapid spread of the virus in many African countries. On one hand, they are linked to morbidity and mortality. On the other hand, they lead to a disruption of economic activities. This may cause, a decrease in domestic demand in tax revenue due to the loss of oil and commodity prices coupled with an increase in public expenditure to safeguard human health and support economic activities. This study aim to evaluate the potential impact of the pandemic on various dimensions of African economies , The impact on the African economy is presented, with a discussion of some of the key measures being taken by African Union to mitigate the negative effects.



DEPICTION OF QUEST OF SELF, ABSURDITY AND ALIENATION IN ELFRIEDE JELINEK'S NOVEL LUST

Dr. Gowher Ahmad Naik

Assistant Professor, School of Humanities, Lovely Professional University, Phagwara, Punjab, India

Farooz Ahmad Ganai

Ph.D. Research Scholar, School of Humanities, Lovely Professional University, Phagwara, Punjab, India

One of the most profound issues of modern fiction is alienation and isolation. It has become the subject of discussion for psychological, philosophical, sociological, and literary scholars. In the contemporary world, the phenomenon like alienation has left an indelible impact. The Austrian Nobel laureate Elfriede Jelinek has firmly dealt with alienation and absurdity in most of her novels. Her protagonists fight for self-actualization, honor, dignity, and human existence. Edmund Fuller expressed that in the modern era, "man suffers not only from war, persecution, famine, and ruin but from inner problems, a conviction of isolation, randomness, and meaninglessness in his way of existence". Similarly, Gerti, protagonist of the novel, *Lust* feels alienated at her husband's horror house. She is captivated in a marriage relationship with Director Herman, where she is engaged in sex and red porn, quenches his sexual and sadomasochistic desire. Gerti escapes Herman to find peace but returns, devastated and lost. The present paper analyzes and discusses the theme of alienation in the novel *Lust* from Albert Camus and Karl Marx's perspective.

GLOBAL WARMING, ENVIRONMENTAL CHANGE AND SUSTAINABILITY

Dr. Gambhir Singh Chauhan

Department of Chemistry, D.A.V. P.G. College, Dehradun, Uttarakhand, India

Global warming is the long-term heating of Earth's climate system observed since the pre-industrial period (between 1850 and 1900) due to human activities, primarily fossil fuel burning, which increases heat-trapping greenhouse gas levels in Earth's atmosphere. The term is frequently used interchangeably with the term climate change; though the latter refers to both human- and naturally produced warming and the effects it has on our planet. It is most commonly measured as the average increase in Earth's global surface temperature. Climate change has been recognized as the foremost environmental problem of the twenty-first century and has become a subject of considerable debate. It is predicted to lead to adverse, irreversible impacts on earth and the ecosystem as a whole. Although it is difficult to connect specific weather events to global warming, increases in global temperatures have been predicted to cause broader changes, including glacial retreat, arctic shrinkage, and worldwide sea level rise. Climate change has been implicated in mass Sustainable development is a roadmap, an action plan, for achieving sustainability in any activity that uses resources and where immediate and intergenerational replication is demanded. As such, sustainable development is the organizing principle for sustaining finite resources necessary to provide for the needs of future generations of life on the planet. It is a process that envisions a desirable future state for human societies in which living conditions and resource-use continue to meet human needs without undermining the "integrity, stability and beauty" of natural biotic systems. Scientists use observations from the ground, air and space, along with theoretical models, to monitor and study past, present and future climate change. Climate data records provide evidence of climate change key indicators, such as global land and ocean temperature increases; rising sea levels; ice loss at Earth's poles and in mountain glaciers; frequency and severity changes in extreme weather such as hurricanes, heat waves, wildfires, droughts, floods and precipitation; and cloud and vegetation cover changes, to name but a few.

NEW EDUCATIONAL RESPONSIBILITIES OF EDUCATORS IN NEW NORMAL POST COVID-19 ERA

Dr. Dimple Bhalla

Assistant Professor, Department of Education, G.S. College of Commerce & Economics (Autonomous), Jabalpur

Education is the powerful catalyst that helped us in combating changes in society due to COVID-19. Pandemic COVID-19 has dramatically influenced the education system and the life of teachers and students by throwing set of unique challenges on their way. This pandemic is clearly a sign of changing times and is also an event that has given push to digitalization in the education sector. The present scenario in the education system needs to be revamped so that it will slowly flag the way for a system which ensures holistic development of the learners and impart them practical skills. In post covid-19 period, the world will be a totally different place where visible changes are observed in the educational process ranging from teaching-learning process to learners' assessment. Teachers role will be reformed. They need to understand the needs of students and offer them a powerful learning experience which will help them to continue their studies without any obstacles. Thus, the need



of an hour is to plant seeds for drastic transformation in the teaching learning process to provide quality education to the learners and acquired desirable learning outcomes. In the present study survey method is used. Sample of 50 graduate students, 50 teachers of higher education and 50 parents of graduate students of Jabalpur were selected using random sampling method. A Self-made questionnaire containing 10 statements was used to know students' perspectives on online classes; 5 statements to know about teachers' preparation for online classes and 6 questions to know about parents' perspective on online classes during COVID-19 pandemic were used for the analysis. On the basis of responses received by students, teachers and parents, the new educational responsibilities of teachers were identified not only with respect to teaching but also with respect to providing satisfaction to the students and removing anxiety in them, caused due to uncertainty during COVID-19 era. At the same time to bring quality in education so that desirable learning outcomes of the higher education can be achieved.

IMPACT OF NEW EDUCATION POLICY 2020 ON HIGHER EDUCATION (A STUDY ON HIGHER EDUCATION FACULTIES OF JODHPUR DIVISION)

Dr. Manisha Dave

Assistant Professor (ABST), MBR Government PG College, Balotra, Rajasthan

In India, a new education policy typically comes along only once every few decades. The first education policy was in 1968, introduced by the administration under Mrs. Indira Gandhi. This was replaced by her son Mr. Rajiv Gandhi who was prime minister at that time. A few years later in 1992, it was slightly modified again by Prime Minister P.V. Narsimha Rao. And now in 2020, approximately three decades later, a new education policy with drastic changes has been brought in by the ruling government. The details of the policy were released to the nation after cabinet approval on 29th June. The policy aims at seven key issues of educational development namely easy access for the students, ease of participation, quality of courses offered, equity, system efficiency, governance and management, facilities of research and development and financial commitment involved. This is a research paper based on the survey conducted on 200 teaching faculties of various universities and colleges of Jodhpur Division. This paper discusses the various innovations and predicted implications of NEP 2020 on the Indian higher education system along with its merits. This paper also highlights some suggestions for its effective implementation towards achieving its objectives.

SOCIAL ENTREPRENEURSHIP AND MARKETING : THE NEED, RELEVANCE AND FACETS

Dr. Maneesha Kaushik

Associate Professor, Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur, Rajasthan, India

Social entrepreneurship comparatively a newer concept, is faced with the challenges of evolution of insights that impact social enterprises. The field of social entrepreneurship is viewed as a multidisciplinary approach towards solving the problems existing in the society. This paper attempts to take insights from across disciplines in an effort towards delimiting the scope and context marketing in social entrepreneurship. However, social entrepreneurship is seen as having adequate commonalities with entrepreneurship and business management. As such, various marketing approaches find high appropriateness for application, explanation and further expansion of social enterprises. In view of the above this paper attempts to gain critical insights regarding the application and impacts of marketing concepts in social enterprises.

MANAGEMENT OF HIGHER EDUCATION IN INDIA: PAST, PRESENT AND FUTURE

Dr. Mahendra D.Dhondge Patil

Associate Professor, S.M.R.K.B.K.A.K. Mahila Mahavidyalaya, Prin. T.A. Kulkarni Vidyanagar, Nashik, Maharashtra

This paper deals with how higher education system in India was managed in past. In early civilization time where teaching and learning process revolved around the 'Gurukul system'. In the middle ages students from Central Asia, China, Middle East, South East Asia and Rome focusing on Literature, Philosophy, Astronomy, Architecture used to come to India whose influence can be seen across the world in terms temples, construction and irrigation systems. In next part this paper elaborates what is current situation of management of higher education in India. The UGC recognizes the Universities to award degrees through affiliation process. In the last part this paper concludes with future situation in management of higher education and opportunities.



COVID-19 – OPPORTUNITIES FOR THE DEVELOPMENT AND THE CHALLENGES TO OVERCOME

Dr. M.Madhavan

Assistant Professor, PG and Research Department of Economics, Arignar Anna Government Arts College,
Namakkal, Tamil Nadu

Dr. MU.Nithyashree

Guest Lecturer, PG Department of Economics, NKR Government Arts College for Women Namakkal, Tamil Nadu

During the year 1918, more than 500 million people were infected by the Spanish flu. An estimated 10-50 million global population were lost their lives and devastating the global economy. After one century, the covid-19 pandemic outbreak was an unprecedented shock to India's and international economies. With the prolonged world-wide lockdown, the downturn in the global economy, and the interruption in the demand and supply chains, most of the nations' economy witnessed a serious crisis. Still, the world expecting a further slowdown of the economy for some more period. Government of India has taken various measures to tackle the issue by improving the condition of food security and providing additional funds to the healthcare and related sectors. It also announced a tax deadline extension. Apart from all the challenges, in the light of COVID – 19 pandemics, India has a better opportunity to expand and grow over other counterparts. The nations like Australia, USA, Mexico, and many others are planned to reduce their dependence on China's products. If India, put additional concentration to its domestic market and strengthens her exports, it can be the largest manufacturing hub and replace China's dominance in the International trade. In this direction, the present paper attempted to analyse the potential challenges and opportunities for various sectors and put forward policy recommendations for specific sectors.

NEW ASPECT OF SOCIAL SCIENCE GENDER STUDY (SPECIAL REFERENCE, GENDER TRAINING)

Dr. Kamal Tiwari

Associate Professor, Government College, Jaipur, Rajasthan

Gender study is an interdisciplinary field which is basically analyzing gender identity, representation and role. It includes feminism movement differences of social structure and cultural tissue of traditions. This study focused to explain difference between gender and Sex. Regarding gender D, Simone Beauvoir said "one is not born a woman and man, one becomes one." (1949, 1989) The Second Sex. In this way gender studies related with social status of women, its reasons, results and for betterment of women life. Gender training is one foundation step for gender equity and equality. This training is a vision to impart skills, knowledge and attitudes to understand gender related concepts. It provides specific tools and methods to design gender training programme. It also provide indicators for better evaluation for this purpose. Gender training basic goals are following to dampen biological base differences. To refute work-place indiscrimination. To focus different need of women workers and their equal representation in society and work place. According to Rajani K. Murthy (ed) Building women capacities interventions in Gender transformation. New Delhi, Sage Publication , 2001. At a bare minimum gender transformative training seeks to provide an understanding of gender at an analytical rather than descriptive level, emphasizing political point that women occupy a subordinate position in society, not because they are themselves the problem but because of socially constituted power relations between men and women." Conceptually Gender Training is a vision to understand practical position and problems of women in social structure to adopt a review upon gender related application in different field of life. Gender Training is an idea of development strategy, getting co-operation of society without differences : it provide tools to sensitize gender integration and innovation so that new basis of social structure can be explored. Gender training is not a merely a way of women recognition but a complete... to impart knowledge, skill and attitudes to understand gender related concepts and improvement of the awareness.

COVID-19 AND TOURIST ARRIVALS IN RAJASTHAN (WITH SPECIAL REFERENCE TO ALWAR DISTRICT)

Dr. Manju Yadav

Associate Professor, Department of Economics, B. S. R. Government Arts College, Alwar, Rajasthan, India

Rajasthan is one of the most popular tourist places in India owing to its vibrant land-scape and Royal Heritage as seen its historical Forts and palaces, centuries, old temples and Thar Desert. The state has emerged as one of the popular tourist destinations in India for both domestic and foreign tourists. The desert environment in the Western parts of the state is also a major attraction for foreign visitors. Endowed with natural beauty and great history tourism is a flourishing industry in the state. Tourism has the third largest employer after agriculture



and textile sectors in Rajasthan. Tourism sector is a major engine of economic growth that contributes significantly in terms of GDP, foreign exchange earnings and employment. The covid-19 pandemic has had a debilitating impact on world travel and tourism. The impact of the pandemic has been witnessed and has affected all sector of the economy adversely. The pandemic has a far-reaching impact on tourism industry in Rajasthan. The covid-19 pandemic, the subsequent Lock- down and social distancing measures have had a significant impact on the tourism industry. As per the World Tourism Barometer of the United Nations World Tourism Organization International decreased by 72% globally during covid-19. The year 2020 was a peculiar year marred by the covid-19 pandemic and consequent nationwide and worldwide lockdown measures implemented since March 2020. The paper analyses the trend of foreign as well as domestic tourists' arrival in Alwar district of Rajasthan during 2014 to 2020. The paper also compares the growth trend of tourist arrival.

CHANGES IN HEMOGLOBIN PERCENTAGE AFTER CADMIUM CHLORIDE EXPOSURE IN MOUSE

Dr. Jaihree Daverey

Assistant Professor, Department of Zoology, J.D.B. Government Girls College, Kota, Rajasthan, India

Heavy metals are naturally occurring elements that are widely distributed in the earth's crust. Excessive levels of trace elements may occur naturally as a result of geological phenomenon such as ore formation, weathering of rocks and leaching. Human activities, for instance, burning of fossil fuel, mining, smelting, discharging industrial, agricultural and domestic waste are far more responsible for the presence of heavy metals in the atmosphere than the natural geological phenomenon. Cadmium as an industrial pollutant has aroused a great concern due to its toxic effects on the various body tissues. Therefore, an attempt has been made to study the changes in the values of hemoglobin of Swiss albino mice after cadmium chloride exposure. For the experiment, adult healthy male Swiss albino mice (6-8 weeks old) were used for the experiment. The aqueous solution of the cadmium chloride was prepared by dissolving 20 mg of cadmium chloride in 1000 ml of the glass distilled water, thus giving the concentration of 20 ppm and then administered orally in drinking water. Animals were autopsied by cervical dislocation at each post-treatment interval of 1, 2, 4, 7, 10, 14 and 28 days. Immediately after autopsy, the blood was collected by cardiac puncture in heparinized tubes for studying haemoglobin percentage. The present investigation revealed decrease in haemoglobin values continuously upto day-4 after cadmium exposure and increasing thereafter. Cadmium interferes with the formation of haemoglobin, almost certainly in the bone marrow and intoxication by cadmium can hinder the resorption of iron resulting in an iron deficiency anaemia.

AN ANALYTIC STUDY OF THE PLASTIC MONEY IN INDIA

Dr. Jyoti Kapoor Bhargava

Department of Economics, Government Dungar College, Bikaner, Rajasthan, India

Due to the technological revolution in financial sector, the payments in banking system have undergone a tremendous change. The Number of innovative products for making payment has developed after the privatization and globalization. Customers have showed their preference over the usage of the plastic money generally over a period of time in the banking process. The present study presents an overview of the usage of the plastic money, i.e. debit and credit cards, and trends in plastic money since their introduction in Indian banking sector. It also discusses the factors behind the usage of Plastic money and consumer behaviour. The study also highlights the role of these cards as electronic payment tool to be used by customers and discusses the penetration of these cards in replacement of cash and paper money. The primary data is collected by taking a survey of about hundred respondents by convenience sampling method by using a structured questionnaire.

NATURAL RESOURCE MANAGEMENT: A CRITICAL STUDY

Dr. Sudhir Rawat

Associate Professor and Head, Department of Zoology, Government Degree College, Kasganj, UP

Our life relies on natural resources. Natural Resources are the kind of materials, water and energy, land available to us on earth, which is the basis of all living beings on our planet. We humans are part of the character. Natural Resources provide fundamental life support in the variety of both consumptive goods and public services. Ecological process maintains soil productivity, nutrient recycling, the cleansing air and water and climatic cycle. People at large are among the innumerable species inhabiting the world who like other species, live by developing a relationship with their environment comprising both living organisms and non-living substances. All



living organisms depend on some a part of external world to produce them with the means to hold on living-to breathe, to require nutrition so on. All organisms during this sense, rely on resources outside themselves, and human beings are no exception to the current rule. However, unlike other species the connection between man and nature has vastly changed over time due to the event of human consciousness represented by science, technology, values and cultures. With the assistance of science and technology human being have transformed the resources of nature in to products in step with their value system for consumption and betterment of their well-being. We use a good range of external natural resources to keep up life and to preserve our societies. Such natural resources are importantly categorized into renewable and nonrenewable resources. The depletion of natural resources because of over population, in efficiency in resource utilization, over consumption, poverty and other socio-economic problems, ineffective structures including norms and institutions and certain other factors like frontier mortality and company greed have threatened the human survival on the earth earth. The consequence of over exploitation of natural resources like deforestation for agriculture, commercial logging, mining, human settlement, and because of urbanization and industrialization contributed to the degradation of human environment. Other than the above construction of dams, forest fires and over grazing contributed to the deforestation.

THE FATE OF THE UNDERPRIVILEGED CLASS IN AMERICAN SOCIETY IN THE TIMES OF TRANSITION

Dr. Sapna Vishnoi

Department of English, DAV (PG) College, Dehradun, Uttarakhand, India

Sister Carrie was the debut novel of Theodore Dreiser. It brought drastic shakeup in American Literature. It hit the basic structure of American society and this was taken as an attempt to disregard the established norms of the elites. The author boldly decided to advance his critical understanding of the fractured perception of the American society though initially, it found little recognition from the critics. In America, one had to go to big cities and be a wage earner to lead a better life. Sister Carrie did so, left her village and settled in Chicago. It contradicted the usual belief that there is prosperity everywhere in America and all get equal chance to succeed. The sight of slums and life of misery was not at all pleasing. It shook the faith of one and all. Her struggle to achieve and trading her moral values to succeed portrays the depressing condition of women in American society and dents the image of cultured legacy. The showcase of money and position at every step reflects the capitalistic flavour of American society. Life of poor people was miserable and they faced social humiliation. Moral values could not be maintained and eroded with changing situation and time.

IMPLEMENTATIONAL CHALLENGES OF MGNREGA SCHEME TO ADDRESS MIGRANT WOES AND REVIVETHE RURAL ECONOMY AMIDST CORONA PANDEMIC

Dr. Rupam Mukherjee

Assistant Professor in Economics, KabiSukanta Mahavidyalaya, The University of Burdwan, West Bengal

Sri Subhamoy Chattopadhyay

State Aided College Teacher in Economics, KabiSukantaMahavidyalaya, The University of Burdwan, West Bengal

Along with the health shock, the once-in-a-century corona pandemic has also triggered the most profound economic shock in history. The government enforced nationwide lockdown to restrict the network effect of the spread of the virus and flatten the pandemic curve. This prompted a reverse migration of workers from urban to native rural villages, which exacerbated rural unemployment during the initial phase of the pandemic. The rise in rural unemployment increased the incidence of poverty and the problem of food insecurity. In this context, thestrengthening of the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)scheme became critical to address migrant woes and creating livelihood opportunities in the rural sector. Despite a substantial surge in government expenditure for this scheme amidst the pandemic, the working of the MGNREGA scheme had a variedexperience in providing job opportunities according to demand, creation of fixed national assets, and adequacy and timeliness of wage rate paid to the workers across various states of the nation. This paper seeks to highlight the difficulties of implementing the MGNREGA scheme in various states of the nation amidstthe corona pandemic. The paperalsoproposes how the scheme can bebetter designed to revive the rural economy in post-pandemic times, which may help policymakers to fine-tune their policies.



ALLELOPATHIC EFFECT OF ARUNDO DONAX ON CHICK PEA CROP

Dr. Rajendra Kumar

Associate Professor in Botany, Dr. Bhim Rao Ambedkar Government College, Sriganaganagar

Dr. Sushil Kumar Agarwal

Associate Professor in Mathematics, Government College, Malpura, Tonk

Allelopathy plays an important role in the agroecosystems leading to a wide array of interactions between crop-crop and crop-weed. Generally, these interactions are harmful to the receiver plants but provide a selective benefit to the donor. The aquatic macrophytes are well known to exhibit allelopathy. *Arundo donax* was screened for their allelopathic potential to the growth of chick pea seedlings. The 3% aqueous leachate was tested for seed germination of chick pea (*Cicer arietinum*) in petriplates as well as pot culture. The *Arundo donax* was found to enhance the growth of chick pea seedlings. The chick pea seedlings were planted in pots with soil mixed with 3% (w/w) dried matter (Ag and Bg parts) of *Arundo donax*. The growth of chick pea seedlings was highly promoted. This study suggested the future prospects of the integrated management of chick pea crop using the potential of allelopathic potential of *Arundo donax*.

USE OF TELEMEDICINE AND ELECTRONIC HEALTH RECORDS IN INDIA

Dr. Pulidindi Venugopal

Professor, Department of Technology Management, VIT, Vellore, Tamil Nadu

Dr. S. Anjani Devi

Assistant Professor, GITAM School of Management, GITAM, Visakhapatnam, Andhra Pradesh

S. Aswini Priya

Research scholar, VIT Business School, VIT, Vellore, Tamil Nadu

The access of healthcare services is not yet achieved fully in many developing countries, even though it is guaranteed for all people throughout the world. Particularly in rural area of developing countries are unable to access health care services. This study validates the UTAUT model by determining the impact of performance expectancy, effort expectancy, social influence on behavioral intention and also the influence of facilitating conditions and behavioral intention on usage behavior. A sample of 770 nurses were contacted for elucidating their responses in hospitals of Vellore district, out of which 580 nurses willingly filled up the questionnaire after filling the missing values with mean series all the respondents have been chosen for the final study. Regression analysis using AMOS 20 is performed and the finding of the study reveals that performance expectancy, effort expectancy, social influence have positive impact on behavioral intention. It is also clear that facilitating conditions negatively influences usage behavior whereas behavioral intention positively impacts usage behavior in employing and using electronic health records and telemedicine in hospitals of Vellore district.

GAMIFICATION-THE NEW AGE TEACHING LEARNING TOOL

Dr. Pallavi Kaushik

Department of Zoology, University of Rajasthan, Jaipur, Rajasthan

Dr. Neetu Kachhwaha

Department of Zoology, University of Rajasthan, Jaipur, Rajasthan

The entire world has witnessed immense transformation in the mode of delivering knowledge in the last decade in the online digital mode. The new age students were gradually adopting these facilities as well the modern schools and colleges which were welcoming the change as these improved the learning and interest of students. Moreover, these soft modes majorly included the pictorial concept which could cater to improved understanding of the students who are visualizers. The most popular of them include the PPTs and youtube Videos on different websites on literary contents of different fields for preprimary to the post graduate classes. These are passive modes with no interactive interface. The other include the class-wise teaching paid services which is too expensive but provide presentation with text as well as some interactive interface with students in form of tests and quizzes. The quiz concept has also adapted from quizzes in books to classroom quizzes, then to online quizzes. These quizzes have a great impact on learning as the retrieval capacity of the brain is adjudged as well as adjusted. The students who could not answer the learned text in quiz are much more motivated in changing their learning style than those who could not answer theoretical answer and score less. This is also with adults we generally do not enjoy reading and writing social studies (or other subject) text books but enjoy the famous quiz Tv programs as "kaun Banega Crorepati" or "Bournvita Quiz".



TRENDS IN COMMERCE EDUCATION: IN INDIA

Dr. P. C. Saini

Assistant Professor, Department of ABST University of Rajasthan, Jaipur, India

In order to attain Economic Growth of a region or a country, one needs professional Economists and Accountants either advanced practical knowledge to enable to evaluate and analyze the complexities of the large scale business and other. To avail the advantage of Commerce, a lot of educational institutions have been opened to educate students in the field of Commerce with more knowledge on practical. Since the Indian economy is one of the fastest growing economics among the third world countries, the need for talented professionals, who can contribute towards the growth of the economy, is the need of hour. "Commercial education is fundamentally a Programmed of economic education that has to do with the acquirement, conservation and spending of wealth". The growing phenomenon of globalization, liberalization and privatization has been immensely influencing the Commerce Education. Alvin to offer in his famous book "Future Shock" says that, "To help avert future shock, we must create a super industrial educational system and to do this, we must search for our objectives, methods in the future rather than past. Education must shift into future tense." The Higher Education sector in India is very vast. The role of Higher Education in national development is well established. The objectives of Higher Education can be achieved only through qualitative change in the system. The output of Commerce Education should be multidimensional and with full global competitiveness. But we have to realize that the Commerce graduate have lack of practical knowledge. Commerce education is taking slowly a professional approach. Policy makers as well as users are adopting a more positive approach while looking at commerce education. The reason for this change can brightly understood if one looks at changing business and economic environment in the country. The industries are no longer in need of mono skilled or single skilled person, they expect a trained, qualified and multi skilled specialist who can meet the industry requirement properly.

IMPACT OF COVID-19 ON TOURISM INDUSTRY IN RAJASTHAN

Dr. Nimish Gupta

Assistant Director, Directorate of College, Education , Jaipur, Rajasthan

Tourism is a major source of income for the state like Rajasthan. Tourism is the big source of employment and revenue. COVID -19 has interrupted all the activities of the world. As the panic of COVID-19 impacts the people around the world, mobility of people has been paused, so the tourism has been stopped too. As the complete lockdown has been followed, the all the tourist places had been closed down at one hand and due to the fear of the spread of the pandemic foreign as well as domestic tourist has been paused too. This pandemic adversely affected various fields of the economy, tourism is one of them. As the tourism is a widespread aspect related to hotels, restaurants, handicrafts, purchases, airlines and rail services, each and every aspect has been influenced as well. The inflow of tourists which has been decreased during COVID -19. It is big challenge for the government to revive the tourism industry in Rajasthan. The paper presents the comparative study of number of tourists pre and post COVID-19 time and the probable measures to overcome the present scenario.

ECONOMIC IMPACT OF COVID 19 ON TOURISM AND HOSPITALITY INDUSTRY IN INDIA

Dr. Sunita Sharma

Associate Professor of Economics, Government Arts Girls College, Kota, Rajasthan

Tourism is the vital breath in the human activity while making a prolonged journey from place to place. It is a human desire to make a sound of the places of interest, i.e., religious, spiritual, natural phenomenon, beautiful places, monuments, ancient cities and sites, historical places of pilgrims and above all the places of curiosity. According to Dr. Radhakrishnan, 'Tourism widens our horizons, promotes understanding, stimulates travel and fosters friendship.' Tourism and Hospitality are positively associated as number of tourists increases, demand for hospitality increases. Tourism and hospitality industry is key drivers of growth among the service sector in India. Indian economy is the 8th largest tourism economy and 9th largest in cultural resources and business travel, in the world. This industry has been witnessing a healthy growth number and accounted 7.5 % of GDP. Keeping in view above facts, present paper is an attempt to analyze the Economic Impact of COVID-19 on Tourism and Hospitality in India. Tourism and hospitality industry is the important source of employment generation and creation of foreign exchange. Also, it protects the cultural heritage of the country. Growth and Trends of Hospitality industry is being analyzed. Impact of COVID-19 on various economic aspects like, impact on GDP, Employment, number of tourists and infrastructure, are being discussed. Future prospects, Opportunities and Challenges before the Industry and suggestions are given. The complete analysis is based on Secondary data. Reports of concerned committees gives immense help to understand the industry. Appropriate statistical tools will be used wherever necessary.



ENVIRONMENTAL CHALLENGES AND SUSTAINABLE DEVELOPMENT

Lt. Pappu Lal Meena

Assistant Professor, Department of Chemistry, M.S.J Govt. PG College Bharatpur, Rajasthan

Dr. Rameshi Meena

Assistant Professor, Department of Political Science, Govt. College Gangapur City, Rajasthan

Human beings and other living creatures each affect their surrounding environment. It should be said that primitive human being's effect on environment was less by far and having an unpolluted environment had provided him with a more secure place for living. The life of creatures in the earth due to the development of polluting industries and its lack of proportion with environmental relations, qualitative change of civilization tools as well as ignoring safe relations between human needs and the status of environment has experienced increasing dangers. Nowadays environmental destruction directly affects the economic process of world countries. Erosion, ozone layer's becoming thin, pollution, increasing the number of dangerous flooding due to the destruction of settlements and climate changes altogether have a bad effect on people's lives. While reserving environment and natural resources is among the most important human challenges in the turn of the new century, the necessity of improving the level of life standards in the developing countries still keeps its importance. Environmental sustainability and development are two essential elements in development planning, and in order to enjoy sustainable development we should firm industrial development based on the concept of environmental sustainability. Some parts of environmental consequences and damages are the results of unclear regulations and their lack of administrative guarantee, so rereading legal considerations and making arrangement in this area seem to be necessary. The process of globalization due to the lack of preparing essential provisions for compensating the results of its avarice at last leads to destroying environment and earth's natural resources and increasing poverty under the yoke of the world capitalism. In this article, India's environmental challenges with respect to the concept of development and specially "sustainable development" have been discussed.

FINANCIAL INCLUSION AND ITS IMPACT ON WOMEN DEVELOPMENT- A STUDY OF DELHI

Madhu Bala

Research Scholar, Ph.D Program in Commerce and Banking, Banasthali Vidyapith, Vanasthali, Rajasthan

Dr. Richa Chauhan

Assistant Professor, Banasthali Vidyapith, Vanasthali, Rajasthan

Dr. Peeyush Bangur

Associate Professor, Banasthali Vidyapith, Vanasthali, Rajasthan

Financial inclusion is now considered as a parameter to measure the development of the society across the world. Access to inclusive financial services at affordable rates is the key to development and well being of a society around the globe. For achieving gender equality, financial inclusion has become a facilitator. For progress of any society women development and empowerment is need of hour and a radical approach. G-20 nations has also identified FI as a good indicator of growth of the society. There is need of a regulatory environment to address the barriers on the way to access these services by women. Financial literacy helps to achieve maximum financial inclusion. The current research paper studies the dimensions of women development such as social and economic. The litterateur reckon literature to form a self structured questionnaire on women development and financial inclusion through different schemes launched by Govt. like PMJDY, PMJJBY, APY, PMSBY etc. on women living in urban slums in the capital of India, Delhi. The data were collected from 384 females from different Profiles such as; Formal/Informal sector, Agriculture, self-employed, engaged in family business. This study contributes in exploring the factors which are significant for boosting the financial inclusion for socio-economic development of women.

STUDIES ON ENDEMIC FLORA AND ITS CONSERVATION USING SIMULATION MODELLING OF DAUSA REGION OF RAJASTHAN

Laxmi Narayan Meena

Physics Department, SPNKS Government P.G. College, Dausa, Rajasthan, India

Mohan Singh

Botany Department, SPNKS Government P.G. College, Dausa, Rajasthan, India

With the rise of computers, simulation models have emerged beside the more traditional statistical and mathematical models as a third pillar for ecological analysis. Moreover, scientific inquiry with complex systems has led to subtle changes to the philosophical and epistemological views regarding simplicity, reductionism, and



the relationship between prediction and understanding. Broadly speaking, a simulation model is an algorithm, typically implemented as a computer program, which propagates the states of a system forward. Unlike in a mathematical model, however, this propagation does not employ the methods of calculus but rather a set of rules or formulae that directly prescribe the next state. As these situations are frequently encountered in ecology, simulation models are now widely applied across the discipline. They have been instrumental in developing new insights into classical questions of species' coexistence, community assembly, population dynamics, biogeography, and many more. Such an algorithmic model specification is particularly suited for describing systems that are difficult to capture or analyze with differential equations such as systems that are highly nonlinear or chaotic; discrete systems, for example networks or groups of distinct individuals; systems that are stochastic; and systems that are too complex to be successfully treated with classical calculus. The methods for this relatively young field are still being actively developed, and practical work with simulation models requires ecologists to learn new skills such as coding, sensitivity analysis, calibration, validation, and forecasting uncertainties.

IMPACT OF COVID-19 ON INDIAN ECONOMY

K. Krishnakumar

Ph.D., Research Scholar, Arignar Anna Government Arts College Namakkal, Tamil Nadu

K. Karpagam

Ph.D., Research Scholar, Arignar Anna Government Arts College Namakkal, Tamil Nadu

The entire globe witnessed a serious setback all over the world due to Covid-19 diseases or Corona diseases. The Covid – 19 pandemic creates various health issues even after the patients got recover. The successful growth of any economy depends largely on the health of its citizens. A healthy population contributes to productivity, savings and progress. With the growth in the Indian population and its industrialization activities led to environmental and health issues. But such health issues were manageable. The present pandemic affect people's lives and the production capacity of various sectors of the current economy. In order to safeguard the lives of the people the Government of India announced various safety measures including prolonged lockdown. The prolonged lockdown bring down the economy and its stock market. Although the government of India has implemented complete lockdown, there are many economic concerns to be addressed. Currently, situation is under control and the economy started to recover in India. The Indian economy started to rejuvenate in almost all the sectors. In this direction it is essential to assess the real impact of COVID-19 on the economy and its rejuvenating process. Hence, the present study attempted to analyse the impact of Covid – 19 on Indian economy and its recovery process.

ISSUES, CHALLENGES AND OPPORTUNITIES IN INDIAN HIGHER EDUCATION SYSTEM

Jitendra Kumar Bairwa

Assistant Professor of Physics, Rajesh Pilot Government College, Lalsot, Dausa, Rajasthan, India

Economic development is approximately proportional to higher education and vice versa. Higher education and economic development is interlinked with each other. India have the billions of minds and billions of minds can be realized as country's potential candidate to embrace the development. Knowledge is the very important element in making a country to be developed. Higher education plays an important role in developing rational thinking, analytical and visualizing power of human beings and creates research minds. It is the governing tool to make peoples aware towards their fundamental rights. It is also the blue print to establish the welfare state. This paper deals with the issues, challenges and opportunities in higher education system. Cultural, social, moral, economic and spiritual issues can be ensured by higher education. Indian higher education system is suffering from several pertinent issues like access, equity, excellence, and efficiency. Large number of problems have been faced in India pertaining to unemployment, poverty, illiteracy and crisis of moral as well as spiritual values. Today's students have been deviated from their relevant and real goal. They are participating in unsocial and unfair activities like ragging on campus, damaging laboratories and public properties, political based strikes and demonstrations which makes the student in unrest. Non relevant and traditional curriculum and syllabus is served in higher education. India is compel to face many major issues and challenges in higher education like Modern society is believing in Glamour. Very poor education approach to deprived peoples. Over privatization of higher education system. Very poor expenditure ratio in higher education to GDP. Poor scientific and technical temperament of higher education. Though there are many opportunities in higher education system as new generations are adopting new emerging learning tools, techniques, methods and approaches to overcome



the challenges in Indian higher education system. Government is also forming new relevant policies, rules and regulations. Collaborations at international level is also better opportunity to maintain global standards. India is the richest country in the frame of resources of human as well as physical. Job oriented, practically biased and more realistic curriculum could be formed to enhance the production of qualified students.

IDENTIFICATION OF THE WORK LIFE FACTORS IN ORDER OF SEVERITY, CAPABLE OF PUTTING STRESS ON MIDDLE RANKING MALE POLICE OFFICERS OF ASSAM

Janefa Yasmin Laskar

Research Scholar, Department of Commerce, Assam University, Silchar, Assam

In modern times, stress has become a buzzword and legitimate concern for people of all works of life. In fact, no one is immune to stress. Like other job, stress also effect the Military and the Police personnel. But comparatively these department are more prone to stress. An extensive literature review was done in this area of stress to study the researches done till date. A structured closed questionnaire having work life factors capable of putting stress was floated for primary data collection from the middle ranking male police officers of Assam. Statistical analysis was done on the dataset using SPSS 23 and it yielded some useful results. The findings showed that the Undue influence and pressure from superiors / politicians, Poor acceptability in the society owing to poor social image of police department, and Uncertain work hours, schedule and shifts were among the high ranking stressful factors. The conclusion of the research work is that the policy makers and employers should understand the relative order of opinion of each of the identified factors capable of putting stress on the middle ranking male police officers and try to reduce them in some way possible.

RECENT TRENDS OF MICROSTRIP ANTENNA BASED METAMATERIAL ABSORBER

Jagdish. M. Rathod

Professor & Associate Dean-Electronics Department, Birla Vishvakarma Mahavidyalaya Engineering College, Gujarat

Parul H. Panchal

Assistant Professor -Electronics Department, Birla Vishvakarma Mahavidyalaya Engineering College, Gujarat

We have given details on the Microstrip antenna with metamaterial absorber structures. How the metamaterial structures are works and their absorbance capability of different structures with their different characteristics on single band, multiband structures, and unit cells are consist of dielectric of FR-4 and how they are affecting the microstrip antenna's results for overall improvements like keeping radiation pattern preserved and help to increase gain, directivity and also, the reduction in the Radar Cross Section by using this metamaterial structures. And also given the comparative analyses of all three-metamaterial structure combined with simple rectangular microstrip antennas.

IMPACT OF TWO-CHILD NORM ON SEX RATIO IN INDIA

Dr. Vipin Tayal

Professor, Department of Statistics, University of Rajasthan, Jaipur, Rajasthan, India

Ashish Yadav

Research Scholar, Department of Statistics, University of Rajasthan, Jaipur, Rajasthan, India

In this paper, the sex ratio of India is examined, and the impact of the two-child norm on it. Here in this paper sex ratio and the literacy rate of 1991, 2001 and 2011 of the census of India are reconsidered to check the impact of the norm on the educated society which is more affected by this norm. Two Child Norm was a consequence of population blast in India. However it is beneficial for the Indian community or not it is the topic of discussion, and here in this paper, it is discussed for one aspect i.e. sex ratio. In India where tradition also not support the girl child, this norm had impacted drastically the girl child.

AN INTERPRETATION OF CAMPBELL AND DAVIDSON IN WILLIAM GOLDING'S PINCHER MARTIN

Dr. Vinod Kumar Bairwa

Associate Professor of English, SRP Government PG College, Bandikui, Rajasthan, India

William Golding is admittedly an extremely subtle and complex writer, suggesting meanings by indirection through the structure and texture of his fables, exploiting juxtaposition, parallelism, image, rhythm-in short the



larger resources of the language-to give resonance to his work. The oblique manner of writing, necessitated by the exigencies of his theme, adds to the infinite richness and intensity of Pincher Martin, giving it the texture and power of poetry. With the densest verbal surface of all his works, this fable is perhaps the most demanding, posing difficulties in interpretation. It took critics some time, for instance, to understand the larger significance of the ending of Pincher Martin. Initially the final chapter was read literally; subsequently Campbell was seen to be representative of man but Davidson was still regarded simply as the literal rationalist. It was Babb who in his excellent interpretation of the closing chapter of Pincher Martin pointed out, with the help of detailed textual analysis that Davidson stood for death. He begins his commentary by quoting John Peter's statement that Pincher Martin is a symbolic structure whose "meaning is difficult to exhaust," but he feels that "the mode of the final chapter is essentially allegorical."

A STUDY ON TRANSPORTATION PROBLEM MODEL: TABLE OPERATIONS METHOD

Dr. Vineeta Basotia

Assistant Professor, Department of Mathematics, Shri Jagdish Prasad Jhabarmal Tibrewala University,
Jhunjhunu, Rajasthan

Transportation problem is famous in operation research for its wide application in real life. This is a special kind of the network optimization problems in which goods are transported from a set of sources to a set of destinations subject to the supply and demand of the source and destination, respectively, such that the total cost of transportation is minimized. The basic transportation problem was originally developed by Hitchcock in 1941. Efficient methods for finding solution were developed, primarily by Dantzig in 1951 and then by Charnes, Cooper and Henderson in 1953. Basically, the solution procedure for the transportation problem consists. Mathematical formulation of the transportation problem. Finding an initial basic feasible solution. Optimize the initial basic feasible solution which is obtained in Phase.

BRAND PERSONALITY IN GLOBAL MARKET

Dr. V. Sai Prasanth

Assistant Professor, Avanthi Institute of Engineering and Technology, Vizianagaram, AP, India

Today brand have an indispensable impact in showcasing procedure. This is on the grounds that brands have become a significant advertising segment to the maker and a rich wellspring of data for the purchaser. Now days, brands are considered as perplexing substances and their articulation incorporates the impression of their item qualities, character and qualities. Principle system for the character of the brand lies in humanoid attribution, which implies that individuals have a characteristic inclination to credit human ascribes and highlights things, occasions or all the other things. From this perspective, a brand can go about as an accomplice, so includes like an individual, and hence can cause a passionate reaction from purchasers. Brand character has to do with a bunch of human qualities ascribed to a brand. Specifically, the brand character idea, as one measurement of brand picture has gotten expanding consideration among analysts. Specific brand character has an imagery or own expressive capacity contrasted and utilitarian capacity of other brand picture's measurements. It encourages buyers to communicate or on the other hand their optimal self and hence the brand character impacts purchaser decision. Consumers can indeed, even make long haul associations with brands.

ROLE OF INFORMATION TECHNOLOGY (I.T) IN EDUCATION DURING COVID-19 PANDEMIC IN INDIA

Dr. Syed Masaid Zaman

Department of School Education Kashmir, J & K

The COVID-19 has changed the view of education around the world. Last year during the mid-march all the schools and colleges were shut down to save teachers as well as students from infection. The nationwide closures of educational institutions are distressing over 91% of the universes' learner populace. The UNESCO report guesstimates that the Covid pandemic will badly have an effect on over 290 million college students throughout 22 international locations. The UNESCO guesstimates that round 32 crores college students are pretentious in India. The Covid-19 pandemic has led to an inevitable flow in the use of digital technologies due to the social distancing norms and nationwide lockdowns. People and Institutions all over the world have had to adjust to new ways of work and life like work from home. The main purposes of this research paper is to get the answer of question "What is the role of information technology (IT) in education in the successful handling of the COVID-19 pandemic in India?". From this research we can conclude that during the COVID-19 pandemic there was clear evidence that Information technology (IT) played an important role in education in the success of pandemic handling.



IMPACT OF COVID-19 ON NON-PERFORMING ASSETS IN INDIAN ECONOMY: A STUDY

Md. Juber

M.Com, MBA, Research Scholar, University Department of Commerce & Business Administration, T.M.
Bhagalpur University, Bhagalpur, Bihar

Outbreaks of Covid-19 appear to be a major blow to the Indian economy. The economy was in a state of disarray at the time, even before the Covid-19 hit. Delayed nationwide lockdowns, global monetary recessions and related disruptions in interest and supply chains, the economy is likely to face a long period of time. The amount of monetary effect will depend on the continuity and severity of the welfare emergency, the duration of the lockdown, and the manner in which the situation arises after the lockdown to maintain the stability of economy. The financial sector should be the basis of monetary management of any state. Its main role is in the development of any country. India's financial sector is facing major challenges in raising non-performing assets (NPAs). The direct result is for the benefit of the banks in our country. The purpose of this article is to analyse NPA issues in Indian finance. NPA matches the crown which is making the whole country interesting. That is why there should be a suitable model for estimating future NPAs related to Indian banks so that this issue can be overcome before it becomes an NPA. The bank's procedures are assessed on the basis of its NPAs. A significant level of NPAs suggests the high benefits of many credit defaults that affect the profitability and total assets of banks, as well as the profit margin. It consists of the banks, up till now GDP of the whole country.

HEALTHCARE QUALITY ASSESSMENT: A COMPARATIVE STUDY OF TRUST AND PRIVATE HOSPITALS

Nirali Dilipbhai Sanghvi

Research Scholar, Department of Management, RK University, Rajkot, Gujarat, India

Dr. Nailesh Limbasiya

PhD Guide, Assistant Professor, Faculty of Commerce and Management, M.S. University, Baroda, Gujarat, India

During this complex pandemic of Covid-19 and increasing health issues laid difficult challenges for healthcare sector to provide high quality- affordable healthcare services to patient. On the other side of coin, significance of economic upliftment, high earnings led competitive environment among healthcare institution. Delivering of quality care and better outcome of services is key issue for any hospital to keep their long-term footprint in the market. Different Patient has different perception towards quality services while making choice of hospitals. Given study attempts various dimension that affects patient satisfaction to attain service quality delivered by Private and Trust Hospitals. The study applies re-modification of SERVQUAL for measuring service quality to private and trust hospital of Gujarat. An analysis covering 320 patients through questionnaire unveil facts between patient perception and delivery of care to the different parameters of healthcare system. Factor analysis is used to check association among different factor and their impact on patient's utilization of hospitals in need even it was used to forecast the probability of a patient to visit Trust hospital over private hospital and vice versa. The findings revealed that patient satisfaction towards service quality of private-hospitals depends on facility and environment, knowledge of physician and nurse, and post treatment facility whereas for the Trust-hospitals the factors were age- income-trust of patient, responsiveness, length of stay, service procedure affect choosing and revisiting particular hospital. The findings of this study aims to give insight for quality life, treatment effectiveness, procedure of service and redressed of patients' complains to these hospitals.

ISOTOPE EFFECT ON CURIE-POINT OF MH_2XO_4 HYDROGEN BONDED FERROELECTRIC SINGLE CRYSTALS

Neetu Sharma

Theoretical Physics Division, R. R. Autonomous College, Alwar, India

M. S. Yadav

Theoretical Physics Division, R. R. Autonomous College, Alwar, India

Sunil Kumar

Theoretical Physics Division, R. R. Autonomous College, Alwar, India

S.C. Deorani

Theoretical Physics Division, R. R. Autonomous College, Alwar, India

Using retarded Green's function method and modified Hamiltonian Curie-temperatures for various partially deuterated $Cs(H_{1-x}D_x)_2PO_4$ hydrogen bonded ferroelectric crystals are evaluated using pseudo spin lattice coupled mode (PLCM) model. These results are quantitatively and qualitatively much better than the theoretically obtained results based on order-disorder and tunneling models used by others.

A STUDY ON IMPACT OF COVID-19 ON DIFFERENT SECTORS OF INDIA

Mrs. Simran R Kalyani

Assistant Professor, H.R. College of Commerce & Economics, Mumbai, Maharashtra, India

COVID-19 is changing the world we live in for the worst. This pandemic is not only taking a toll out of health care systems and peoples' lives but also its impacting world economies and resulting in job losses, business disruptions. This paper focuses on different sectors in India which are most affected by the pandemic. India is one of fifth largest economy in the world. Its future outlook is positive as it is characterized by young population, higher saving and investment pattern, increase of middle-class group families, increasing globalization etc. Before 2017 Indian economy was witnessing a positive growth but the economy slowed then because of shocks of "demonetization" in 2016 and introduction of Goods and Services Tax in 2017. In 2020 pandemic and lockdown magnified the slowdown of the economy. In the paper an analysis is done on impact of pandemic on different sectors of India.

AN EXPLORATORY STUDY ON ACCOUNTING AND PROFESSIONAL ETHICS

Mrs. Meena Kunwar Sikarwar

Research scholar, Department of ABST, JRN Rajasthan Vidyapeeth University, Udaipur, Rajasthan, India

Accounting ethics provide interactive tools that make the accounting professionals capable to prevent unethical code of conduct in organizations. This study aims at examining the analysis of identify the development of accounting ethics in accounting as a profession. This paper discloses several concerns of respondents related with accounting ethics and the impacts of non-ethical behavior accounting profession. This paper was designed primarily to investigate "ACCOUNTING AND PROFESSIONAL ETHICS AN EXPLORATORY STUDY" provided the significance of accounting ethics as a facilitator in preventing accounting frauds for the development of accounting. This paper focused on the philosophy of ethics and its consequences for the position of accountants and big accounting and financial questions. Ethics is now becoming the topic in accounting and finance because of a series of corporate scandals in the world that have affected the credibility of the business of accounting.

RECENT TRENDS AND CHALLENGES IN COMMERCE EDUCATION

Mrs. Hinal Gajjar

Research Scholar, Department of Business Studies, S. P. University

Commerce education provides an in-depth knowledge of trade and aids to trade as well as trains the people to work in different functional areas of business. It is recognized as one of the critical elements of national development due to its vital importance in fostering trade and industry. Commerce education is one of the oldest branches of the Indian higher education system. It is regarded as the base of many streams of education such as management, accounting, insurance, banking, taxation, finance, marketing, economics, and business law in India. But nowadays commerce education is competing with these new streams for its existence, as these branches are following practical based or skill-oriented pedagogy. Moreover, in the present scenario, due to globalization and the advancement of information technology, a competitive marketplace is emerging and education systems are changing. In this age of internationalization, there is a need to transform the conventional system and practices of commerce education and to provide global competitiveness to commerce students by adopting specialized, industry-oriented, technology-supported, practical based, multifaceted, "problem-posing" or knowledge-centric commerce education. Reflecting on this, the present article is a venture to identify and address the challenges evolving in the dynamic world of commerce education and to suggest some innovative practices in commerce education for the improvement of its content and quality.

MULTI-TYPE BRANCHING METHOD MODELS FOR EMERGING EPIDEMICS CONTAINMENT PROBABILITY

Mr. Narendra Swami

Research Scholar, Department of Mathematics, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan

This paper is concerned with the definition and calculation of containment probabilities for emerging disease epidemics with everyone. A general multitype branching process is used to model an emerging infectious disease in a population of households. It is shown that the containment probability satisfies a certain fixed point equation which has a unique solution under certain conditions; the case of multiple



solutions is also described. The extinction probability of the branching process is shown to be a special case of the containment probability. It is shown that Laplace transform ordering of the severity distributions of households in different epidemics yields an ordering on the containment probabilities. The results are illustrated with both standard epidemic models and a specific model for an emerging strain of influenza.

A STUDY ON COVID -19'S IMPACT ON E-WALLET APP USAGE IN TIER 1 & 2 CITIES

Miriam Santhy John

III B.com (commerce), Women's Christian College, Chennai (Affiliated to the University of Madras)

Dr. R.Linet Christilida

Associate Professor, Department of Commerce, Women's Christian College, Chennai (Affiliated to the University of Madras)

With the spread of novel coronavirus in the economy, people started adopting contactless methods as per the social distancing guidelines prescribed by the World Health Organization. Government authorities in all countries are taking strict measures to strengthen contactless payments to restrict the spread of the COVID-19 pandemic. The public is worried that the virus can transmit through physical money. It pushes them to shift from the traditional cash transaction to a new cashless option like an e-wallet app. The current study contributes to the literature by scrutinizing the effect of perceived risk, government support, and perceived usefulness on the customer's intention to use an e-wallet during the COVID-19 outbreak. This study also aims to find the impact of e-wallet apps in the lives of the users, before and after the existence of covid 19 pandemics in tier 1 and 2 cities of India.

FACTORS AFFECTING EMPLOYEE ENGAGEMENT: A STUDY OF ABC BANK PLC

Minoshi De Silva

The Chartered Institute of Personnel Management, Sri Lanka.

Y. Anuradha Iddagoda.

PhD, Resource Person- Chartered Institute of Personnel Management (CIPM Sri Lanka) Senior Lecturer- University of Sri Jayewardenepura, Sri Lanka

Employee engagement has become a buzz word in the management circles because of its consequences such as employee job performance and organizational financial performance. Main aim of this paper is to identify the factors affecting employee engagement. High performance work practices, leadership, financial and non-financial rewards, work life balance and trust are the identified factors of employee engagement. A population gap, unearthed, related to a public listed bank in Sri Lanka. Identified research gap was bridged with a sample of 100 managerial employees, i.e. the unit of analysis. This is a cross sectional study. Purpose of the study is hypothesis testing. Type of investigation is correlational. Time horizon of the study is cross-sectional in a non-contrived study setting with the minimal researcher interference.

ELECTROCHEMICAL DETERMINATION OF ZINC METAL IN VEGETABLES

Om Prakash Meena

Assistant Professor, Department of Chemistry, M.S.J. Govt. PG. College Bharatpur Rajasthan, India

Electrochemical method was developed for the trace determination of zinc metal in vegetables using simple polarography by mercury drop electrode. This apparatus has three electrode assembly, dropping mercury electrode as working electrode, calomel as reference electrode and platinum as counter electrode. Dropping mercury electrode had the characteristics $m = 2.422 \text{ mg/sec}$, $t = 2.5 \text{ sec}$ and $h = 60 \text{ cm}$, under the conditions of Amplitude 50 mV and 6 mV/S scan rate was used for electro analysis measurements. Electro analysis of zinc metal in vegetables was performed in HCl buffer (pH=2.5) quantities of Zn was determined. Half wave potentials were 1.02 Volt for zinc. A considerably higher amount of zinc was found in all the vegetables, which vary from approximately 0.894 to 6.914 ppm. Highest amount of zinc was recorded in Luffa cylindrical of site-I (6.914) followed by Brassica oleracea var. botrytis.



COMPOSITION DEPENDENCE OF SOFT MODE $\text{INPb}_x\text{Sr}_{1-x}\text{TlO}_3$ FERRO-ELECTRIC MIXED CRYSTALS

Sunil Kumar

Theoretical Physics Division, R R Autonomous College, Alwar, Rajasthan, India

M S Yadav

Theoretical Physics Division, R R Autonomous College, Alwar, Rajasthan, India

Neetu Sharma

Theoretical Physics Division, R R Autonomous College, Alwar, Rajasthan, India

S C Deorani

Theoretical Physics Division, R R Autonomous College, Alwar, Rajasthan, India

The composition dependence of soft mode in $\text{Pb}_x\text{Sr}_{1-x}\text{TlO}_3$ (PST) single crystals has been theoretical investigated in para-electric phase for various compositions. Using model Hamiltonian [For pure anharmonic crystal in presence of defect (impurity)] and Green's functions technique. Soft mode is estimated for various values of x . As x increases value of soft mode frequency decreases at constant temperature and as T increases the value of soft mode frequency increases at constant x .

IMPACT OF COVID -19 ON FDI IN INDIA

Parvez Ali

Research Scholar, Department of Economics, Govind Guru tribal university, Banswara, Rajasthan, India

COVID-19 has impacted the everyday life of millions of people all around the world and India is no exception. The Covid-19 pandemic has exposed the intertwined nature of the global supply chain and hindered the over-all investment scenario. Unsurprisingly, the foreign direct investment (FDI) has been disrupted and the economic globalisation has been adversely affected. Global FDI flows fell by more than 49% in the first half of 2020. Foreign investment plays a major role in the economy of developing and less developed countries. FDI inflows is a key indicator of the confidence investors. The objective of study is to analyse impact of COVID-19 on Foreign direct investment in India. For this I use Regression analysis. From the study, it was seen that the growth in FDI was a general downward trend as the pandemic progressed.

A MAXIMIN ZERO SUFFIX METHOD FOR QUADRATIC ASSIGNMENT PROBLEM

Pradeep Kumar

Department of Mathematics, Dayalbagh Educational Institute, Dayalbagh, Agra, India

Shambhu Sharma

Department of Mathematics, Dayalbagh Educational Institute, Dayalbagh, Agra, India

In this paper, a method is developed for solving the Quadratic Assignment Problem (QAP). The Quadratic Assignment Problem is the problem of assigning the n facilities to the n locations in such a way that the sum of products of flow (weight) and distance would be minimized provided there will be one to one correspondence between facilities and locations. The proposed problem comprises n^4 cost elements. These cost elements are arranged in the matrix of order $n^2 \times n^2$ in which there are n^2 sub matrices each of order $n \times n$. The sub matrices itself form n rows and n columns. If $(j, l)^{\text{th}}$ cell of $(i, k)^{\text{th}}$ block is assigned then all the cost elements of i^{th} block row and j^{th} block column except $(i, k)^{\text{th}}$ block and also all the cost elements in j^{th} row and l^{th} column in $(i, k)^{\text{th}}$ block and in remaining blocks except $(j, l)^{\text{th}}$ cell are marked (\times) .

FEMINISM, GENDER INEQUALITY AND MARRIAGE IN ANITA DESAI'S WORKS

Pratibha Jassu

Research Scholar (English), Shri JJT University, Jhunjhunu, Rajasthan

Women always face many problems in their life in various ways. Women were suppressed and ill treated by the opposite sex. Women were slaves to them and under their control. They didn't have the liberty or equality. Women were not free to act on their own. Many illegal activities and cruelties were done to them. For centuries,



women in the traditional social order and system have always been considered subservient to men. In patriarchal Bourgeois society, the matriarchal community has been 'humiliated', 'afflicted', 'silenced' and 'tortured' socially and economically. With the post-modernizing age, women began to see the universe with their own eyes and not through the male gaze. Education was refused to them but the suppression was broke out by some of the great women and they proved their power. Anita Desai has been writing some of the best English language fiction in India for almost four decades. She's been shortlisted for the Man Booker prize thrice and won the SahityaAkademi Award, one of India's most prestigious literary prizes, in 1978 for her second novel, Fire on the Mountain. Familial relationships and their evolution have been the main themes of Desai's fiction. The main motto of this paper deals with Feminism, gender issues and Marriage in the novels of Anita Desai. The purpose of our paper is to focus on the feminist message as articulated in Anita Desai's well reputed novels, Cry, the Peacock and Where Shall We Go This Summer?

VISUAL QUALITATIVE ASSESSMENT OF CORONAVIRUS (COVID-19) USING DIGITAL WORLD

Pramendra Kumar

SCIT Manipal University Jaipur, Rajasthan

Dr. Vijay Kumar Sharma

SCIT Manipal University Jaipur, Rajasthan

Dr G. Uma Devi

Associate Professor, University of Engineering & Management, Jaipur, Rajasthan

Shubhra Chaturvedi

Assistant Professor, Government College Malpura, Tonk, Rajasthan

World Health Organization (WHO) gave the name "Corona Disease of 2019 (COVID-19)", caused by the unique form of virus structure as SARS-COV-2. Medical authority registered the first case in Wuhan, China and afterwards it exponentially spreads among people globally. Till date, the WHO, UN and other worldwide organizations reported many deaths (in thousands and still counting) due to the unavailability of any cure as well as late detection. In addition, hospitals and government suffer from deficiency of general resources such as PPE kit, ventilators, masks, gloves, general medicines etc. that makes the condition more severe. Therefore, it becomes essential to implement an automatic detection model by using advanced image processing techniques, which deliver the instant diagnostic report in order to help in prevention from COVID-19 dispersion. This qualitative assessment offers the significant image processing techniques to detect the early symptoms of COVID-19 from X-ray reports or radiographs. For instance, Inception-ResNetV2, InceptionV3 and ResNet50 are some forms of Convolutional Neural Network schemes that have the potential to detect the COVID-19. This assessment report presents the other effective image processing schemes that can utilize to detect the spreading of virus in human body accurately within short duration. Such models needed the highest classification performance with authenticate datasets of patients. The best feature of advanced image processing is that it is highly compatible with other progressive techniques such as Machine Learning, Artificial Intelligence, Data Analytics, and Robotics etc. All such techniques are highly dependable on image processing procedures such as image detection, segmentation, and feature extraction for the analysis of images. Each detection process initiated with image acquisition step such as X-ray, Computed Tomography (CT) images etc. Therefore, each technology needs the help of advanced image processing schemes for further assessment of disease. Early phase detection is the most crucial stage in disease prevention. This article depicts the potential of the algorithms used in feature extraction such as Discrete Wavelet Transform (DWT), Grey-Level Size Zone Matrix (GLSZM), Grey Level Run Length Matrix (GLRLM), Local Direction Pattern (LDP), Grey Level Co-occurrence Matrix (GLCM), Support Vector Machines (SVM), etc. Some of the performance metrics of COVID-19 detection via image processing techniques are F-score, precision, accuracy, specificity and sensitivity. The existing work illustrates the highest classification accuracy of GLSZM feature extraction method among the others. Such image processing techniques can efficiently detect the minute spalls or cracks occurred in respiratory organs due to COVID-19. This study highlights the cost-effective methodologies to practice the medical treatments in spite of the others labor and time-consuming procedures. Image processing algorithms can extract the significant features from digital images due to the presence of projection integrals and steerable filters. Therefore, this assessment presents the correlation between imaging manifestations and medical practices on COVID-19.



COVID-19: AN OVERVIEW OF THE MENTAL AND PSYCHOLOGICAL IMPACT OF THE PANDEMIC

Rakhi Yadav

Associate Professor, BND Govt. Arts College, Chimanpura, Rajasthan

Sameer Sharma

Associate Professor, SCRS Govt. College, Sawaimadhopur, Rajasthan

Human life has probably never ever been disrupted and deranged in such profound manner as has been witnessed over the past one year, under the influence of Covid-19 pandemic. There has hardly been a walk or way of life which hasn't been altered or affected by the disease. Ever since its outbreak in December 19 from the sea food market of Wuhan, the scourge has been all pervasive and the world is still groping and grappling to find a way out and adjust to the new normal. Life has changed completely and almost every sector is feeling and reeling under the impact. Economies have faltered and failed to face the challenge and the impact has been transferred onto individuals. Issues like physical distancing, lack of socialization, loss of jobs, entrapment and various others have led to multifarious mental and psychological problems. All such matters and related aspects, if allowed to go unnoticed and unattended to, could give rise to plethora of complications. As a matter of fact, mental health has probably been for the first time being seriously considered to be incorporated as part of primary health sector and has attracted attention of policy makers towards it. Gravity of the issue has been realized, even in countries like India, where there have been taboos attached to the mental ailments. Although the pandemic has affected all across the board, there have been certain age groups and employment sectors, in particular, that have borne the emotional and psychological brunt. We have tried to study the impact of Covid-19 on certain age groups and sectors and bring forth the significance of the matter and possible solutions to deal with it.

STUDIES ON BACTERIAL WILT OF GROUNDNUT AND ITS ETHNO-BOTANICAL CONTROL IN DAUSA REGION OF RAJASTHAN

Ramesh Chand Meena

Botany Department, SPNKS Government P.G. College, Dausa, Rajasthan, India

Mohan Singh

Botany Department, SPNKS Government P.G. College, Dausa, Rajasthan, India

Groundnut is an important crop grown throughout world. The groundnut crop is cultivated in 108 countries on about 22.2 million hectares, of which 13.69 million ha are in Asia (India 8 million ha), and the global production of the crop is 29 million tones. India, China, and the United States are the leading producers and grow about 70% of the world's groundnuts (FAOSTAT, 2017). Groundnut (*Arachis hypogaea*) is an important oilseed crop in India and is cultivated during kharif and rabi-summer. Gujarat, Andhra Pradesh, Tamil Nadu, Karnataka, Rajasthan and Maharashtra are major groundnut growing states contributing about 80 percent area and production in India. In Rajasthan, nine districts viz., Bikaner, Jodhpur, Churu, Jaipur, Hanumangarh, Sikar, Dausa, Nagaur and Tonk found as major groundnut producing districts. Of the total groundnut acreages of the states, the aforementioned districts collectively comprised 84% in Rajasthan. The highest production was estimated for Bikaner, the district with the largest acreage (35.4%) in the state. Bikaner alone, accounted 16 for two-fifths (39.4%) of the estimated production of Rajasthan. The production of in shell groundnut in Rajasthan was estimated at 14,05,781 MT with an average yield of 2,380 kg/ha. Groundnut crops were evaluated for rhizosphere suppression of *R. solanacearum* (Race 1, Biovar III). All trials were executed in a greenhouse. The test crops were cultivated in soil with a predetermined, high population of the pathogen. After two to four months of growth, the pathogen populations present in the rhizospheres of each crop were quantified, and statistically compared with each other, as well as with the initial pathogen population of the soil. The results obtained served as a screening test for possible crops to be used in crop rotation systems for the biological control of bacterial wilt of Groundnut caused by *R. solanacearum*.

EVALUATION OF ANTAGONISTIC POTENTIAL OF CELLULOLYTIC FUNGI AND THEIR COMPOST AGAINST FUSARIUM OXYSPORUM VAR. LYCOPERSICI

Ramlaxman Saini

Assistant Professor, Department of Botany, Government College Kota, Kota, Rajasthan

In the light of sustainable and integrated ways of disease control, to minimize the uses of hazardous chemicals, the most of studies in the field of agricultural microbiology have been centred around biological control. The biological control of wilt (*Fusarium oxysporum*) disease of Tomato, a soil-borne disease, through



certain cellulolytic fungi notably *Aspergillus* spp. and *Penicillium* spp. etc. has been envisioned in the present study. The invitro study of antagonistic effects of these cellulolytic fungi highlights the positive impact of compost prepared through the fungal cultures over the seed germination, plant growth and vigour with reduced incidences of the disease compared to those treated with chemical fungicides. Such compost can be of significant commercial value in future.

DILIGNIFICATION OF LIGNOCELLULOSIC WASTE BY DIFFERENT PRETREATMENT METHOD

Renu Kumari

Research Scholar, Department of Chemistry, Shri Jagdish Prasad Jhabarmal Tibrewala Univeristy, Jhunjhunu, Rajasthan

Lignocelluloses are most viable raw materials which can be utilized for the fermentative production of ethanol. However, to convert them for biodegradation /hydrolysis these need to be pretreated by various methods. In the present study biodegradability/digestibility of bagasse has been increased using different physical and chemical methods. The reagents used for pretreatment of lignocellulose waste are NaOH, H₂SO₄ and HCl whereas grinding, milling, steam explosion have been used as physical methods. In all the methods used significant removal of lignin has been obtained, which ranged from 32-85%. Alkali treatment and steam explosion gave best results. Sulphuric acid too was effective in removing of lignin and increasing the digestibility of cellulose but hydrochloric acid was comparatively less effective and required more time and drastic experimental condition.

DISSEMINATION OF INFORMATION USING BLOGS: AN ANALYSIS OF BLOGGING WEBSITES USED FOR VARIOUS PURPOSES BY BLOGGERS IN TAMIL NADU

S. Jainulah Deen

Ph.D Research Scholar, School of Journalism and New Media Studies, Tamil Nadu open university (TNOU), Chennai

Dr. P.Chitra

Assistant Professor, School of Journalism and New Media Studies, Tamil Nadu open university (TNOU), Chennai

Since the 1990s, cyberspace as a medium for the speech, mobilization, dissension and coordination of substitute social and political networks has become a divergent characteristic of the modern world order. Cyberspace has also been especially conducive to the inclusion of women in different social spheres, such as entrepreneurs, scholars, industrialists, social workers, political activists, educationist and historians, who share their views on self-portrait, political philosophy, social issues, etc. Often this kind of thinking poses concerns about the effect of the development of cyber counter-publics on a democratic society. In the advent of technology, further advancement of android phones and easy availability of high-speed internet packages provided by different stack holders, there is a rapid growth of internet users in India. According to the February 2020 Data Survey (datareportal.com-on 06.02.2021), 687 million people in India use the Internet, or around 50 percent of the total population, which is 1.37 billion. As the internet is used for a wide range of purposes, this paper analyses how blogging content is used for a variety of reasons in the context of mass communication, particularly with regard to Tamil Nadu bloggers.

ROLE OF CSR IN NEW EDUCATION POLICY DURING PANDEMIC COVID-19

Sanjay Kumar

Assistant Professor in ABST, S R P Govt. PG College, Bandikui, Dausa , Rajasthan

New education policy is introduced by Central government in 2020. This policy is divided in different parts. School education system is divided into four parts. First part is primary to second class. Second part is third to fifth. Third part is sixth to eighth and fourth part is ninth to twelfth. Foundation stage :- First three years is primary stage. Children receive education in Aanganbadi and the next two years in school for class first and second. This stage depend on activity and cover 3 to 8 years children only . Preparatory stage :- This stage include third to fifth class and cover eight to eleven years old students . Middle stage :- This stage include sixth to eighth class and cover 11-14 years old students. Secondary stage- This stage includes ninth to twelfth class and cover the optional subjects.. In the higher education system is integrated between colleges and universities in different areas. Similar rules are apply in higher education system. The New Education Policy is establish by National Accreditation Agency, General education agency, Higher education grant commission and other bodies in higher education system. The New Education Policy brings in ambitious changes and require huge funds for



good implementation and execution. The successful execution of this policy calls for dramatic simplification of decision-making structure and budgetary resource in coming year. There are around 350 million Indians today in school and college going age group. So, this policy is implemented on large scale and major challenges are :- At present, school and higher education system is slow and insufficient to proportion of students and require to establish new infrastructure, appoint teachers and new official staff. Corporate sector provide funds and improve the condition of tribal and backward community. It is helpful to increase the education level of tribe and backward class under CSR policy of government. Corporates provide funds of building construction, making furniture, provide books, clothes, and food facility. At present, India requires proper ratio of universities with students. New Education Policy's aim is to double the ratio of universities and require huge funds. Corporate sector establish the universities and provide higher education on low fee structure. Corporates provide scholarship and placement of students involved in professional education. The New Education Policy increase in education spending from 4.6% to 6% of GDP. This policy comes during COVID-19. So, tax collections are very low because corporate profits are very low. Then corporate sector cannot provide under CSR policy. In the present scenario, government priorities are claimed to healthcare and economic recovery. So, there is funding problem in New Education Policy. The major challenge is availability of trained teachers in backward area. So corporate sector provide training courses and programs to capable teachers. The New Education Policy focus on interdisciplinary learning. Corporate sector provide various facilities to education sector. The New Education Policy 2020 is a big task which requires huge funds and large work force in coming years.

DNA FINGER PRINTING OF MULBERRY (MORUS SPP.) GENOTYPES THROUGH MICROSATELLITE MARKERS

Shabir.A.Wani

College of Temperate Sericulture Mirgund. S. K. University of Agricultural Sciences & Technology, Srinagar, J&K

The present investigation was conducted on seventeen mulberry genotypes/selections to estimate the extent of genetic relationship by molecular marker analysis ISSR and SSR. Inter simple sequence repeats (ISSR) markers revealed that 97 alleles were detected across the genotypes with a range of 4–8 alleles per locus and a mean of 4.85 alleles per locus. The Polymorphic information content (PIC) values ranged from 0.735 (830) to 0.867 (UBC-820); with an average of 0.776 per locus. Pair wise similarity coefficients ranged from 0.65 to 0.86 with the average similarity coefficient of 0.75. The highest genetic diversity (with least similarity coefficient of 0.65) was found between Kokuso-21 and Kanva-2. Clustering pattern revealed grouping of genotypes into 7 clusters with clusters-I comprising of maximum (seven) genotypes and cluster-VII of 1 genotype. A total of 17 alleles were detected by using six Simple sequence repeats (SSR) markers. The number of alleles per locus generated varied from 2 (MulSTR3) to 4 (MulSTR4). The PIC value varied from 0.260 (MulSTR3) to 0.623 (MulSTR4) with an average of 0.438 per locus. Pair wise genetic similarity coefficient varied from 0.15 to 0.92. The highest similarity value of 0.92 was observed between Lemoncina and Kanva-2. Dendrogram revealed that all the mulberry genotypes/selections were grouped into 5 clusters. Maximum number of genotypes was observed in cluster-II (six genotypes) and minimum in cluster III.

TEACHER'S EFFECTIVENESS AMONG SCHOOL EDUCATORS IN RELATION TO USE OF TECHNOLOGY OVER THE YEARS

Ms. Sujatha Koshy

PhD Research Scholar, Amity Institute of Psychology and Allied Sciences, Amity University, Uttar Pradesh,
Noida

Dr. Priyanka Tiwari

Assistant Professor, Amity Institute of Psychology and Allied Sciences, Amity University, Uttar Pradesh, Noida

National development is correlated to the quality of teachers. It is universally accepted that the quality of a nation depends upon the quality of its citizens, which in turn depends, in the critical measures, upon the quality of their education. The latter depends upon several factors like family background, Social environment influences, Good education, Values, Beliefs and Enriched experiences, but the most significant factor in the whole process is the quality of teacher. The importance of a teacher is unquestionable and plays a predominant role in the process of education. At the heart of teacher effectiveness is the teacher's ability to understand student's strengths and weaknesses and help them to grow gradually with time that clearly indicates that a good teacher understands her students while a great one engages with them. The sudden closure of school across world due to Covid 19, after World War II such a major lockdown of institutions world has witnessed. This was an especially challenging task



for educators who were acclimatized to the intransigent education system in India which is unaccustomed to relying this heavily on technology. The unfamiliarity with technology especially for the non-tech savvy staff posed a heavy handicap in getting over the steep learning curve that situation posed during lockdown and the Corona virus pandemic had created the need for mass up skilling of teachers simultaneously. Findings reveal that digital learning is an extremely powerful tool that could bring about tremendous changes in the education process and if our Educators don't adapt to the same then it will not sustain in the global competitive environment. Henceforth, low level of teacher's effectiveness impacts Quality of Education and restricts exploration of new ideas and acceptance towards new teaching aids. The Present paper aims to explore the role of a teacher's effectiveness in using efficiently digital tools and techniques for online learning which ensures the continuity of learning even during any crises situation. The methodology is based on secondary researches & is analytical in nature. Researchers are related to the topic Digitalization and Teachers Effectiveness which helps in improving quality of Education are published in various journals; sources like Shodhganga, Academia and Scopus over 8-9 years were analyzed. The discussion of the study highlights the challenges teacher's faced while adapting to digital teaching and it would also suggest coping strategies which can ultimately help in improving quality of education. Henceforth, the conclusion incorporates the advantages of high level of teacher's effectiveness incorporation with digital learning, disadvantages of low level of teachers effectiveness and coping strategies in order to adapt with eLearning challenges which would ultimately help in growth of Education Sector.

CYBER TERRORISM: THE RISE OF VIRTUAL TERROR

Omkar Sonawane

Phd Research Scholar

Cyber Terrorism has emerged as one of the major challenges to the peace and security of nation of Nation-states across the globe. It not only jeopardizes the national security but it also endangers the critical infrastructure of the country. Cyber terrorism has rapidly advanced itself and continues to invent newer strategies to achieve its desired targets. It is in this context, the paper attempts to explore the nature and dynamics of Cyber Terrorism within the larger context of understanding cyber security. It briefly explains the nature of cyber-attacks, its modus operandi and broader implications to the Nation's security and society at large. Underlying the need to develop capacities to confront this challenging cyber threat, the paper suggests comprehensive and collaborative strategies to be able to combat increasing challenge of Cyber Terrorism locally and globally as well.

A STUDY ON INNOVATIVE MARKETING AND ITS GROWING SCENARIO IN INDIAN MARKET

Ms. Snehal Obhan

Research Scholar

It is well said "Innovation is the Key to success", innovation is an influx of new, extra ordinary or unexpected ideas that one can create. In a business the only way to succeed is through innovation of new products and services. But the story does not only end here, the way in which one can present the products or service to its customer's is the backbone of the business- Marketing. With globalization and dynamic environment it is difficult to retain customers with specific brands, and the vast spectrum of knowledge and awareness amongst customers makes it much more of a task to tap the potential customers from the ever competing market. This Article bring light on various extremely innovative marketing ideas that companies are taking over to meet the demanding customer's, And also try to understand the extent to which Indian enterprise have taken innovation to reach its customers.

FINANCIAL LITERACY AND FINANCIAL INCLUSION AMONGST UNDERGRADUATE STUDENTS: A STUDY OF KALINDI COLLEGE

Sonia Kamboj

Assistant Professor, Department of Commerce, Kalindi College, University of Delhi

Shivali Veen

Assistant Professor, Department of Commerce, Shaheed Bhagat Singh Evening College, University of Delhi

Financial inclusion means provision of financial services at an affordable cost to all sections of the economy. Financial literacy is the ability to understand the basics of finance and to make informed and rational financial decisions. The objective of the study is to understand whether only having a mere understanding of finance helps in making better financial choices or else they choose to remain financially excluded. Study is survey based. Undergraduate students of Kalindi College were the respondents. The results were in line with that of the literature showing a direct and significant impact of financial literacy on financial inclusion.



CARYL CHURCHILL: GENDER ISSUES

Dr. Suman Kumari

Govt. Teacher (Education Department)

Gender issue is not same as women's issue. Gender means understanding the behavior, opportunities and constraint that affect both men as well as women. Gender equality is the process of being fair to women and men. It has equal conditions for realizing their full human rights and for contributing to and benefiting from each sectors like economic, politics, cultural etc. Gender inequality is the most pervasive form of inequality around the world .Over the years, our world still faces a persistent gap in access to opportunities and decision making power for women and men. Caryl Churchill, being a European female dramatist put questions like – Why women are treated as secondary objects? Why women are used as consumable commodities? Why women have lost their identity? through her works. Apart from these questions, she shows how women can achieve a distinctive place with the help of her will power and firm determination. Caryl Churchill has achieved high reputation and recognition for her new views on the structure of human society by keeping feminism and feminist causes and considerations above the male causes and considerations. She has posed several gender issues about the social conventions and living patterns throughout her plays. Her plays are always about the questions crapping up in her mind about the social ethos, issues and system around her. She changes the role of characters in order to highlight false social pride and vain social systems in masculine habits and life. In her play "Light Shining in Buckinghamshire", she depicts Margaret – Brotheton character who is on trial for vagrancy. She has neither home nor food. Here Caryl Churchill raises big questions about such woman who were deprived of any rights and were reduced to a state of starvation, helplessness and hopelessness. In play "Vinegar Tom", four women are accused of being witches. There is no other cognizable offence that they are poor and helpless ladies and are judged to be so by the whimsical and false norms of the male dominated society. Gender issues include all aspects and concerns related to women's and men's lives and situation in society , to the way they interrelate , their differences in access to and use of resources , their intervention and politics. Despite juggling all of life's crazy demands birthing and child's rearing and bearing, providing financial stability and preparing healthy- home cooked meals. Women are still treated as "less than "in the workforce.

CSR PRACTICES: IMPLEMENTATION AND CHALLENGES IN ITS DEVELOPMENT

Nikhar Goyal

Assistant Professor, Department of Accounting and Taxation, IIS (deemed to be University), Jaipur

Reliably, an epic number of not-pay driven; social affiliations; informational; human affiliations; and ordinary affiliations influence pitches to corporate sections to help to a restricted degree to or totally store experiences they consider are to serve all. Likewise, thousands are supported with the verification of some favoured circumstance right now the financing alliance being suggested; routinely having basic concern estimations. Corporate social obligation (CSR), also called corporate soul, corporate citizenship, social execution, or reachable gifted business is a sort of corporate self-rule joined into a system. CSR approach fills in as a specific, modified instrument whereby business screens and guarantees its dynamic consistence with the veritable game-plan of the law, moral principles, and all things considered models. The objective of CSR is to understand obligation concerning the coalition's activities and engage a huge result through its exercises on the earth, purchasers, workers, structures, accomplices and each other individual from the open circle. The sense somewhat more than 10 years sooner was that there was no particular standard that a firm scanned for after since executive considered what included social dependable direct. A couple of administrators acknowledged social to be as a commitment; others confided in it to be an open circumstance; still others perceived proactive lead to be the correct position.

A STUDY ON APPLICATION OF ANTHROPOMORPHIC PERSONIFICATION IN THE FILM INDUSTRY AS A SOLUTION TO OVERCOME CRISIS OF FILM PRODUCTION DUE TO COVID 19 PANDEMIC

Nahla Banu.K

Research Scholar, P S M O College Tiruragadi, University of Calicut, Kerala

Anthropomorphism simply referred to as attribution of mankind traits, emotions or intensions to a non-human entities. Therefore it is considered to be a tendency of human psychology, whereas personification is another form of anthropomorphism which is the real attribution of human form and characteristics to concise the concept such as nations, emotions, and natural forces. However both the concept shows similarity with respect to storytelling and artistic characteristics of nonhuman living to the human related situations.



A REVIEW OF ROLE MICRO-FINANCE IN WOMEN EMPOWERMENT

Dr. Snigdha Sharma

Assistant Professor, Department of Economics, Government College, Jaipur

Sarvesh Choudhary

Research Scholar, Department of Economics, University of Rajasthan

According to progress report of Rajeevika (Jan, 2018) The SHGs with SB A/c are 76971, their savings is 55.24 crore, Group income is 109.01 crore and total HGs credit linked are 30717. On 2016-17 self help group is the largest microfinance program in the world because of its size and population, it links Banks, NGOs, the Governments and the objective of NRLM. The program now cover 10 crore families through 85 lakh SHGs with savings deposits of Rs. 16, 144 crore and 484 lakh groups with collateral free loan outstanding of over Rs.61, 500 crore of which 88% for rural women. There was a net addition of 6.78 lakh SHGs during the year increase the number of SHGs saving linkage to 85.76 lakh as on 31 March 2017. The saving outstanding of SHGs with Banks on 31 March 2017 Rs. 16114.22 crore during the year, banks have discussed loan of Rs. 38781.16 crore. The micro finance sector has spread with a mix of traditional and modern institutions working towards eminent ideals but each share holder running on their own truck like small fiancé Banks (SFBs), payment Banks (PBs) and many MFI-NBFCS. Initializes of the government of skilling, financial inclusion, Insurance, climate change, isolated efforts only lead to high cost of delivery, over happening and wastage of resources, peripheral coverage and concentration of benefits in a few geographies and population segments. Institution Building has been one of the key activities for Rajeevika. Mobilization of poor women into self help group at village level has been the first for RAJEEVIKA towards achieving its goals. As on December, 2017 RGAVP mobilized about 10.7 lac households into 89986 SHGs. The all mentioned data presents that Micro- Finance is working in very significant manner in relation to empowerment of women. This paper attempts to review the status of SHGs in Rajasthan in relation Women Empowerment.

COVID-19 AND V-SHAPED RECOVERY OF INDIAN ECONOMY

Dr. Sanjay Kumar

Assistant Professor, Department of Economic Studies and Policy, Central University of South Bihar, Gaya

Indian economy is a fastest developing market economy and the fifth largest economy in terms of GDP. Being the second largest populated economy it affected severely by the Covid-19 pandemic. Macroeconomic performances of the economy disturb by this pandemic. Economic activities affected severely in every sectors of the economy that entails to negative growth. Covid-19 pandemic is a global phenomenon that decreased economic activities and output growth of the world economy. The restriction of economic activities is due to the lockdown that required containing the Covid-19 pandemic. Not only the economic activities but lives and livelihoods also severely affected all over the world. Pre-Covid-19, Indian economy was experiencing the slowdown and the pandemic affected in terms of lockdown that entails to sharp fall in the growth rate of the economy. After the lockdown the Indian economy expected to recover fast and the shape of the recovery is V-shaped realised. The V-shaped recovery characterised as sharp rise back to the previous situation. V-shaped recovery of Indian economy realised post-Covid-19 because of strong consumer confidence, robust financial markets, manufacturing and export growth.

CASHLESS SOCIETY–A SUSTAINABLE ENGINE FOR GROWTH OF INDIAN ECONOMY

Dr. Rajiv Kumar Agarwal

Assistant Professor, Department of Commerce, Vardhman College, Bijnor (UP)

In any economy, cash is a legal common way for all kinds of material transaction. Cashless society is the concept in which transactions are take place through digital mode and use of hard cash remain very less. India is passionately trying to move towards a cashless transaction economy by minimizing the use of physical cash. Basic aim to build cashless economy is to eliminate black money. The best way to move towards cashless economy is only the digitalization of all the transactions and promoting the use of plastic money and developing the digital transaction habits among people. In digitalization, transactions are made through debit cards, credit cards, cheques, NIFT, RTGS and any other mode to direct transfer the money from one account to another. This research paper highlights not only the efforts of Indian Government in promoting cashless transactions but also the hurdles in the path.



USE OF TELEMEDICINE AND ELECTRONIC HEALTH RECORDS IN INDIA

Dr. Pulidindi Venugopal

Professor, Department of Technology Management, VIT, Vellore

Dr. S. Anjani Devi

Assistant Professor, GITAM School of Management, GITAM, Visakhapatnam, Andhra Pradesh

S. Aswini Priya

Research scholar, VIT Business School, VIT, Vellore

The access of healthcare services is not yet achieved fully in many developing countries, even though it is guaranteed for all people throughout the world. Particularly in rural area of developing countries are unable to access health care services. This study validates the UTAUT model by determining the impact of performance expectancy, effort expectancy, social influence on behavioral intention and also the influence of facilitating conditions and behavioral intention on usage behavior. A sample of 770 nurses were contacted for elucidating their responses in hospitals of Vellore district, out of which 580 nurses willingly filled up the questionnaire after filling the missing values with mean series all the respondents have been chosen for the final study. Regression analysis using AMOS 20 is performed and the finding of the study reveals that performance expectancy, effort expectancy, social influence have positive impact on behavioral intention. It is also clear that facilitating conditions negatively influences usage behavior whereas behavioral intention positively impacts usage behavior in employing and using electronic health records and telemedicine in hospitals of Vellore district.

A STUDY OF CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE OF SELECTED INDIAN FERTILIZER COMPANIES

Dr. Naresh Chandra Tripathi

Associate Professor and Head (Department of Management), G. S. College of Commerce and Economics (Autonomous), Jabalpur (M.P.)

India has the world's richest record of Corporate Social Responsibility (CSR). The concept of Corporate Social Responsibility may be new to the corporate world, but it was originated from Mauryan period, where philosophers like Kautilya tinted moral ethics and practices while operating business. "Corporate Social Responsibility is the continuing commitment by the business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large." Today, companies are expected to be answerable, accountable, and responsible to benefit the society as a whole. The initiatives like ISO 14001, SA-8000, OHSAS-18001 ISO - 26000, Global Reporting initiative and the Global Compact etc. are a good initiation towards CSR. Several regulatory changes have been introduced by the government over time to ensure organizations and companies play their part in CSR initiatives, for example, section 135 and schedule VII of the companies Act. as well as the CSR provisions of the Companies' Act 2014. This paper aims at studying the CSR expenditure of top 4 Indian fertilizer companies and relationship between their financial performance and CSR expenditure. The study outcome that there is significant positive relation between Corporate Social Responsibility and financial parameters such as Profit After Tax and Earning Per Share. Hence government should encourage the organizations to spend on CSR initiatives, which will not only promote environment sustainability and social causes, but this will also promote the gesture of giving back to the society and environment. Additionally, for organizations, it will impact consumer satisfaction and will positively boost their brand image.

RETAIL INVESTORS PERCEIVED RISK TOWARDS FINANCIAL DERIVATIVE

D. Srikanth Reddy

Research Scholar, Krishna University, Machilipatnam, Andhra Pradesh, India.

Dr. D. Suryachandra Rao

Professor, Krishna University, Machilipatnam, Andhra Pradesh, India

Financial derivatives have emerged as one of the biggest markets of the world during the past three decades. Early forward contracts in the US addressed merchants' concerns about ensuring that there were buyers and sellers for commodities. 'Credit risk', however remained a serious problem. Financial markets are known for their very high degree of volatility. As products of risk management, these generally do not influence the fluctuations in the underlying asset prices. Underlying assets for derivatives contracts are Commodities, Equity shares, Equity indices, Foreign exchange, etc. Researcher conducted a study with an objective - To



evaluate the perceived risk towards financial derivatives among retail investors in Rayalaseema Region of Andhra Pradesh. Thirteen statements discussed in this paper. The researcher completes the evaluation by applying statistical tools like ANOVA and Multiple Comparisons to arrive at a meaningful interpretation. Investors perceived risk is evaluated among all demographic groups. Researcher concludes that majority of investors exhibits varied perceptions due to lack of knowledge, interest in learning, zeal, worthiness of derivatives towards Financial Derivatives in Rayalaseema Region, Andhra Pradesh.

THE IMPACT OF COVID-19 ON EDUCATIONAL SYSTEM IN KASHMIR: A STUDY

Shabnam Mushtaq

Research Scholar, University of Kashmir

Ifrab Sabir

Research Scholar, University of Kashmir

Novel Coronavirus (Covid-19) is a disease that originated in the Hubei province of China and had been linked with Wuhan's sea-food market, causing a viral outbreak of severe respiratory syndrome among humans spreading almost all countries of the world. In January 2020, World Health Organisation (WHO) declared a global emergency based on the brisk alarming rate of infectivity, which caused a large-scale outburst and took a heavy toll on human lives. As of February 2021, nearly 2.4 million people died due to the spread of disease in six continents. The spread of the SARS-COV-2 outbreak radically interrupted the spectrum of human life including, the whole educational system, due to "social distancing" measures to avoid community transmission. In March 2020, the government imposed strict lockdown as a precautionary measure, the reason being the prevention of community transmission of the disease due to which the education system became dependent on the digitized mode of learning. The existing internet blockade in the valley became a cause of concern for the student and scholar community, which hampered their educational and research activities. Besides this, the virtual model of learning put forward some privacy as well as affordability concerns. This study aims to underscore the impact of the Covid-19 pandemic on the overall educational scenario in Kashmir, which witnessed the intensified disruption of internet blockade after the Abrogation of Article 370 in October 2019. Furthermore, it also highlights the need for incorporating a digitized form of learning as a medium of instruction.

EXPLORING THE MENTAL HEALTH PROBLEMS AMONG DIFFERENTLY ABLED: A REVIEW

Miss. Vaishnavi Tripathi

Psychologist & Graphologist, Lucknow, India

According to WHO, "Mental health is a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community." It has been seen that healthier lifestyles, better physical health, higher educational attainment, greater productivity, employment, and earnings are affected by positive mental health or well-being (Werner & Smith, 1992). They are more likely to face a great deal of mental health problems at workplace in comparison to others. Suitable interventions to promote mental health among them can be the best way to make them work like normal individuals with good mental health. The main aim of this systematic review was to discover, prevent and develop strategies in order to deal with mental health problems of differently abled employees at workplace. The strategies can help the organizations to create a psychologically healthy work environment, where the effects of stress can be minimized and managed in order to support employees.

OCEAN ACIDIFICATION: A MAJOR ENVIRONMENTAL ISSUE

Jyoti Pathak

Assistant Professor, Chemistry, Govt. College, Kotputli

Oceans provide a lot of benefits to the earth. Oceans transport heat from the equator to the poles, thus regulate our climate and weather conditions and patterns. Oceans also play a dramatic role in global carbon cycle. Almost half of the world's O_2 is produced by oceans. CO_2 is absorbed by it to a greater extent, even five times more than atmosphere. CO_2 emissions have increased substantially due to fossil fuel burning and other similar human activities. Ocean acidification is the direct consequence of increased CO_2 emission to the atmosphere. Increased accumulation of CO_2 in the atmosphere over a long time period, increase acidity of ocean water. In present, ocean acidification occurs almost ten times faster than 300



million years ago. Decreased pH and hence increased acidity, elevated partial pressure of CO₂ and decreased saturation state of CaCO₃ making conditions corrosive for many calcifying organisms like corals, planktons and many echinoderms. Coral bleaching is another effect of ocean acidification. This paper summarizes key information on ocean acidification, including its causes, changes to carbonate chemistry and its effects on marine organisms and human beings.

GOODS AND SERVICE TAX GLOBAL IMPACTS AND ITS INDIAN SCENARIO

Kriti Sharma

Phd Scholar, IIS University, Jaipur

In order to avoid cascading taxes in the economy, goods and service tax is a tax regime adopted by 160 countries worldwide. In 2017, India introduced GST, whereas many other countries implemented GST in their tax system many years earlier. France was the primary country to adopt this single tax system in 1954 and followed by Germany, Italy, Japan, and South Korea. For a structured and developed economy, GST is one of the top initiatives taken by most nations. The Goods and Service Tax is a value added tax levied primarily on goods and services supplied or sold for domestic or household consumption. In the growth process of the economy, GST provides revenue or income for the government. The GST portion that the company or seller of the goods sent to the government accumulates or collects from the customers. Goods and service tax is also recognized as Value Added Tax in some countries. This review paper focused on the effects of GST on the economy of various countries and its collision with society. Before and after the implementation in India, many scholars have researched on this topic. The paper sheds light on the different aspects of GST and how it affects various industrial sectors of the economy. The paper also analyzes how different researchers, with special emphasis on India, have interpreted their research on GST, its future implications, and effects in their countries.

IMPROVING THE ENVIRONMENTAL SUSTAINABILITY: NEED OF THE HOUR

Preeti Gugnani

Research Scholar Banasthali Vidyapith

Deepak Kadian

Freelancer

Environmental sustainability, such as the use of natural resources and carbon footprint, is gradually paying attention to global environmental issues, creating an opportunity for businesses to analyze their environmental effects. Environmental sustainability in business provides the potential to incorporate holistic goals and initiatives for sustainability into business plans and programs for corporate responsibility. Natural resources have been significantly limited as the human population is rising globally and the per capita consumption of natural resources is increasing day by day. Air, Water and soil have been deteriorated by human activities, urbanization, industrialization and modern farming practices. Therefore, natural resources are not only over-exploited, but also polluted with hazardous chemicals, making it impossible for future generations to live. Should not we take immediate action for this so that we can answer our coming generations? As both individual citizens and corporate citizens, regardless of size or industry, all of us should, at least progressively and often in transformative ways, enhance environmental sustainability. The first move to the development of a virtuous cycle of sustainability can be any positive action, no matter how small. Companies that foster environmental sustainability as an imperative for corporate citizenship will become pioneers in the effort to create a healthier world, culture, and economy for future generations, whether by building tailored green employee teams, committing to establishing more eco-friendly supply chains, or implementing best practices for eliminating harmful or wasteful waste.

TRANSFORMATION OF YOUNG CONSUMERS' BUYING BEHAVIOUR FROM PANDEMIC TO NEW NORMAL: A CASE STUDY OF HYDERABAD CITY

Dr. R. Prasanna

Assistant Professor in Commerce, Government Degree College for Women (Autonomous) Begumpet, Hyderabad, Telangana State

The Covid-19 Pandemic vital situation pushed the consumer buying behaviour with new variations, though temporary or permanent. Young consumers are more anxious about instability of health and earnings of family, lead to a transformation of different buying behaviour from pandemic in order to cope up with disrupted



situation. The present study aimed to know that there was any significant difference in the buying behaviour of young consumers of Hyderabad City during the first quarter of Pandemic to the present. A sample of 200 young consumers of age group between 18-25 years was considered for the study by using convenience sampling technique. Data was collected through structured questionnaire at two different timings i.e., at the time of first quarter of pandemic (March 2020 - May 2020) and at new normal (Feb, 2021) from the same respondents. Data was analyzed through SPSS. The variables considered for the study are 'first and second preference of buying various goods, preferred mode of buying goods', 'prefer brand or availability', 'preferred mode of entertainment'. Paired Sample t-test was used and compared the means. It was found that at 95% confidence level, the calculated t-value was more than the critical t-value in case of majority of selected behavioural variables and means were significantly different at two timings and null hypothesis was rejected and concluded that there was significant difference between their buying behaviour from beginning of pandemic to the present. The study also showed lights on some interesting things that Groceries was the top most priority of buying and hardly could think of other goods at the beginning, later on other goods were also included as priority. There was a move from being happy with availability of goods to choice of brand. Move of entertainment platform from digital to outing was witnessed in youngsters. There was a retention of offline shopping predominantly in case of groceries, household goods, Cosmetics & personal Care Products. Remarkable change was noted that there was shift to preference of online mode of buying in case of Food items and Electronic Goods.

कोविड-19 की वर्तमान स्थिति एवं इसके आर्थिक प्रभाव
हरगोविन्द खरेरा

सहायक आचार्य ई.ए.एफ.एम., राजकीय वाणिज्य महाविद्यालय, अलवर एवं (शोधार्थी राज ऋषि भर्तृहरि मत्स्य विश्वविद्यालय, अलवर)

लातीनी भाषा में कोरोना का अर्थ है मुकुट, जो गोल आकार में है एवं इस पर विभिन्न उभरी हुई काँटे जैसी आकृतियाँ होती हैं यह वायरस सर्वप्रथम दिसम्बर 2019 में चीन के वुहान शहर में सामने आया तथा इसने तीव्रगति से पूरे वुहान शहर, चीन एवं पूरे विश्व में 200 से अधिक देशों को अपनी चपेट में ले लिया। इस प्रकार कोरोना वायरस ने हर क्षेत्र में अपना प्रकोप फैलाया है। जिसके कारण पूरी वैश्विक अर्थव्यवस्था पर गहरा आघात पहुँचा है। इस शोध-पत्र में कोविड-19 की रूप रेखा, कोरोना वायरस का शारीरिक व मानसिक संक्रमण, लोकडाउन के आर्थिक, सामाजिक एवं शैक्षिक प्रभाव की विस्तृत व्याख्या करते हुए अंत में इसके सुझाव आदि प्रस्तुत किए जाएंगे।

घरेलू हिंसा: कारण व समाधान (भारत घरेलू हिंसा अधिनियम-2005) के संदर्भ में एक अध्ययन
डॉ. राजश्री सेठी

सहायक आचार्य, इतिहास, मा.ला. वर्मा राजकीय महाविद्यालय, भीलवाड़ा (राज.)

यत्र नार्यस्तुपुज्यंतेरमंते तत्र देवताश्च की विचारधारा रखने वाली भारतीय संस्कृति सती के रूप में जीवित महिला को जलाने वाली मान्यताओं को मानने लगी और जहाँ भगवान को अर्द्धनारी वर के रूप में पूजा जाता है वहीं महिलाओं पर अत्याचार बढ़ते चले गए और महिलाएं इसे अपनी नियति मानकर सदियों से इसे सहती आ रही है।

मानव विकास के विविध आयाम : राजस्थान राज्य के संदर्भ में
डायलाल सांखला

सहायक आचार्य, आर्थिक प्रशासन एवं वित्तीय प्रबन्ध, एम.बी.सी. राजकीय कन्या महाविद्यालय, बाड़मेर, राजस्थान।

मानवीय विकास एक विस्तृत अवधारणा है। मानव विकास, मानवीय विकास की अवधारणा से सम्बन्धित है। जिसका मूल उद्देश्य राष्ट्र के लोगों के सार्थक जीवन जीने की परिस्थितियों का निर्माण करना है। मानव विकास सूचकांक (एच.डी.आई.) मानव जीवन के विभिन्न आयामों के साथ ही दीर्घायु, ज्ञान एवं सम्मानजनक जीवनयापन के मात्रात्मक तत्वों पर केन्द्रित एक समग्र सूचकांक है। 'मानवकल्याण' की प्रगति के पथ को मापने के लिए मानव विकास सूचकांक (एच.डी.आई.) व्यापक रूप से स्वीकार्य मापक हैं। जहाँ उपलब्धियों के स्तर को मानव विकास सूचकांक के माध्यम से मापा जाता है, वहीं अभावों के स्तर को मानव निर्धनता सूचकांक द्वारा मापा जाता है। 2018 में भारत का विश्व के 189 देशों में मध्यम स्तर के मानव विकास सूचकांक 0.640 के साथ 130 वां स्थान है। देश में राजस्थान राज्य क्षेत्रफल की दृष्टि से सबसे बड़ा राज्य है। राज्य का क्षेत्रफल 3,42,239 वर्ग कि.मी. में फैला है। राजस्थान का पहला मानव विकास प्रतिवेदन वर्ष 2002 में जारी किया गया था। इसका मुख्य विषय "वैश्वीकरण के युग में स्थायी आजीविका को बढ़ावा देना" था। राज्य सरकार मानव विकास के विभिन्न आयाम हेतु सीधे मानव क्षमताओं को बढ़ाने के अन्तर्गत जन्म के समय जीवन प्रत्याशा एक स्वस्थ एवं दीर्घायु जीवन जीने की क्षमता, शिक्षा तथा प्रतिव्यक्ति सकल राष्ट्रीय आय को सुधारने एवं बेहतर बनाने के लिए सरकार द्वारा अनेक कार्यक्रम चलाये जा रहे हैं। इन कार्यक्रमों के द्वारा सरकार निरन्तर मानव विकास के विविध आयाम को पूर्ण करने हेतु प्रयासरत है।

भगवान अटलानीकी कहानियों में आधुनिक युग-बोध
डॉ. बाबूलाल बैरवा

सहायक आचार्य हिंदी विभाग, स्व. पं. न.कि. श. राजकीय महाविद्यालय, दौसा, राजस्थान

हिंदी साहित्य जगत में कहानी सबसे महत्वपूर्ण एवं सशक्त विधा है तथा समकालीन कहानीकार नवीन चेतना से युक्त होकर अपने जीवन अनुभवों के आधार पर मानवीय जीवन मूल्यों को चित्रित करने का सार्थक प्रयास अपनी कहानियों में करते हैं वह परंपराओं आदर्शों तथा नैतिकता



और मूल्यों के पुरातन चोरों को आर कर समकालीन यथार्थ बोध से युक्त विषय वस्तु ऊपर कहानी लेखन का कार्य करते हैं समकालीन कहानियाँ उस जीवन और जगत को प्रति फलित करती है जिसमें हम स्वास लेते हैं तथा जीते हैं वह आज की उदासीनता तनाव संदेशों और निष्कर्ष तथा अजनबी बन एकांकी पन अवसरवादी आदि विषयों को चित्रित करके जीवन की जटिलताओं को रेखांकित करती है इसी दिशा में राजस्थान के समकालीन कहानीकारभगवान अटलानी अपना महत्वपूर्ण स्थान रखते हैं भगवान अटलानी की कहानियों में नएयुग के विषयों कोपकड़ने और कथा के रूपमें पिरोंने की चामत्कारिक क्षमता है।इनकी कहानियों में आधुनिक युग बोधों का यथार्थ परक चित्रण किया गया है। अजनबी पन,एकांकीपन,घुटन, निराशा,पारिवारिक संबंधों में दरार आदि युगबोधों का विश्लेषण इस शोध पैर में किया गया है।

आत्मनिर्भर भारत: राजस्थान के लघु उद्योगों के संदर्भ में डॉ. हवा भंवर शेखावत

एसिस्टेंट प्रोफेसर (व्यवसायिक प्रबन्ध), सोनादेवी सेठिया गर्ल्स पी.जी. कॉलेज, सुजानगढ़, राजस्थान

आत्मनिर्भर होना एक युवा के साथ साथ एक देश और राज्य के लिए भी बहुत ही जरूरी है, क्योंकि जब देश आत्मनिर्भर होगा तो वह हमेशा ही अपने विकास के रास्ते पर नये कदम लेता रहेगा और उसे किसी भी अन्य पर निर्भर होने की आवश्यकता नहीं रहेगी। कोविड-19 के कारण उपजी हुई परिस्थितियों के बाद देश के नागरिकों को सशक्तीकरण करने की आवश्यकता है ताकि वे देश से जुड़ी समस्याओं का समाधान कर सकें तथा बेहतर भारत का निर्माण करने में अपना योगदान दे सकें। आत्मनिर्भर भारत के लिये आवश्यक है कि सर्वप्रथम राज्य आत्मनिर्भर बनें इस हेतु राजस्थान निरन्तर प्रयासरत है।

भीलवाड़ा जिले में कृषि भूमि उपयोग का बदलता स्वरूप डॉ. जगदीश प्रसाद मौर्य

सह आचार्य—भूगोल, स्व.प.न.कि.श.राजकीय स्नातकोत्तर महाविद्यालय,दौसा, राजस्थान।

भारत एक कृषि प्रधान देश है देश की लगभग 70 प्रतिशत जनसंख्या अपने जीविकोपार्जन के लिए कृषि पर आश्रित है। कृषि पर अनेक भौतिक एवं सांस्कृतिक कारकों का प्रभाव निश्चित रूप से पड़ता है। मानव अपने बुद्धिबल एवं आधुनिक तकनीक से कृषि स्वरूप को नया आयाम देने का प्रयास करता रहा है। प्रस्तुत अध्ययन के अन्तर्गत कृषि भूमि उपयोग में परिवर्तन एवं इसके पर्यावरणीय व भौतिक प्रभावों का देखा गया है। तथा इनके कारकों का पता लगाकर कृषि विकास हेतु सुझाव प्रस्तुत किये गये हैं। ताकि कृषि उत्पादन में वृद्धि करना सम्भव हो सके। भीलवाड़ा जिले में भूमि उपयोग के बदलते स्वरूप तकनीकी परिवर्तन कार्य हेतु वहां पर फसल गहनता संयोजन में विभिन्न फसलों के अन्तर्गत कृषि भूमि का अध्ययन किया गया है। फसल संयोजन मूल रूप से वहां के प्राकृतिक परिवेश के साथ ही सांस्कृतिक, सामाजिक व आर्थिक वातावरण से जुड़ा रहता है। कृषि न केवल ग्रामीण जनसंख्या के व्यवसाय व आय का मुख्य आधार है बल्कि औद्योगिक कच्चे माल व ग्रामीण अर्थव्यवस्था की आधारशिला है। प्रस्तुत शोध अध्ययन में भीलवाड़ा जिले की 16 तहसीलानुसार कृषि भूमि उपयोग के प्रारूप पर परिवर्तन के प्रभाव में पायी जाने वाली विभिन्नताओं व समानताओं एवं कृषिगत संबंधों के अन्तर को स्पष्ट किया गया है। इसके साथ ही जिले में भूमि उपयोग हेतु फसल प्रारूप, सिंचाई प्रारूप, एनिकटो एवं बांधों की संख्या तथा उसके सिंचित क्षेत्र प्रारूप का तुलनात्मक अध्ययन किया गया है।

भारत में शिक्षा का ऐतिहासिक स्वरूप : एक विश्लेषण डॉ. कमलेश कुमार सारसर

सहआचार्य — इतिहास, स्व. राजेश पायलट राजकीय, स्नातकोत्तर महाविद्यालय, बांदीकुई, दौसा, राजस्थान।

भारतीय समाज में प्राचीनकाल से शिक्षा का स्वरूप अत्यन्त ज्ञानपरक,सुव्यवस्थित और सुनियोजित था, जिससे व्यक्ति के लौकिक और पारलौकिक जीवन के लिए विभिन्न प्रकार की शिक्षा प्रदान की जाती थी। मनुष्य और समाज का आध्यात्मिक और बौद्धिक विकास शिक्षा के ही माध्यम से सम्भव माना जाता है।शास्त्र और विवेक से शिक्षा सम्पन्न होती है। शिक्षा से मनुष्य में ज्ञान का उदय होता है। इसलिए ज्ञानोन्मुख का आधार तत्व शास्त्र और विवेक माना गया है। भारतीय परम्परा के अनुसार 'ज्ञान अथवा विद्या से मुक्ति प्राप्त होती है तथा मनुष्य शिल्प में निपुणता प्राप्त करता है।' इस तरह ज्ञान के आलोक से मनुष्य का जीवन आलोकित होता है, क्योंकि किसी भी कार्य को करने वाले दो प्रकार के व्यक्ति होते हैं, एक तो वे जो उसको समझ अथवा ज्ञान से करते हैं। दूसरे वे जो बिना समझ अथवा अज्ञान से करते हैं। किन्तु विद्या और अविद्या दोनों एक दूसरे से भिन्न हैं। विद्या और मनोयोग से व्यक्ति कर्म करता वही अधिक शक्तिशाली होता है।¹ वस्तुतः ज्ञान अथवा विद्या से व्यक्ति का कर्म और आचरण परिष्कृत और दिव्य हो जाता है और वह ज्ञान-सम्पन्न होकर दैवतुल्य हो जाता है। वैदिक काल में ऐसे ज्ञानी व्यक्ति को सर्वोच्च सम्मान प्राप्त था। ऋषि परम्परा के अनुसार जब व्यक्ति विद्या और ज्ञान से सम्पन्न हो जाता था तब ऋषि ऋण से मुक्त हो जाता था। मनुष्य के जीवन में विद्या अथवा ज्ञान का विशिष्ट स्थान है। विद्या के बिना मनुष्य का जीवन पशुतुल्य है। अतः अज्ञानी मनुष्य का जीवन अन्धकारमय है।² छांदोग्य उपनिषद में कहा गया है कि अक्षर को जानने और न जानने वालो, दोनों कर्म करते हैं। किन्तु विद्या और अविद्या, दोनों भिन्न-भिन्न (फल देने वाली) हैं। जो कर्म विद्या, श्रद्धा और योग से संयुक्त होकर किया जाता है, वही प्रबलतर होता है।³ अतः ज्ञान से ही उसका जीवन आलोकित होता है। ज्ञान मनुष्य का तीसरा नेत्र है, जो उसे समस्त तत्वों के मूल को समझने में समर्थ करता था तथा उसे सही कार्यों की ओर प्रवृत्त करता है।⁴ शिक्षा से मनुष्य का जीवन समृद्ध और उन्नत होता है उसकी बुद्धि और प्रज्ञा सुदृढ़ और प्रांजल होती है। विद्या से मनुष्य अपना जीवन सार्थक करता है। इसके बिना उसका जीवन निरर्थक और सारहीन रहता है। ऋग्वैदिक समाज में भी भौतिक की अपेक्षा बौद्धिक ज्ञान का महत्त्व था। उस युग में उच्च विचार, ज्ञान की महिमा, त्यागमय जीवन, आध्यात्मिक चिंतन और भौतिक आकर्षण के प्रति विरक्ति मनुष्य के जीवन के मूल्य ऋग्वेद के गायत्री मंत्र यजुर्वेद के मंत्र 'ऊँ भूर्भुवःस्वः' और ऋग्वेद के छन्द 3.62.10 के मेल से बना है। यह मंत्र ज्ञान के उच्चतम आधार थे। मंत्रदृष्टा मनीषों की भाषाओं में उच्चतम दार्शनिक चिन्तन दिग्दर्शित होता था। शतपथ ब्रामाण में कहा गया है कि स्वाध्याय और प्रवचन का अनुगण करने से व्यक्ति का मन एकाग्र हो जाता है, फलस्वरूप वह स्वतन्त्र हो जाता है। इससे उसे नित्य धन की प्राप्ति होती है, सुखद निद्रा आती है, वह अपना चिकित्सक बन जाता है। उसकी इन्द्रिया संयमित हो जाती है।



कोविड-19 का भारतीय अर्थव्यवस्था पर प्रभाव
डॉ. कैलाश चन्द मीना

सहायक आचार्य-व्यवसायिक प्रशासन, स्व. राजेश पायलट राजकीय स्नातकोत्तर महाविद्यालय, बाँदीकुई, दौसा, राजस्थान।

दुनिया की प्रमुख अर्थव्यवस्थाओं के साथ-साथ भारतीय अर्थव्यवस्था भी कोविड-19 से गंभीर रूप से प्रभावित हुई है। आमजन एवं व्यापारियों पर इस महामारी का गहरा असर हुआ है। कोरोना महामारी की वजह से बाजार में अस्थिरता हो गयी। उत्पाद एवं सेवाओं की माँग एवं पूर्ति में असंतुलन हो गया। बेरोजगारी में तीव्र बढ़त हो गयी। आपूर्ति में श्रृंखलाओं पर तनाव, सरकारी आय में कमी, पर्यटन उद्योग का पतन, विदेशी विनिमय अर्जन में कमी, आयात-निर्यात में व्यापक स्तर पर असंतुलन सामन आया है। कोविड-19 के दौरान भारत में अभूतपूर्व आर्थिक व्यवधान के कारण करोड़ों भारतीयों को रोजगार में विमुख होना पड़ा। एक सर्वे के अनुसार 84 प्रतिशत परिवार को इस महामारी से आर्थिक आमदनी से नुकसान उठाना पड़ा है। 32 करोड़ विद्यार्थियों की अध्ययन व्यवस्था प्रभावित हुई है। जिनमें 84 प्रतिशत ग्रामीण क्षेत्रों में रहते हैं और 70 प्रतिशत सरकारी विद्यालयों में अध्ययन के लिए आते हैं। सांख्यिकी मंत्रालय के अनुसार वित्त वर्ष 2020 की चौथी तिमाही में भारत की वृद्धि दर घटकर 31 प्रतिशत रह गई है। अन्तर्राष्ट्रीय मुद्रा कोष के अनुमान के अनुसार भारतीय अर्थव्यवस्था 4.5 प्रतिशत की दर से सिकुड़ने की संभावना है। कोविड-19 के दौरान 35 प्रतिशत वृद्धि भारत के अरबपतियों की सम्पत्तियों में हुई है। यह 2009 के 422.9 अरब डालर के आकड़े 70 प्रतिशत अधिक है।

21वीं सदी में हिन्दी सिनेमा और बाजार
सीमा खड़कवाल

सह आचार्य-हिन्दी, स्व. राजेश पायलट राजकीय, स्नातकोत्तर महाविद्यालय, बाँदीकुई, दौसा, राजस्थान।

फिल्में समाज का दर्पण होती हैं। समाज की बात कर के, सामाजिक मुद्दों को उठाकर फिल्में स्वतः सामाजिक सरोकारों से जुड़ जाती हैं। पुरानी फिल्मों में फिल्मकार व्यावसायिकता को ऊपर रखते हुए भी सामाजिक मुद्दों की अनदेखी नहीं करते थे। अछूत कन्या, आचारा, श्री 420, अंदाज, मदन इण्डिया, सुजाता, बन्दिनी, साहब बीबी गुलाम, बूट पॉलिश, चौदहवीं का चाँद, दो बीघा जमीन जैसी फिल्में व्यावसायिक रूप से सफल होकर भी समाज को सन्देश देने में सफल होती रही हैं। इस स्थिति में बदलाव आया 90 के दशक में। देश में आये आर्थिक उदारीकरण एवं ग्लोबलाइजेशन ने सिनेमा में पूँजी के प्रवाह को बढ़ाया और हिन्दी फिल्मों को रीलिज के लिए अन्तर्राष्ट्रीय मंच दे दिया। अब फिल्में समाज और दर्शक को ध्यान में रखकर नहीं बाजार को ध्यान में रखकर बनायी जाने लगी। मल्टीप्लेक्स का दौर शुरू हुआ। हिन्दी सिनेमा के परम्परागत दर्शक (ग्रामीण किसान, मजदूर, और निम्न मध्यम वर्ग) के लिए मल्टीप्लेक्स का मंहगा टिकट खरीदना बूते से बाहर की बात होने लगी। यह परम्परागत दर्शक मल्टीप्लेक्स से ही नहीं सिनेमा के पर्दे से भी गायब होने लगा। आर्थिक उदारवाद ने देश में नव धनाढ्य वर्ग पैदा किया। इसी नव धनाढ्य वर्ग और अप्रवासी भारतीयों को केन्द्र में रखकर फिल्में बनने लगी और सफल भी होने लगी। अब फिल्मकार के लिए सामाजिक मुद्दे गौण और आर्थिक मुनाफा महत्वपूर्ण हो गया। फिल्मों पर बाजार और उपभोक्ता संस्कृति हावी होती चली गयी। फिल्मों के आर्थिक मुनाफे को देख इस क्षेत्र में निवेश करने के लिए अनेक कॉरपोरेट घराने आ गये। क्राउड फण्डिंग के जरिये फिल्मों में नयी प्रतिभाओं को अवसर मिला और फिल्मों का परिदृश्य बदला। नये कथ्य और प्रस्तुतिकरण को दर्शको ने उत्साह के साथ स्वीकार किया। फिल्मों का ट्रेन्ड बदला तो दर्शक और वितरक भी बदलने लगे। लेकिन कोरोना काल में अचानक सब कुछ ठहर गया, फिल्मों की शूटिंग रोक देने और बड़ी फिल्मों की रीलिज रूक जाने से फिल्म उद्योग को भारी आर्थिक नुकसान हुआ। लॉक डाउन में जहाँ मल्टीप्लेक्स बन्द थे वहीं ओटीटी प्लेटफॉर्म पर लघु फिल्मों और वेब सीरिज के रूप में दर्शको को नया सिनेमा भी देखने को मिला है। अब ओटीटी प्लेटफॉर्म नये मनोरंजन केन्द्र के रूप में उभरे हैं। आज बाजार के प्रभाव के कारण ही बॉलीवुड पर कुछ व्यक्तियों या घरानों का वर्चस्व नहीं रहा। गैर फिल्मी परिवारों से आये प्रतिभाशाली युवाओं को अब मौके मिल रहे हैं। उन्हें अवसर देने के लिए नेटफिलक्स, अमेजन प्राइम विडियो जैसी स्ट्रीमिंग कम्पनियाँ तैयार खड़ी हैं। उम्मीद की जा सकती है कि बाजार का यह सकारात्मक प्रभाव हिन्दी सिनेमा में एक नया अध्याय शुरू करेगा।

पंत के काव्य में गांधी दर्शन

डॉ. रामेश्वर प्रसाद मीना

सहायक आचार्य हिन्दी, स्व. रा.पा. राजकीय महाविद्यालय, बाँदीकुई, राजस्थान।

समय के अनुरूप हिन्दी साहित्य में छायावादी और गांधी जी का भारत आगमन दक्षिण अफ्रिका से एक साथ हुआ था। जिस सम भार ब्रिटिश शासन और परम्परागत विषमता का कुप्रभाव या शोषण का शिकार हो रहा था उस समय गांधी जी का भारत के स्वाधीनता का आन्दोलन को शुरू करना बरदान साबित हुआ अब देश की राजनीति केवल वार्तालाप तक सीमित न रहकर जन सामन्य तक पहुंचकर आजादी के बीज रूप में अंकुरित होने लगी थी। सवाधीनता आन्दोलन अब लैकिक मूर्त रूप तथा जन सामन्य से जुड़ने लग गया था। यह स्वाधीनता आन्दोलन भक्ति आन्दोलन की भाँति आम जन को भक्त न बनाकर जीवन की ज्वलंत समस को दूर करने के लिए भागीदार बना रहा था।



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IMPACT OF PANDEMIC COVID-19 ON EDUCATION IN INDIA

Dr. Sushila Kumari

Assistant Professor of Teaching of Mathematics, B.S.K.College of Education (for Women), Mandi Dabwali

The covid-19 pandemic has affected each and every sphere of life including educational systems worldwide. Most Governments decided to temporarily close educational institutions in an attempt to reduce the spread of Covid-19. As of 12 Jan., 2021, approximately 825 million learners are currently affected due to school closure in response to the pandemic. School Closures Impact not only students, teachers and families but have far reaching societal and economic consequences. It includes various social and economic issues like food insecurity, homelessness, digital learning, internet access, access to health care and disability services etc. The closures of schools, colleges and universities are hugely affecting the learning across the India due to this pandemic. It has affected Board Examinations, University Examinations, Admission Process, Competitive Exams etc. Thus there is dire need to find the creative solutions to teach students online as well as offline in a hybrid format and to resolve other issues also in the present scenario. This paper mainly highlights the impact of Covid-19 on Education in India.

GLOBAL ISSUES: GENDER EQUALITY AND WOMEN'S EMPOWERMENT

Dr. Kiran Raj

Assistant Professor, Manipal University Jaipur

Gender equality is, first and foremost, a human right. A woman is entitled to live in dignity and in freedom from want and from fear. "Women empowerment" and "women equality with men" is a universal issue. Women empowerment is a term that is used to encourage, inspire and celebrate women. It is also used to celebrate the strides that women and girls have taken in terms of gender equality, financial independence and high confidence. Empowering women is also an indispensable tool for advancing development and reducing poverty. Empowered women contribute to the health and productivity of whole families and communities and to improved prospects for the next generation. The importance of gender equality is underscored by its inclusion as one of the eight Millennium Development Goals. Gender equality is acknowledged as being a key to achieving the other seven goals. Yet discrimination against women and girls - including gender-based violence, economic discrimination, reproductive health inequities, and harmful traditional practices - remains the most pervasive and persistent form of inequality. Globally, women have fewer opportunities for economic participation than men, less access to basic and higher education, greater health and safety risks, and less political representation. Every Woman deserves to be treated with respect and dignity. Not allowing them to get educated or not providing them with a safe working environment is against basic human rights. Empowering women would help in dealing with human right issues. Empowerment of women is also important in **accomplishing the world goal of gender equality**. By empowering girls, this goal is achieved as they are better able to compete with their male counterparts in places such as government, learning institutions and even leadership positions.

SCOPE OF HOMOEOPATHY IN THE TREATMENT OF VARIOUS PANDEMIC DISEASES

Dr. Apoorva Saxena

BHMS, STSH Research scholar 2018 by CCRH, Government of India

A pandemic is an epidemic of an infectious disease that has spread across a large region, for instance multiple continents or worldwide, affecting a substantial number of people. Throughout human history, there have been a number of pandemics like Plague, which occurred from 1346 to 53. Cholera which had multiple outbreaks during 1817-1975. Spanish flu, a major pandemic from 1918-1920. Ebola viral disease had multiple outbreaks from 1976 to 2019. COVID-19, the first reported case in China appeared November 17, 2019 in the Hubei Province and is continuing till now. Homoeopathic system of medicine has always worked wonders in the treatment of epidemic and pandemic diseases. Since its inception in 1796, homeopathy has been used in the treatments of various epidemic diseases. For example, Dr. Hahnemann published this in the pamphlet of Cure and Prevention of Scarlet Fever in 1801. At that time, he promoted homoeopathic medicine named as *Belladonna*, as a specific prophylactic remedy for Scarlet fever. In 1815 Hahnemann treated 180 patients during a typhus outbreak in Leipzig, Germany. In 1831 he also described the use of homoeopathic medicines named *Camphora*, *Cuprum metallicum* and *Veratrum album* for the prevention and treatment of epidemic of



Asiatic cholera in the German area. Other prophylactics recommended by Dr. Hahnemann were homoeopathic medicine named *Aconite napellus* for *Purpura millaris*, *Camphora officinalis* for *Asiatica cholera*, *Merc cyanatus* for *Diphtheria*, *Pulsatilla* for *measles*, etc.

IMPACT OF PANDEMIC ON THE STRESS DEALT BY THE POLICE PERSONNEL

Ankita Joshi

Research Scholar ICF AI University, Jaipur

The pandemic situation has been a nerve-racking experience and a real testing situation for the country's law enforcement agencies specially the police force. At the start of the lockdown, the police authorities throughout the country were faced with an unprecedented/never heard before task which was i.e. to put the entire population of the country under curfew inside their houses. Here, the police personnel were faced with multifold tasks such as educating people about the pandemic, requesting them to restrain themselves from moving out, helping people in distress and sufferers of COVID-19, enforcing the lockdown through strict measures at some places, manage the supply chain of essential goods etc. During this time, their role changed from their routine as their duty hours increased and all their holidays were cancelled. This all added to the stress they already bear in their profession. Policing is such a profession which deals with huge amount of stress which thus makes officers susceptible to various behavioral and mental outcomes. This paper focuses on the stress police officers have faced during this pandemic situation and suggesting how they can cope up with this stress which hampers their performance at workplace. The study would focus on theories associated with the stress at workplace or occupational stress Person and environment fit model which denotes the relationship between the work and the environment at work place, If there is a misfit between an individual and his work environment it can cause stress in an individual and another model which can be focused on in the present paper is of Job characteristic model which focuses on the factors like importance of job, different skills needed at the job and the behavioral outcomes associated with the characteristics of job of an individual. Thus, pandemic has proved to be a boon as well as bane for the police personnel as far as the stress as well as coping with it is concerned as despite of all the challenges during this pandemic it made them more stronger and resilient towards handling such situation but at the same time many policemen lost their precious lives.

INFLUENCE OF A COMPANY'S GROWTH RATE ON THE INVESTMENT RATIO AND THE PROFIT

Poonam

Research Scholar, Department of Commerce, Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu

Impact of a influence of an organization's development RATE on the venture RATIO (in resources) and the benefit in the Financial Statements - an observational investigation of yearly fiscal summaries (Bachelor) or a model examination. I have perused numerous investigates which utilized relapse examination to depict the connection between deals development and benefit, or resources development and benefit. However, my exploration question is, the number of % should we put resources into resources, when we need to have y % in deals development, and how does the consequences of y% deals development present in benefit that we can find in the budget reports. Could you folks if it's not too much trouble, suggest me a few papers or investigates which identified with my inquiry and which catchphrases would it be advisable for me to use to discover them? Organization's development rate on the venture ratio and the benefit?

VISUAL QUALITATIVE OF CORONAVIRUS (COVID)-19 IDENTIFICATION USING DIGITAL WORLD

Shubhra Chaturvedi

Assistant Professor, Govt. College Malpura, Tonk

World Health Organization (WHO) gave the name "Corona Disease of 2019 (COVID-19)", caused by the unique form of virus structure as SARS-COV-2. Medical authority registered the first case in Wuhan, China and afterwards it exponentially spreads among people globally. Till date, the WHO, UN and other worldwide organizations reported many deaths (in thousands and still counting) due to the unavailability of any cure as well as late detection. In addition, hospitals and government suffer from deficiency of general resources such as PPE kit, ventilators, masks, gloves, general medicines etc. that makes the condition more severe. Therefore, it



becomes essential to implement an automatic detection model by using advanced image processing techniques, which deliver the instant diagnostic report in order to help in prevention from COVID-19 dispersion. This qualitative assessment offers the significant image processing techniques to detect the early symptoms of COVID-19 from X-ray reports or radiographs. For instance, Inception-ResNetV2, InceptionV3 and ResNet50 are some forms of Convolutional Neural Network schemes that have the potential to detect the COVID-19. This assessment report presents the other effective image processing schemes that can utilize to detect the spreading of virus in human body accurately within short duration. Such models needed the highest classification performance with authenticate datasets of patients. The best feature of advanced image processing is that it is highly compatible with other progressive techniques such as Machine Learning, Artificial Intelligence, Data Analytics, and Robotics etc. All such techniques are highly dependable on image processing procedures such as image detection, segmentation, and feature extraction for the analysis of images. Each detection process initiated with image acquisition step such as X-ray, Computed Tomography (CT) images etc. Therefore, each technology needs the help of advanced image processing schemes for further assessment of disease. Early phase detection is the most crucial stage in disease prevention. This article depicts the potential of the algorithms used in feature extraction such as Discrete Wavelet Transform (DWT), Grey-Level Size Zone Matrix (GLSZM), Grey Level Run Length Matrix (GLRLM), Local Direction Pattern (LDP), Grey Level Co-occurrence Matrix (GLCM), Support Vector Machines (SVM), etc. Some of the performance metrics of COVID-19 detection via image processing techniques are F-score, precision, accuracy, specificity and sensitivity. The existing work illustrates the highest classification accuracy of GLSZM feature extraction method among the others. Such image processing techniques can efficiently detect the minute spalls or cracks occurred in respiratory organs due to COVID-19. This study highlights the cost-effective methodologies to practice the medical treatments in spite of the others labor and time-consuming procedures. Image processing algorithms can extract the significant features from digital images due to the presence of projection integrals and steerable filters. Therefore, this assessment presents the correlation between imaging manifestations and medical practices on COVID-19.

IMPACT OF NATIONAL EDUCATION POLICY (NPE) 2020 ON HIGHER EDUCATION

Shikha Singh

Research Scholar, Department of Education, Mahatma Gandhi Kashi Vidyapith Varanasi (U.P.)

The new NPE was released under the Gov. of India's Ministry of Human Resource and Development (now Ministry of Education) on thirty July 2020, with the slogan of Educate, Encourage, and Enlighten. The aim of this policy is to organize the youngsters of republic of India with 21st century skills. This policy is based on the 3 pillars Research, Innovation and Quality, with the target of developing India in a knowledge super power. The NEP 2020 is expected to bring positive and long lasting impact on Higher Education system in India.

The following are the key points of NEP 2020 in Higher Education category-

- Increase GER in Higher Education
- Holistic Multidisciplinary Education
- Restructuring of UG and PG degree
- Multiple entry and exit system
- Academic bank of credits
- Multidisciplinary Education and Research Universities
- Rationalized Institution Architecture
- National Research Foundation
- There will be no M.Phil. programmes
- End of college affiliation (in 15 years)
- Financial support for students
- Open and distance learning to be expanded
- One common entrance exam for colleges
- Effective governance and leadership in HEIs



- Motivated , energized and capable faculty members
- Single regulatory body for Higher Education
- NETF will be created to promote use of technology
- A new comprehensive NCFTE to be formulated
- Adult Education
- Promotion of Indian languages
- More Investment in Education
- Open top foreign University campus in India

AN EMPERICAL STUDY ON CHALLENGES FACED BY SUGAR SECTOR IN INDIA

Neha Goswami

Research Scholar, K.R. Mangalam University, Haryana

Dr. Kshama Sharma

Assistant Professor, K.R. Mangalam University, Haryana

The Indian sugar sector has a major contribution in the Indian economy as India is the biggest consumer of sugar which is 26 million tonnes per annum in the world. India is also one of the largest producers of sugar i.e. 31 million tonnes annually. The sugar sector in India has a total turnover of Rs. 1 lakh crores and in India, there are approximately 530 sugar mills are working and this sector also provides direct employment to around half a million workers in their sector. This paper attempts to focus on the major challenges faced by the sugar sector in India. The objective of this study is to know the role of the government to solve these challenges that arises due to the excessive regulations imposed by both state and central government. The present study is mainly dependent on the literature that is available of sugar sector. The information for this study will be further collected from the report of the Indian sugar mill association, and the various websites and books related to sugarcane production and sugar production. The present study will also provide different measures to be adopted by the government to solve the problems of Indian sugar sector.

GROWTH OF LEATHER AND FOOTWEAR INDUSTRY IN INDIA

Tanu

Research Scholar, K.R.Mangalam University, Haryana

Kshama Sharma

Assistant Professor, K.R.Mangalam University, Haryana

Indian leather industry holds the place of prominence in terms of foreign exchange earnings. The industry has immense potential in generating employment and achieving high export oriented growth. In footwear production Indian comes on second position after China. India has a strong base of raw material and technical expertise to achieve the target growth. But there are many hindrances in the path. However the past efforts like Modernization of tanneries, promotion of effluent treatment plants, restructuring the industry and creation of leather clusters have not yield a desirable result. The purpose of this paper is to determine the export potential of leather and leather products in India.

HOW LIQUIDITY AND SOLVENCY RATIOS INFLUENCE THE PROFITABILITY OF AUTOMOBILE INDUSTRIES IN INDIA

Mrs Rashmi Kalra

Research Scholar, School of Business Management and Commerce, MNV University, Palwal, Haryana, India

The Indian Automobile Industry is increasing at an average rate of 25 percent for the past few years. The main objective of this paper is to determine the impact of liquidity and solvency ratios on profitability of automobile industries in india. analyze the effects of various factors on the profitability in Indian Automobile Industry and determine the liquidity and solvency ratios of automobile industries of india. The secondary data is collecting for five years for selected five companies, the specific ratios are chosen for analysing influence of liquidity and



solvency ratios on profitability of Indian automobile industry. Multiple ratios are analysis to measure the effects of the independent variables on the dependent variable. On the basis of our regression model we are trying to prove that the profitability of the Indian Automobile Industry is highly dependent on Operating Ratio, CR, QR,ROA, ROE,debt-to-Assets,ITR ,ICR.and Long Term Debt to Equity Ratio respectively. Result of the study may cater the management for taking suitable decision for future.

INFORMATION TECHNOLOGY IN BANKING SECTOR IN INDIA (WITH SPECIAL REFERENCE OF BIHAR)

Kaushailendra Kumar

Research Scholar, Magadh University, Bodh, Gaya, Bihar

In the last few decades, the banking sector has witnessed a series of important transformations. These days, the Indian banking system is regarded as a well developed and well regulated banking system throughout the world. Today the banking industry is stronger and capable of withstanding the pressures of competition. Internationally accepted prudential norms have been adopted, with higher disclosures and transparency, Indian banking industry is gradually moving towards adopting the best practices in accounting, corporate governance and risk management. The paper examines the new trends in the banking sector in India. The various opportunities for banking sector have also been discussed. The paper also discusses the Information Technology (IT) with regards to banking sector, as it plays an important role in the banking sector. Further, the future prospects of banking sector have been stressed upon.

STUDY ON ADDITION OF COW DUNG (CD) ASH POWDER IN PORTLAND POZZOLANA CEMENT (PPC) WITH APPROPRIATE PROPORTIONATE TO FORM A CONCRETE

Mahim Mathur

Civil engineering department, School of engineering and technology, Suresh Gyan Vihar Universty, Jaipur, Rajasthan

Dr. R.C. Chhipa

Civil engineering department, School of engineering and technology, Suresh Gyan Vihar Universty, Jaipur, Rajasthan

Cow Dung Ash is an additive that can be added in concrete for an increase in durability, workability, and strength of concrete using Portland Pozzolana cement (PPC). Partial replacement with PPC which varies from 1% to 5 % and 10% at various proportionate with cement for M20& M25. All mix of concrete was examined for slump test and compressive strength for 3 days, 7days and 28 days. A slump test was found efficiently at 10% Cow Dung Ash as compared with other proportionate for M20 and M25 grade of concrete. 28 Days Compressive strength observed was **21.45 N/mm²** in M20 is good as per Indian code specification. 28 Days Compressive strength observed for M25 is **26.85 N/mm²** which is good. Cow Dung Ash acts as an additive and substituent for better strength and performance.

INTERNATIONAL COOPERATION INTIMES OF COVID-19 PANDEMIC

Raju Thomas

Assistant Professor, Department of Applied Business Economics, St. John's College, Agra, U.P.

We are living in a world divided and torn by thousands of conflicts that range from individuals, groups, communities, societies, regions and nations in the global system. The relevance and importance of International Cooperation has become increasingly vital. International relations are characterised by a complex system of international relationships between a wide range of governmental and nongovernmental, national and international agencies. In recent years, as globalization has accelerated, international trade, cross-border travel, and global communication, people find themselves more connected and interdependent than ever before; and as a result physical 'borders' are less of a barrier to the free flow of people, goods, services, ideas, and technology. The COVID-19 pandemic is transforming all societies, the economy, lifestyle, human relations, education and understanding of life. It is not only general systemic health crisis of any one nation but a global crisis. As this pandemic has spared no country its solution requires the mobilization of all the good will and available skills, both at the national and international, as the only way to meet the major challenges of tomorrow. In the year 2020 we



witnessed the coronavirus lockdown in India. Many individuals, nongovernmental organisations and charitable organizations, for instance, have already played a critical role in responding to this particular crisis. At the international level there has been insufficient cooperation in providing support to countries with poorer or weaker states that are unable effectively to control the spread of the disease on their own. Given the current international context, in the last few years, there has been failure of cooperation and an accompanying surge in the populist nationalism as well. The 'My Country First', attitude has undermined the willingness of different countries to cooperate and thus their ability to respond effectively to the COVID-19 pandemic. This paper attempts to look into the reasons of failure in national and international cooperation and suggest viable solutions.

INTEGRATED PEST MANAGEMENT TECHNIQUES OF BLACK PEPPER SEED EXTRACTS AGAINST CALLOSBRUCHUSMACULATUS (FAB.)

Mosmee Meena

Assistant Professor, Department of zoology, J.D.B Girls College, Kota

Cultural Control plays a key role in keeping down the number of callosobruchus maculatus(F.) carry-over between cowpea seeds. The use of chemicals in agriculture fields for the management of various insect pest populations created many unwanted effects. Present study was based on integrated pest management techniques.

STUDY OF MUKHYAMANTRI KAUSHAL VIKAS YOJNA (MMKVY) WITH SPECIAL REFERENCE TO DISTRICT RAJNANDGAON (CHHATTISGARH)

Kapish Chandra Pandey

Research scholar, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh

Chhattisgarh government has made a dedicated effort to get demographic dividend by empowering its human resource through skill development program 'Mukhyamantree Kaushal Vikaas Yojna' (MMKVY) with help of Chhattisgarh State Skill Development Authority (CSSDA). Chhattisgarh has become the first state to give the right of skill to its youth through act applied on 2013. Vocational training centers are providing self employment and employment facility to its trainees.

भारतीय शास्त्रीय संगीत की ध्रुवपद गायन शैली एवं उसमें निहित आध्यात्मिकता: एक विश्लेषणात्मक अध्ययन

डॉ. श्याम सुन्दर शर्मा

एम.ए., पीएच.डी. (संगीत), संगीत प्राध्यापक एवं ध्रुवपद गायक

भारतीय शास्त्रीय संगीत की आत्मा के मूल में आध्यात्मिकता है। वैदिक कालीन समय से ही संगीत एवं आध्यात्मिकता का प्रगाढ़ अंतर्संबंध रहा है। समस्त भारतीय कला-प्रकारों में संगीत-कला को ईश्वर-उपासना का श्रेष्ठ एवं सुगम साधन माना गया है। वैदिक कालीन समय में होने वाले यज्ञ-कर्म में देवताओं के यज्ञ में आहवान् के लिए साम-संगीत के अंतर्गत वैदिक ऋचाओं का गायन किया जाता था। संगीत के मूल उद्देश्य में ही पूर्णतः आध्यात्मिकता का स्थान था। यज्ञ-कर्म में अग्नि देवता, वरुण देवता, विष्णु इत्यादि देवताओं की संस्कृत साहित्य में निबद्ध स्तुतियों की विषय वस्तु में देवताओं का गुणगान किया जाता था। साम-गानकी ऋचाओं के गायन में साम-गायक अपने गायन में स्वरो की उपासना करते हुए अपने गायन-प्रदर्शन के केन्द्र में आध्यात्मिकता को बनाए रखते थे।

देश के विकास में मीडिया की भूमिका का एक अध्ययन

डॉ. आशुतोष मंडावी

सहायक प्राध्यापक, कुशाभाउ ठाकरे पत्रकारिता एवं जनसंचार विश्वविद्यालय, रायपुर, छत्तीसगढ़

विकास का शाब्दिक अर्थ प्रसार या फैलाव होता है। जब हम जनसंचार के संदर्भ में विकास भाव का प्रयोग करते हैं तो इसका अर्थ बहुत अधिक व्यापक हो जाता है। जीवन की प्रत्येक क्षेत्र में होने वाली गतिविधियों को विकास से जोड़ा जा सकता है। व्यक्ति के बौद्धिक विकास की बात चलती है, तो देश में शिक्षा, संचार-माध्यम तथा साहित्य के क्षेत्र में हो रही गतिविधियों हमारे सामने होती हैं। उसके सांस्कृतिक विकास, ललित कलाओं -कला, संगीत, नृत्य, रंगमंच आदि के विकास के लिए हो रहे कार्यों का हवाला



दिया जाता है। सामाजिक विकास के संदर्भ में बदलाव, बदलते सामाजिक संबंधों और मूल्यों का उल्लेख किया जाता है। भौतिक विकास को उद्योग, कृषि, औद्योगिकी, तकनीक, व्यापार आदि के विकास से जोड़ा जाता है। संक्षेप में, व्यक्ति की खुशहाली के समाचार या विकास की मुख्यधारा से कटे हुए लोगों की खबरे विकासवात्मक जनसंचार का विशय बनती है। विकास पत्रकारिता का ऐसा क्षेत्र है, जिसे आजादी मिलने के बाद समाचार पत्रों को सबसे अधिक महत्व देना चाहिए था जो कि नहीं हो पाया। राष्ट्र को सजाने संवारने के उद्देश्य से राजनीतिज्ञों के साथ मीडिया जगत की काफी महत्वपूर्ण भूमिका होनी चाहिए थी। भुरु के कुछ वर्षों में ऐसी स्थिति रही भी लेकिन उसके बाद राजनीतिज्ञों का जो महत्व मीडिया जगत ने स्वीकार किया उसके बाद तो आज हालत ऐसी बन गयी कि चाहें समाचारपत्र को किसी भी छोर से पढ़ना भुरु करें सिवाय राजनीति के और कुछ पढ़ने को नहीं मिलेगा। सत्तापक्ष और विपक्ष दोनों ही समान रूप से समाचार पत्र के कालमों को घेरें पड़े हैं। राजनीतियों के वक्तव्य, भाषण, आरोप प्रत्यारोप आन्दोलन आदि सभी को समाचार जगत प्रमुखता से प्रकाशित करता रहा है। दूसरे नम्बर पर हिंसा तथा अन्य जघन्य अपराधिक घटनाएं तीसरे या कभी-कभी चौथे स्थान पर विकास संबंधी कार्यक्रमों तथा उपलब्धियों को भी समाचार पत्रों के कालम में स्थान मिल जाता है। विकास संबंधी समाचारों से कहीं अधिक प्रमुखता सिनेमा जगत के पुरुश और महिलाओं को मिल रहा है। भार्म की बात तो यह है कि बहुत सी पत्र पत्रिकाओं ने तो गपशप भीर्शक से नियमित कालम शुरु किये हुए हैं लेकिन विकास संबंधी रचनात्मक गतिविधियों के लिए स्थान नहीं हैं। विकासवात्मक पत्रकारिता या विकासवात्मक समाचारों की उपादेयता व्यापकता और भूमिका को रेखांकित करते हुए द्वितीय प्रेस आयोग ने अपनी रिपोर्ट में स्पष्ट किया है कि- विकास संबंधी रपट में सही और गलत काम की पूरी तस्वीर प्रस्तुत करनी चाहिए। उसमें आम आदमी के जीवन को प्रभावित करने वाले विभिन्न कार्यक्रमों की विभिन्न परिस्थितियों में विभिन्न स्थानों पर सफलता और विफलता के कारणों की छानबीन होनी चाहिए। हर व्यक्ति यह जानना चाहता कि चारों ओर ऐसा क्या घटित हो रहा है जिसका प्रभाव उस पर पड़ता है या पड़ सकता है। उसके जीवन में सुधार या परिवर्तन के लिए भी कोई संभावना बन रही है या बनने की प्रकिया में है। ऐसी बातों को जानने की भी उसमें जिज्ञासा होती है जो भले ही सनसनीखेज और रोमांचक न हो परंतु उसके जीवन में बदलाव का संकेत देती हो। ऐसे समाचार जो स्थितियों में बदलाव के प्रयत्नों एवं उनकी सफलता विफलता पर प्रकाश डाले किसी भी समाचार पत्र या माध्यम के लिए महत्वपूर्ण होते हैं। आमतौर से विकासवात्मक समाचारों का अर्थ उन समाचारों से लिया जाता है जो खेती उद्योग आदि के क्षेत्र में विकास के आकड़े प्रस्तुत करते हैं। परंतु वस्तुतः यह विकास का मात्र एक पक्ष है। दूसरा और अधिक वास्तविक पक्ष यह जानना है कि विभिन्न विकास योजनाओं के द्वारा समाज के विभिन्न वर्गों के आर्थिक सामाजिक और सांस्कृतिक जीवन पर पड़ने वाला प्रभाव तथा विकास के कम में कौन आगे बढ़ा और कौन पीछे छुट गया है।

ललित कलाएं और वर्तमान चुनौतियाँ: संगीत के संदर्भ में

डॉ. प्रभा माथुर

सहायक आचार्य, संगीत कंट, राजस्थान संगीत संस्थान, जयपुर

भारतीय दर्शन में कला को ईश्वर प्रदत्त माना जाता है। हर मनुष्य प्रकृति से प्रभावित होकर अपने मन की अनुभूति को कला के माध्यम से अभिव्यक्त करता है। ऐतिहासिक दृष्टि से देखा जाए तो हमें भारतीय संगीत का इतिहास वैदिक काल से ही मिलता है। उस समय संगीत आध्यात्म से जुड़ा हुआ था युगानुसार संगीत में परिवर्तन होने के साथ-साथ कलाओं के विकास के लिए कलाकार को अनेक चुनौतियों का सामना करना पड़ा। मुगलकाल संगीत का स्वर्णयुग कहा जा सकता है क्योंकि संगीत को राज्याश्रय प्राप्त था और कलाकार को अपनी जीविकोपार्जन की चिन्ता नहीं थी उस समय कलाकार केवल अपनी कला साधना करता था। यही कारण था कि उस समय विभिन्न घरानों का जन्म हुआ। आज इन घरानों का निर्वाह पूर्ण रूपेण नहीं हो पा रहा है। स्वतन्त्रता के पश्चात् संगीत शिक्षण संस्थाओं में आया और यहीं से संगीत के क्षेत्र में अनेक चुनौतियों ने जन्म लिया।



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Reg. No. SH-481 R-9-V P-76/2014

Published by:

Shyam Sunder Modi

INSPIRA Publications

25, Sudama Nagar, Opp. Glass Factory, Tonk Road, Jaipur - 302018 (Raj.)

Phone No.: 0141-2710264 Mobile No.: 9829321067

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₹490/-

Printed at:

Aakriti Advertisers

Bapu Nagar, Jaipur - 302015 (Raj.)

Phone No.: 0141-2708129 Mobile No.: 9829013246

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Website : inspirajournals.com

ISBN : 978-81-948376-8-8



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