



JANUARY
06 - 07
2023

INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
on
Global Challenges and Opportunities in
Research & Innovations Led Economy
Information Technology, Women Empowerment
Social Science, Environment and Green Growth



ISBN : 978-93-91932-39-8

CONFERENCE
PROCEEDINGS

ORGANIZED BY



S.S.G. PAREEK P.G. GIRLS COLLEGE
Jaipur, Rajasthan, INDIA

ESTD: 1906

www.ssgpareekpggirlscollege.com



INSPIRA RESEARCH ASSOCIATION - IRA

[A leading registered organization for Research Development & Advancement]
Jaipur, Rajasthan, INDIA

ESTD: 2011

www.inspirajournals.com





S.S.G.PAREEK P.G. GIRLS COLLEGE, JAIPUR



(Affiliated to University of Rajasthan)

B-12, Opp. Power House, Jhotwara Road, Banipark, Jaipur



E-mail: ssgpareekgirlscollege@gmail.com

Website: www.ssgpareekpggirlscollege.com



COURSES OFFERED:-

- B.A. (POLITICAL SCIENCE, PUBLIC ADMINISTRATION, SOCIOLOGY, ECONOMICS, HINDI LIT., ENGLISH LIT., SANSKRIT, GEOGRAPHY, HOME SCIENCE, HISTORY, MUSIC, DRAWING & PAINTING (CO-ED)]
- B.SC. (BIO/MATHS/GEOGRAPHY)
- B.COM. (ABST, EAFN, BADH)
- B.A. (PUBLIC ADMINISTRATION/ SOCIOLOGY/HINDI LIT./ENGLISH LIT.)
- B.COM. (EAFN)
- BBA, BCA

 **QUALITY EDUCATION IN AFFORDABLE FEE** 

OFFICE OPEN ⇨ 9 A.M. TO 4 P.M.

CONTACT HERE 📞 0141-2204578

📞 9462272680, 9462272681



S.S.G. Pareek P.G. Girls' college aims at cultivating developing and nurturing pragmatic knowledge and core ethical values in all its students. The institute keeps the students inspired by continuous qualitative educational guidance and a spiritual aura created by the monumental temples of "Rishi Parashar" and "Shrinath ji" in its campus. The objective is to create a global citizen endowed with independent, critical, and analytical thinking along with social responsibility and sensibility.

CONFERENCE PROCEEDINGS
INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
ON
GLOBAL CHALLENGES AND OPPORTUNITIES IN
RESEARCH & INNOVATIONS LED ECONOMY
INFORMATION TECHNOLOGY, WOMEN EMPOWERMENT
SOCIAL SCIENCE, ENVIRONMENT AND GREEN GROWTH
IMCCO JANUARY 06-07, 2023

Edited by:

Dr. Ravi Kant Modi

General Secretary, Inspira - IRA &
HoD, Department of Commerce
LBS PG College, Jaipur

Dr. Ashok Kumar

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

Dr. Aarti Chopra

Joint Secretary, Inspira-IRA &
Principal
Bhavan's College of Communication and Management, Jaipur

Dr. Ritu Sharma

HoD, Department of Commerce
SSG Pareek PG Girls College, Jaipur

Dr. Mahesh Nawria

HoD, Department of Sociology
SSG Pareek PG Girls College, Jaipur

INSPIRATM

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

JAIPUR - DELHI

Published by

INSPIRA

25, Modi Sadan, Sudama Nagar
Tonk Road, Jaipur-302018
Rajasthan, India

© Publisher

ISBN: 978-93-91932-39-8

Edition: January, 2023

*All rights reserved. No part of this book may be reproduced
in any form without the prior permission in writing from the Publisher.*

Price: ₹ 725/-

Laser Type Setting by

INSPIRA

Tonk Road, Jaipur

Ph.: 0141-2710264

Printed at

Akrati Advertiser, Jaipur

INSPIRA RESEARCH ASSOCIATION (IRA) JAIPUR, INDIA

The Inspira Research Association-IRA, Jaipur, India is a registered leading organization of academicians, professionals and researchers for research development and advancements, established in 2011. The IRA provides support and services to educate professionals and researchers around the world, especially those from the developing countries. Inspira Research Association (IRA) is an association of professors, directors, managers, academicians, researchers and students from various fields, including commerce, management, economics, public administration, social science, computer science, political science, education and information technology etc. The IRA helps researchers free of cost by providing research assistance and guidance with the help of its worldwide association members. At present the Inspira Research Association (IRA) is successfully publishing 5 prestigious Journals as Inspira-Journal of Modern Management & Entrepreneurship (JMME) & JCECS-Journal of Commerce, Economics & Computer Science, International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS), International Journal of Education, Modern Management, Applied Science & Social Science (IJEMASSS) & International Journal of Innovations and Research Analysis (IJIRA) which keep readers up-to-date with the latest research and newest thinking in the field of Modern Management, Commerce, Economics, Public Administration, Entrepreneurship, Applied Science, Social Science, Political Science, Education, Computer Science and Information Technology in an easy-to-read, straightforward way. The INSPIRA-IRA also publishes reference books with ISBN in the fields of all relevant Subjects. The Association has been organizing National and International Conferences, Seminars, Workshops, Webinars, FDP's and Live Sessions regularly with certain special features such as availability of complete recording of the academic programmes at IRA Youtube channel, opportunity to publish papers in National and International journals and in ISBN Books & Conference Proceedings with ISBN in addition to paper presentation in the conference, etc.



ESTD: 2011

S.S.G. PAREEK PG GIRLS COLLEGE JAIPUR, RAJASTHAN, INDIA

This college was established in 1981 to accelerate the growth of women education in Rajasthan and to bring a change in the overall social pattern through the promotion of women education. It is accredited by the Government of Rajasthan and is affiliated to the University of Rajasthan. Pareek Girl's college is an institution of academic excellences and achievement. We train young minds with an ethical and social vision. The focus is on achieving the professional excellence and to impart the real time knowledge the college has the absolute best infrastructure just as a portion of the top facilities that empower every single student to deal with their career in the most ideal manner. The college offers course in the faculty of Arts, Commerce and Science. Besides providing graduate course in various subject the college runs post graduate programs in Hindi literature, Public Administration, Sociology, English literature and EAFM. Many activities and clubs are done here for the tallest development of the students.



ESTD: 1906

**Ashok Gehlot**

Chief Minister
Rajasthan



सत्यमेव जयते

MESSAGE

I am glad to know that the SSG Pareek PG Girls College, Jaipur and Inspira Research Association, Jaipur are organising a 2-day International multidisciplinary offline conference on 'Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Sciences , Environment and Green Growth (IMCCO- 2023)' on January 6 and 7, 2023 in Jaipur. A Souvenir is also being published on the occasion.

I hope the conference will provide a platform to academicians, researchers and professionals to interact and deliberate upon various contemporary issues of national interest such as challenges and opportunities in research and innovation in economy, IT, women empowerment , social sciences , environment and green growth .

I extend my best wishes to the organisers and participants of the conference and wish the publication a grand success .

Ashok Gehlot

**Dr. C.P. Joshi**

Speaker

Rajasthan Legislative Assembly



सत्यमेव जयते

MESSAGE

I am glad to learn that S.S.G. Pareek P.G. Girls College, Jaipur and Inspira Research Association are organising a two-day International Multidisciplinary Conference on "Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Sciences, Environment and Green Growth (IMCCO 2023)" on 6th & 7th January 2023 at Jaipur, Rajasthan.

As the title itself suggests, the organisers have picked up very relevant topic for the conference and they would be greatly helped in their cause by the participation of multitude of experts from distinct fields and noteworthy discussion on such diverse and varied subjects.

I heartily wish that the international conference and its organizing team achieve great success in their endeavours.

**Dr. C.P. Joshi**

**Dr. Archana Sharma**

State Minister
Chairperson Social Welfare Board
Government of Rajasthan



सत्यमेव जयते

MESSAGE

I am pleased to learn that the Inspira Research Association (IRA), Jaipur and SSG Pareek Girls PG College, Jaipur are organising an International Multidisciplinary Conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth on 6-7 January 2023. Conferences like these provide a platform to scientists, researchers and academicians from divergent backgrounds and with different perspectives to interact, discuss and share the subjects of mutual interest and to discover new synergies.

The relevance of the topic in present times can't be understated as it has stakes in philosophical, social, political, economic, scientific and environmental concerns universally I feel gratified to know that eminent experts and academicians are participating in the conference. This platform would surely provide ample opportunities for guests, speakers and delegates to interact with each other and contemplate the vital issues related to the theme of the conference All inventions and innovations in this direction will be of immense help to humanity in general.

I wish this conference a grand success.



Dr. Archana Sharma

**Ashok Chandana**

State Minister

Youth Affairs & Sport, Employment
Entrepreneur, Transport, Soldiers

सत्यमेव जयते

MESSAGE

I am glad to know that the International Multidisciplinary conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth is being organised by Inspira Research Association IRA and SSG Pareek Girls PG College, Jaipur on January 6-7, 2023.

The theme of the conference is comprehensive and relevant in the present context. I am sure that the conference will provide a great forum to the educationists, practitioners and researchers to deliberate on Indian Economy, Gender Issues and Information Technology.

I convey my good wishes for the success of the event.

Ashok Chandana

**Prof. Rajeev Jain**

Vice-Chancellor
University of Rajasthan, Jaipur



MESSAGE

I am happy to learn that S.S.G. Pareek PG Girls College, Jaipur and Inspira Research Association, Jaipur is jointly organising a two days International Multidisciplinary conference on "Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth (IMCCO -2023)" on January 6-7, 2023 at Jaipur. It is equally good to know that a Souvenir is being brought out on this occasion. The theme chosen for this conference is of great importance as it covers a variety of national issues. I am sure the distinguished delegates participating in this mega event will have an opportunity to deliberate upon the various contemporary issues of national importance in a wider perspective.

I extend my best wishes to the Organising Committee for the successful organization of the conference.

**Prof. Rajeev Jain**



Prof. (Dr.) Bhagirath Singh

Vice Chancellor

Pt. Deendayal Upadhyaya

Shekhawati University, Sikar



MESSAGE

I am happy to know that Inspira Research Association and SSG Pareek Girls PG College are joining hands to organize the Multi-disciplinary International Conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth. Moreover, they are bringing out a special souvenir highlighting the research work of various researchers and academicians from across the world.

The world is changing with the wink of an eye and this change has to be addressed by continuous research and development. Knowledge and information are the best tools available in the present scenario to ensure success and sustainability.

The initiative exhibits the contribution of both the premier organizations towards the promotion of holistic learning among the researchers and developing their capabilities. Providing publication and presentation opportunities to the young researchers will not only help them acquire knowledge but also assist in their overall academic development.

On this occasion, I extend my greetings and felicitations to the whole team of organizers and wish them a great success.



Prof. (Dr.) Bhagirath Singh

**PROF. (DR.) KL Shrivastava**

Vice Chancellor
JNVU, Jodhpur



MESSAGE

I am delighted to know that the SSG Pareek PG Girls College and Inspira Research Association, Jaipur is jointly organizing an International Conference on Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Sciences, Environment and Green Growth (IMCCO 2023) on January 06-07, 2023 at Jaipur.

I am sure and confident that the in-depth deliberations and interactions of young scholars and students with experienced academicians would enrich their knowledge to lead better path for research students of India in the academic world.

On behalf of Jai Narain Vyas University, Jodhpur and on my own behalf, I congratulate the organizers of the conference for providing an effective platform to the faculty members, professionals and researchers.

I convey my good wishes to all the delegates, Prof. (Dr.) S.S. Modi, organizing secretary and all the organizers for the grand success of this conference.

**PROF. (DR.) Kanhaiya Lal Shrivastava**

**Prof (Dr) TN Mathur**

Vice Chancellor
IIS (Deemed to be University)
Jaipur



MESSAGE

It is a pleasure to know that the International Multidisciplinary Conference is being organized on 6-7 January 2023 by SSG Pareek Girls PG College, Jaipur in collaboration with Inspira Research Association, Jaipur. It is heartening to observe that the prestigious and established institutions like both do understand their duty towards the changing needs in Higher Education industry and make efforts towards this on continuous basis.

This initiative is significant in providing the conducive environment for the researchers, practitioners and academicians. I hope that the conference will witness enthusiastic participation of the delegates from across the world, resulting in productive and fruitful discussions. The researchers can leverage the opportunities to listen to the experts and using the knowledge and information in their further investigations.

Best wishes for the successful organization of the event as well as the utility of the souvenir planned for the conference.



Prof (Dr) TN Mathur

**Dr. Chai Ching Tan**

Management Specialist
Faculty of Management and
Information Technology
Rajamangala University of
Technology Tawan-OK.



MESSAGE

I am honored to participate as a special guest at the International Multidisciplinary Conference, with the theme "global challenges and opportunities in research and innovation-led economy, information technology, women empowerment, social science, environment and green growth" (IMCCO-2023), to be held on January 6-7, 2023, and co-organized by INSPIRA and S.S.G. Pareek PG Girls College, Jaipur.

As a special guest, I would say that the themes really fit the challenges the societies of many countries, the industry, and the national policy-makers face. As noted in an innovation guidance book published by Larry Keeley et al. (2013), innovating requires identifying the problems that matter and moving through them systematically to deliver elegant solutions. This conference will provide research scholars with a place to propose and offer elegant solutions to problems in many fields, including the innovation-led economy, information technology, and other disciplines targeted by the conference themes.

Thus, please allow me to extend my gratitude to INSPIRA and S.S.G. Pareek PG Girls College, Jaipur, for organizing this conference, and also, allow me to extend my heartfelt greetings to the participants and paper presenters, and wish everyone all the best for a successful and productive conference.

I look forward to seeing you soon at the conference.

With warm regards,

**Dr. Chai Ching Tan**



Pastor Arguelles Jr.

Dean, College of Computer Studies
University of Perpetual Help System Dalta
Philippines



MESSAGE

On behalf of the Organizing Committee, I warmly congratulate and welcome you all to the International Multidisciplinary Conference on Global Challenges and Opportunities in Research & Innovations LED Economy, Information Technology, Women Empowerment, Social Sciences, Environment and Green Growth - 2023. This gathering has been carefully organized by Inspira Research Association in partnership with SSG Pareek P.G. Girls College to mark such milestone of research of our society. I am very privileged as a guest of honor of this important conference.

At this conference, let us all celebrate what we, as a professional community, have achieved. Additionally, our future vision is to create even greater value to all corners of the world. This conference will be one for us to collaborate and share our thoughts and exchange ideas on how to graph our journey forward to reach goals. Inspira Research Association has an exciting program at this conference that will allow all researchers and participants to reflect upon and celebrate all your individual accomplishments, renew friendships virtually and extend networks, and jointly explore present and future research directions. I hope that you will have a productive and fun-filled moment at this very special conference.

To put a conference of this magnitude together is not a small task. To that end, I want to thank Prof. (Dr.) S.S. Modi for inviting me; for his tireless efforts to organize this conference and tracks. I would like to thank all of the sponsoring organizations for providing their generous support. Lastly, I would like to thank all of the conference participants for their contributions which are the foundation of this significant conference.



Pastor Arguelles Jr.

**Prof. (Dr.) Rana Singh**

Former Director-IE (QA),
University of Jazeera, Dubai
Former Vice Chancellor,
Sanskriti University, Mathura
Director, CIMP, Patna



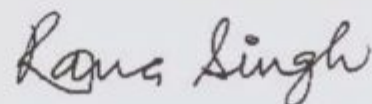
MESSAGE

It gives me immense pleasure to know that SSG Pareek Girls PG College, Jaipur in collaboration with Inspira Research Association (IRA) is organizing the International Multidisciplinary Conference on Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth on 6-7 January, 2023.

India has a huge number of young people as compared to the leading economies of the world where the population is aging. 63% of India's population is in the age group of 15-59 years. It is estimated that this working age population will be at its peak around the year 2041 when working age people are expected to be around 60% of the total population. If India is able to reap the benefit of this demographic dividend, it would result in great economic growth. To attain this, there is a need of quality research along with favorable policies. Such conferences provide the forum to listen, understand and extend the researchers in various areas.

I am hopeful that the conference would leave a mark among the stakeholders including industry experts, academicians and scholars. I am sure that the souvenir will provide an opportunity to the researchers for their active participation by contributing their abstracts or the essence of their research.

I compliment the conference organizing directors Prof SS Modi and Dr Vijaylaxmi Pareek for organizing this grand academic event and wish them success in their future endeavors.

**Prof. (Dr.) Rana Singh**



Prof. (Dr.) Jameel Khader

King Saud University
Saudi Arabia

جامعة
الملك سعود
King Saud University



MESSAGE

I would like to compliment Inspira for organising this International Conference. The conference theme and subthemes are very exciting and contemporary and for sure this will add value to the participants knowledge and to the academic field. I wish the conference a grand success.

Prof. (Dr.) Jameel Khader



Beatriz Lucia Salvador Bizotto
UNIFACVEST University Center- Brazil
Department of Social and Applied Sciences



MESSAGE

I wish the conference organizers and speakers success for their courage and mastery in choosing relevant topics.

It is known that global problems are extensive and it is not possible to cover all of them. But there are some that I think deserve attention and if there is no science and technology, it is difficult to find possible solutions.

The list of global problems, which require global cooperation, based in terms of science and innovation, is wide. In addition to climate change and health threats, there are challenges such as food security, water conservation, pollution and non-renewable energy alternatives. Basic sanitation, biodiversity conservation, quality education for all, air pollution, governance of large cities, sustainable cities and communities, the governance of oceans and space, and large and growing inequalities between and within nations. This in equality is reflected not only in the consumption of natural resources, but also in the distribution of benefits from science and innovation.

Differences in R&D investment exacerbate inequalities by creating a science and technology gap that greatly limits the distribution of scientific benefits. This is an age of big data and artificial intelligence, biotechnology applied to agriculture and human health, gene therapy, lab meat, quantum computers; this is the era of telecommunications, and 6G is already being considered to replace 5G.

Scientific knowledge advances at an amazing pace and has the potential to revolutionize human everyday life. However, based on the current world configuration, these advances may not be for everyone. The challenges ahead are complex. The approach must be multidisciplinary.

I wish everyone success.

Beatriz Lucia Salvador Bizotto



Prof. (Dr.) Jasraj Bohra

President

Indian Accounting Association &
Former Dean & Head
Faculty of Commerce
JNVU, Jodhpur

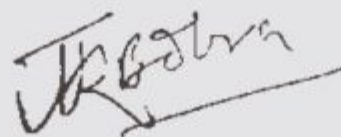


MESSAGE

It gives me immense pleasure to learn that Inspira Research Association, Jaipur is organizing an International Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Sciences, Environment And Green Growth (IMCCO-2023) in collaboration with SSG Pareek PG Girls College, Jaipur. I congratulate Prof. (Dr.) S.S. Modi & Dr. Vijaylaxmi Pareek and their team for organizing such conference which encourages the Academicians, Researchers and professional fraternity to explore the new areas of Commerce, Management, Information Technology, Social Sciences & Applied Sciences and its practices in the field of corporate and it enhance the quality of research in the country.

I am sure the conference will be an incentive for the participants from various levels and the souvenir brought out on this occasion will be useful and informative for all.

The Inspira Research Association, Jaipur is an illustrious academic body in the field of research areas in India and working as interface between academicians, professional and practitioners from various Universities, Businesses, Industry and Government.



Prof. (Dr.) Jasraj Bohra

**Bajrang Lal Pareek**

President

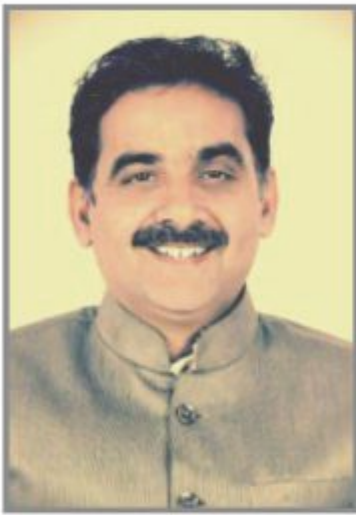
S.S.G. Pareek College &
Associated Institutions, Jaipur

ESTD: 1906

MESSAGE

All Participating Professors, Researchers, Literary and Scholar Friends. I welcome you to the two days International Multidisciplinary conference on "Global Challenges and Opportunities in Research & Innovations Led Economy Information Technology, Women Empowerment, Social Science, Environment and Green Growth" on January 06-07, 2023, which is jointly organized by S.S.G Pareek PG Girls College, Jaipur and INSPRA Research Association Jaipur, Rajasthan. Various Researchers, Guides, Professors, Scientists, Writers as well as Experts have sent us their articles and their research papers. It is a boon for solving global problems of the future of the world to come. Research in any country is fruitful for its progress. Thank you all for adopting this medium of research and sending us various articles and research papers.

Bajrang Lal Pareek



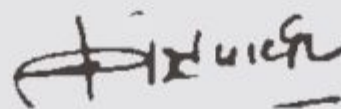
Laxmikant Pareek
Secretary
S.S.G. Pareek College
& Associated Institutions



ESTD: 1906

MESSAGE

It gives me immense pleasure to know that “S.S.G. Pareek P.G. Girls College, Jaipur” & Inspira Research Association Jaipur, Rajasthan are jointly organizing this two days International Multidicplinary Conference on “Global Challenges and Opportunities in Research & Innovations Led Economy Information Technology, Women Empowerment, Social Science, Environment and Green Growth ” on January 06-07, 2023. This Conference is in the right spirit to guide the enterprising youth, embarking on their career path. I appreciate all the efforts of the College& IRA team for selecting such an innovative and appropriate theme for this international conference. I extend my heartiest congratulations to the Principal and Organizers of the international conference and wish the event a great success.



Laxmikant Pareek



Prof. (Dr.) Manvinder S. Pahwa
Professor and Dean, School of Business,
The Assam Kaziranga University, Jorhat
ASSAM



**KAZIRANGA
UNIVERSITY**
KNOWLEDGE & BEYOND

MESSAGE

The persistence of pandemic significantly changed the economy and business scenario in last two years. The speedy economic recovery, could not afford to a slowdown the world's economy. Shooting inflation, high debt burdens and poverty have become prominent problems at not only at local but also at global level along with continuous geo-political tensions. The good news here is that today we are equipped with the tools like AI, IoT, ML and data analytics which can be of immense help in designing and re-designing of a system addressing the business challenges. As the problems in the present time is comparatively complex in nature and are vested in multiple disciplines, we cannot even imagine to curb it working in silos.

Such a landscape makes it necessary for all the disciplines to join hands together and come on the same platform to discuss and find a way to address these challenges which forms a win-win solution for all the stakeholders together.

I not only congratulate but also feel thankful to the Inspira Research Association (IRA) and S.S.G Pareek P.G. College for thinking and organizing conference on such a broad title "Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth" on 6th – 7th January 2023 in hybrid form.

Besides, I highly appreciate the teamwork of each and every member and stakeholders who have put their sweat and blood to make this conference a grand success. With commencement of the New Year 2023, on the occasion of this conference, let's join hands together and resolve for not only doing, but performing a quality research around the year and contribute in the growth of self, society, nation, world and the mankind.

With Warm Regards,



Prof. (Dr.) Manvinder S. Pahwa

**Prof. (Dr.) Pradeep Sharma**

Head

Department of Business Administration

University of Rajasthan

Jaipur



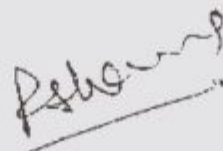
MESSAGE

It is my pleasure to pen down my thoughts for the upcoming International Multidisciplinary Conference on Global Challenges and Opportunities in Research and Innovation Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth to be organized by SSG Pareek PG Girls College and Inspira Research Association, Jaipur on January 6-7, 2023.

I am delighted to know the theme of the conference which gives an opportunity to the researchers and academicians of various fields to share their latest research with like minded people. It is praiseworthy that the conference will give a forum to young researchers and students to make presentations about their innovative ideas and learn from the experiences of senior academicians and practitioners.

I am sure deliberations during the conference will result in recommendations for the implementation of such policies which would strengthen the economy and society as a whole.

I wish the conference organizers a great success.

**Prof. (Dr.) Pradeep Sharma**

**Prof. (Dr.) Dileep Singh**

Principal

University Commerce College

University of Rajasthan



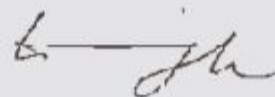
असतो मा सद्गमय

MESSAGE

I am glad to know that SSG Pareek Girls PG College in collaboration with Inspira Research Association is hosting the International Multidisciplinary Conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth on January 6-7, 2023. Events like these bring up the quality and standard of the higher education by including research in education.

I hope the discussions and deliberations will help the participants in updating their knowledge and getting well-versed with the various aspects of developments and challenges in various fields.

I take this opportunity to congratulate the organizing committee for hosting this conference and wish for the success of the event.

**Prof. (Dr.) Dileep Singh**

**Dr. Anurag Shrama**

Professor

Department of Business Administration

Director

Centre for Entrepreneurship and
Skill Development

Director

Examination University of Rajasthan, Jaipur



MESSAGE

I am pleased to know that SSG Pareek Girls PG College, Jaipur and Inspira Research Association, Jaipur; both the leading institutions in the fields of education and research respectively are organizing an International Multidisciplinary Conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth in the first week of the year 2023

The world has changed at a very fast pace since last one decade and especially after covid, the business, economy -and technology would never be same. Though, these changes have brought immense opportunities but at the same time, every sector is facing unique challenges to respond.

I am hopeful that this conference would prove to be a milestone in this context and would bring fruitful results by significant deliberations.

My best wishes are with the organizers.

**Prof. (Dr.) Anurag Shrama**

**Amit Chopra**

Vice President (Fund Accounting)
NAV Backoffice IT Solution Pvt. Ltd.
Jaipur



MESSAGE

I am pleased to know that Inspira Research Association, Jaipur along with SSG Pareek Girls PG College, Jaipur is organizing an International Multidisciplinary Conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth on January 6-7, 2023.

Over the years, we have realized that the gap between the industry and academia has to be filled. The students are required to get clear career goals and the skills to make them employable to achieve those goals. On the other hand, industry also needs efficient and passionate workforce with clear vision. This gap can be bridged only with such forums where eminent personalities from the industry and higher education come together and discuss on how the qualifications and skills can be blended judiciously.

I am hopeful that this conference would prove to be a milestone in this context and would bring fruitful results by significant deliberations.

My best wishes are with the organizers.

**Amit Chopra**



Prof. (Dr.) S.S. Modi
Conference Convenor
President
Inspira Research Association-IRA
Jaipur



ESTD: 2011

MESSAGE

Dear Delegates and Researchers

It gives a great pleasure to welcome you all to this Multidisciplinary International Conference 'Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth' organized by SSG Pareek Girls PG College, Jaipur and Inspira Research Association, Jaipur. The objective of the conference is to provide a common platform to the academicians, industry experts, trainers, researchers and students to exchange their ideas on the contemporary practices in the various multifaceted fields. The scope of this conference comprehends innovations, research and development, analysis of public and private sector policies, study of society, aspects of higher education, sustainability and environment and much more.

Research is the integral part of any society that helps in disseminating knowledge and new advancements in the various fields resulting in the benefit of the whole human race. Our objective is to bring together a collection of thinkers to share their knowledge and best practices in research. As the conference director, it is my honor to invite all the dignitaries, resource persons, researchers and other participants to the beautiful and serene pinkcity Jaipur and to grab an opportunity to explore, analyze and ponder upon the research area and the charm of this heritage city.

We have received an overwhelming response from the education fraternity to participate in the conference which is affirmative evidence of the fulfillment of the conference objective. Two concurrent sessions would be conducted simultaneously on both the days. All four technical sessions would be dedicated to a specific research area to accomplish the intent of making the conference multidisciplinary.

We understand the importance of going digital to reduce the distances and making the world 'Vasudhaiva Kutumbakam' in the real sense, thus, keeping the hybrid mode for the conference would offer the prospect to thrash the place limitation and bring participants sitting in the different time-zones connect with us through technology.

We acknowledge all the stakeholders right from resource persons, participants and various committees to extend their support for the conference.



Prof. (Dr.) S.S. Modi



Dr. Vijay Laxmi Pareek

Conference Convenor

Principal

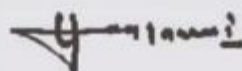
S.S.G. Pareek P.G. Girls College, Jaipur



ESTD: 1906

MESSAGE

When our college, S.S.G Pareek.p.g Girls College, Jaipur decided to organise two days International Multidicplinary conference on “Global Challenges and Opportunities in Research & Innovations Led Economy Information Technology, Women Empowerment, Social Science, Environment and Green Growth ” on January 06-07, 2023.I became very happy for this academic and an innovative activity jointly organised by Inspira Research Association, Jaipur, Rajasthan. Definatly the conference will be beneficial and fruitful to academicians and research scholars. I specially congratulate to chief organisers, Conveners, Co-conveners, and organising committees of S.S.G Pareek P.G. Girls College, Jaipur and INSPIRA Research Association, Jaipur. I also congratulate to Resource Persons, Research paper writers and participants because of you all the conference will get grand success. I congratulate to publisher for publishing research scholars' papers in their reputed National and International journals. My best wishes to you and organising committees.



Dr. Vijay Laxmi Pareek

**Prof. (Dr.) Anil Mehta**

Joint Conference Convenor
Vice President
Inspira Research Association-IRA
Jaipur



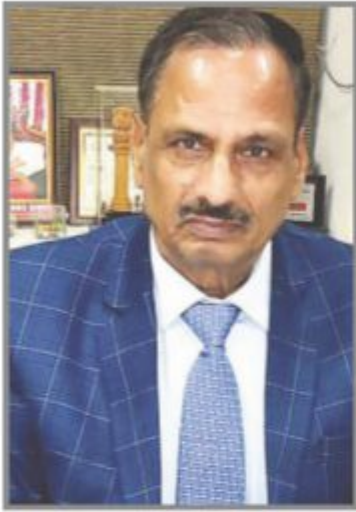
ESTD: 2011

MESSAGE

It Gives me a great honour and pleasure to welcome participants in the International Multidisciplinary Conference On "Global Challenges and Opportunities in Research & Innovations Led Economy, Information Technology, Women Empowerment, Social Sciences, Environment and Green Growth (Imcco-2023)" jointly organised by Inspira, and S.S.G. Pareek Girls College, Jaipur on January 6th & 7th, 2023 on offline mode cum hybrid mode. I am sure that this conference will provide a strong platform to gather and disseminate the latest knowledge in recent advancements in emerging areas of diversified research fields. It's heartening to note that during the last three years, Inspira has been able to organise more than 40 workshops, seminars, conferences and lectures on diverse subjects with the major focus has been on contemporary issues on current research practices. Many premier institutions of the country have shown keen interest to collaborate with Inspira Research Association in academic programs. It has been getting overwhelming response from academia and young researchers from every part of the country and abroad. This conference will touch another milestone in terms of its aims and objectives.

I wish this conference a grand success.

**Prof. (Dr.) Anil Mehta**

**Prof. (Dr.) N.M. Sharma**

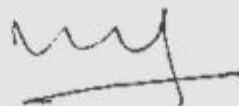
Principal
SSG Pareek P.G. College
Jaipur



MESSAGE

I am happy to learn that SSG Pareek Girls PG College and Inspira Research Association are collaboratively organizing an International Conference on Global Challenges and Opportunities in Research and Innovations Led Economy, Information Technology, Women Empowerment, Social Science, Environment and Green Growth on 6th and 7th of January, 2023. I am sure that the distinguished delegates attending the seminar will get an opportunity to discuss the subject in a wider perspective.

I wish the organizing team a great success.

**Prof. (Dr.) N.M. Sharma**



डॉ. प्रमिला दूबे

प्राचार्या

एस.एस.जी.पारीक स्नातकोत्तर शिक्षा महाविद्यालय
डीन

राजस्थान विश्वविद्यालय, शिक्षा विभाग
जयपुर



संदेश

INSPIRA-IRA की तरफ से आयोजित यह अंतर्राष्ट्रीय बहुविषयक सम्मेलन एक बहुत ही सराहनीय प्रयास हैं। जिसके लिए हम सभी संस्थान इसके सफलता पूर्वक संचालन के लिए उत्साह पूर्वक कार्यरत रहे हैं।

यह सम्मेलन अपने आप में विभिन्न समसामयिक एवं विचारणीय विषयों को संजोए हुए हैं। जिससे न केवल शिक्षा एवं शोध में नये आयामों को बल मिलेगा अपितु मानव विकास, तकनीकी, एवं महिला सशक्तिकरण जैसे तत्कालीन विषयों के संदर्भ में भी भविष्य में नवीन रूपरेखा तैयार करने में बल मिल सकेगा। इस विस्तृत एवं लाभप्रद कार्यक्रम की सफलता एवं आगामी ऐसे सफल कार्यक्रमों शुभकामनाओं सहित मैं इनके उज्ज्वल भविष्य की कामना करती हूँ।

धन्यवाद



डॉ. प्रमिला दूबे



Dr. Ravi Kant Modi

Conference Secretary
General Secretary
Inspira Research Association-IRA
Head, Faculty of Commerce
LBS P.G. College, Jaipur



ESTD: 2011

MESSAGE

Dear Intellectuals, Scholars and Knowledge Seekers across the globe

With great pleasure and pride, we present this souvenir as the snapshot of the Multidisciplinary International Conference-IMCCO (hybrid mode) 2023 to be held on 6-7 January 2023 at and in collaboration with SSG Pareek Girls PG College, Jaipur. The Indian economy has passed through the various stages of growth in last seven decades but the pandemic has brought the world at altogether a different orbit which has brought not only new and complex challenges but also opened up new avenues for growth and opportunities. We can see India 'shining' as well as 'suffering' in different aspects of the economy. These two sides of coin bring us hope and despair both.

To address these issues, challenges and opportunities, there will be discussions and deliberations on the various perspectives on Commerce, Management, Economics, Education, Environment, Women Empowerment and Applied Sciences in this conference. The souvenir is the compilation of the abstracts on a range of topics received from the academicians and scholars from all across the world on several contemporary issues.

I hope that the participants and the readers would have insights into some of the most burning issues and serve as an aid by reflecting the blueprint of this conference. I am happy to convey my best wishes and greetings for the success of this academic event.

I am sure this conference would prove to be the platform for generating and polishing knowledge.



Dr. Ravi Kant Modi

**Dr. Ritu Sharma**

Conference Secretary
HOD & Assistant Professor
Department of Commerce
S.S.G. Pareek P.G. Girls College, Jaipur



ESTD: 1906

MESSAGE

It's a moment of great privilege and Honour for me to extend a hearty welcome to all of the eminent speaker and guest. It gives me pleasure to announce that SSG Pareek PG Girls College Jaipur Rajasthan is organising a virtual two days International Multidicplinary conference on "Global Challenges and Opportunities in Research & Innovations Led Economy Information Technology, Women Empowerment, Social Science, Environment and Green Growth " on January 06-07, 2023. This conference has definitely very useful and innovative in the term of recent global events. This conference will provide opportunities to exchange innovative ideas among the participants. Creations and Innovations are considered to be core competencies in today's world. There are number of emerging trends which will influence the thinking process of new generations to achieve their goals. I hope, this conference will definitely provide various opportunities to achieve these goals for them.

I give my best wishes for the success of this conference.

**Dr. Ritu Sharma**



Dr. Aarti Chopra

Conference Secretary
Joint Secretary
Inspira Research Association-IRA
Principal
Bhavan's College of
Communication and Management
Jaipur



ESTD: 2011

MESSAGE


Dear Delegates and Participants

Research is the ability to see the old with the new eyes, new perspective and new vision. While the process of re-research, re-assess or re-investigate, we have to go through various minor and major changes that come with time, changing situations and increasing complexities. Thus, the economic, social and technological landscape of the world is not static, but dynamic. Advancement does not happen overnight. It happens with its pace and there is a cost attached to it. Businesses cannot sit in comfort zone hoping the same returns for years. The world becomes different with the blink of an eye. Such conferences provide an opportunity to explore the paradigm shifts in the various fields and provide solutions to the intricate problematic situations along with the ideas to convert them into sustainable and valuable opportunities.

In this multidisciplinary international conference, we have invited distinguished academicians, researchers, industry experts and students to have an interaction on the contemporary issues for creating value for the society through generating ideas for the policymakers to ponder upon.

With its objective to promote education and research, Inspira Research Association has been working relentlessly for several years to create a forum for exploring, learning and sharing.

I am grateful to the whole management and team of Inspira Research Association, SSG Pareek PG Girls College, our sponsors, conference committee and all the participants for their unending support. Unquestionably this conference will offer rich debates and conclusions on generating useful ideas for the development of our economy.



Dr. Aarti Chopra

PATRON
Mr. Bajrang Lal Pareek

President, S.S.G. Pareek College & Associated Institutions, Jaipur

Mr. Laxmikant Pareek

Secretary, S.S.G. Pareek College & Associated Institutions, Jaipur

MANAGEMENT COMMITTEE (S.S.G. Pareek College & Associated Institutions)
ELECTED MEMBERS

Mr. Buddhiprakash Pareek (Treasurer)

Mr. Ashok Kumar Keshot

Dr. Mathureshwar Pareek

Mr. K.K Pareek

Mr. Bhagwan Sahay Pareek

Dr. Seema Joshi

Mr. Ritesh C. Purohit

Mr. N.K. Pareek

Dr. Jyoti Joshi

Mr. Bhagwati Prasad Pareek

Mr. Mukesh Pareek

Mr. Gaurav Pareek

CONFERENCE/ORGANIZING CONVENOR
Prof. (Dr.) S.S. Modi

President, Inspira Research Association

Former Head, Dept. of ABST, UOR Jaipur, INDIA

Past President, Indian Accounting Association

Mob.: +91-98293 21067

Dr. Vijaylaxmi Pareek

Principal, S.S.G. Pareek P.G. Girls College

Jaipur, Rajasthan, INDIA

Mob.: +91-94605 52702

JOINT CONFERENCE CONVENOR
Prof. (Dr.) Anil Mehta

Vice President

Inspira Research Association

Jaipur, Rajasthan, INDIA

+91-94140 73544

Prof (Dr.) N.M Sharma

Principal

S.S.G. Pareek P.G. College

Jaipur, Rajasthan, INDIA

+91- 99280 82956

Dr. Pramila Dubey

Principal

S.S.G. Pareek P.G. College of Education

Jaipur, Rajasthan, INDIA

+91- 94131 56597

CONFERENCE SECRETARY
Dr. Ravi Kant Modi

General Secretary

Inspira Research Association

+91 98285 71010

Dr. Ritu Sharma

HOD, Commerce, S.S.G. Pareek P.G. College

Jaipur, Rajasthan, INDIA

+91- 95301 53426

Dr. Aarti Chopra

Joint Secretary

Inspira Research Association

+91- 99283 86866

JOINT ORGANIZING SECRETARY

Dr. Ashok Kumar (JNVU)

+91-98295 45411

Dr. D.P. Gusai

+91-99901 23752

Dr. P.C. Saini

+91-94624 45321

Dr. Vinod Kumar Bairwa

+91-94143 00816

Dr. Vishal Gautam

+91-97999 09444

Dr. Saroj Pareek

+91-87693 01198

Dr. Rajyashree Tiwari

+91-99297 75778

Dr. Mahesh Nawria

+91-9461280093

Dr. Deepika Sharma

+91-91660 10808

Dr. Namita Sharma

+91-98293 91365

Dr. K.K. Sharma

+91-94601 93205

Dr. Neha Khatri

+91-98280 20814

ADVISORY COMMITTEE

- Prof. Abhay Upadhyaya, University of Rajasthan, Jaipur
 Prof. Anil Mehta, Formerly of University of Rajasthan, Jaipur
 Prof. Arun Gaikwad, University of Pune, Maharashtra
 Prof. Arvind Kumar, University of Lucknow, Lucknow, U.P.
 Prof. Beatriz Lucia Salvador Bizotto, Unifacvest, Brazil
 Prof. Bhumiphat Gilitwala, Assumption University, Bangkok, Thailand
 Prof. Chai Ching Tan, Rajamangala University of Technology Rattanakosin, Thailand
 Prof. Dileep Singh, University of Rajasthan, Jaipur
 Prof. G. Soral, M.L. Sukhadia University, Udaipur
 Prof. J.K. Jain, Dr. H.S. Gour Universtiy, Sagar, M.P.
 Prof. J.S. Bohara, JNVU, Jodhpur
 Prof. Jehangir Bharucha, University of Mumbai, Mumbai
 Prof. Jitendra K Sharma, G.G.D.S.D. Centre, Palwal, Haryana
 Prof. Jolly Sahni, Prince Sultan University, Riyadh, Saudi Arabia
 Prof. Justin Paul, Deakin University, Australia
 Prof. K.B. Sharma, Principal, Subodh PG College, Jaipur
 Prof. K.S. Thakur, Jiwaji University, Gwalior, M.P.
 Prof. Krishna Gupta, University of Rajasthan, Jaipur
 Prof. M.L. Vadera, Formerly of Manipal University, Jaipur
 Prof. Mamta Jain, University of Rajasthan, Jaipur
 Dr. Mudit Gupta, Principal, L.B.S. PG College, Jaipur
 Prof. Manvinder Singh Pahwa, The Assam Kaziranga University Jorhat, Assam
 Prof. N.D. Mathur, Formerly of University of Rajasthan, Jaipur
 Prof. Pradeep Sharma, University of Rajasthan, Jaipur
 Prof. Prakash Sharma, University of Rajasthan, Jaipur
 Dr. Pramilla Dubey, Principal, S.S.G. Pareek Education College, Jaipur
 Prof. Pratap S Chauhan, VC, Shri Govind Guru University (SGGU), Godhara
 Prof. Rana Singh, Chandragupt Institute of Management (CIMP) Patna, India
 Prof. Sanjay Bhayani, Saurashtra University, Rajkot
 Prof. Vijay Pithadia, Smt. S.H. Gajera MBA Mahila College, Amreli
 Mr. Ammar Khayyat, Al Husari St. Shmaisani Amman Jordan
 Mr. Rajendra Deshpande, Digital Bus. Value Dev. Cons.-USA

CORE MEMBERS-ORGANISING COMMITTEE

Dr. Aanchal Puri	Dr. Namita Sharma
Dr. Akanksha Johar	Dr. Neeraj Basotia
Ms. Anamika Verma	Dr. Neha Sharma
Dr. Anoop Kumawat	Dr. Niraj Kumawat
Dr. Anukrati Sharma, Kota	Ms. Panna Bareth
Dr. Davendra Sharma	Dr. Poonam
Dr. Deepika Sharma	Dr. Pradeep Soni
Dr. Ekta	Dr. Ranjula Jain
Dr. Hament Singh Panwar	Dr. Richa Singhal
Dr. Krishan Mohan	Dr. Ritu Mehra
Dr. Leena Sharma	Dr. Ritu Sharma II
Dr. M.L. Vasita	Dr. Ruby Singh Parmar
Dr. Madhun Sudhan Sharma	Dr. Salim Khan
Mr. Mahavir Singh	Ms. Saraswati Choudhary
Dr. Mahesh Hapawat	Ms. Shalu Pareek
Dr. Mahesh Nawria	Dr. Shikha Nainawat
Dr. Meenu Maheshwari, Kota	Dr. Simmi Choyal
Dr. Minal Sharma	Dr. Suresh Kr. Rajora
Dr. Mrinali Kankar	Dr. Tarun Khandelwal

WELCOME

Prof. (Dr.) S.S. Modi
 Dr. Vijaylaxmi Pareek
 Prof. (Dr.) N.M. Sharma
 Dr. Pramila Dubey
 Dr. Ravi Kant Modi
 Dr. Aarti Chopra
 Dr. Ritu Sharma
 Dr. Ashok Kumar
 Ms. Anamika Verma
 Dr. Pratishtha Pareek

REGISTRATION

Dr. Ravi Kant Modi
 Dr. Saraswati Choudhary
 Dr. Deepti Sharma
 Dr. Pradeep Singh Soni
 Dr. Vinod Kumar Bairwa
 Dr. Aarti Chopra
 Ms. Kajal Pareek
 Ms. Apurva Gupta
 Dr. Meena Kumari
 Ms. Akriti Pareek
 Mr. Mahavir Singh
 Ms Mukta Dheer
 Mr. Pawan Pareek
 Ms. Panna Bareth
 Ms. Akriti Pareek
 Ms. Anupama Pareek

SOUVENIR & PUBLICATION

Dr. Ravi Kant Modi
 Dr. Aarti Chopra
 Dr. Ritu Sharma
 Dr. Ashok Kumar
 Dr. Vinod Kumar Bairwa
 Dr. Mahesh Nawria
 Mr. Ravi Pinara

MEDIA

Dr. Rajyashree Tiwari
 Dr. Deepika Sharma
 Dr. Ravi Kant Modi
 Ms. Varda Samvedi

STAGE MANAGEMENT

Dr. Mahesh Nawria
 Dr. K.K. Sharma
 Mr. O.P. Yadav
 Ms. Vrinda Dubey
 Ms. Kalpana Sharma
 Mr. Mahavir Singh
 Mr. Munfed Ali
 Mr. Gulam Fareed
 Mr. Akshaya Kumar
 Mr. Rajkumar
 Dr. Rajyashree Tiwari
 Dr. Neha Sharma

ANCHORING

Dr. Aarti Chopra
 Dr. Saroj Pareek
 Dr. Ravi Kant Modi
 Dr. Namita Sharma
 Dr. Deepika Sharma
 Dr. Ruby Singh Parmar
 Ms. Pratibha Negi

TECHNICAL SESSIONS

Dr. Ravi Kant Modi
 Dr. Ritu Sharma
 Ms. Medha Samvedi
 Dr. Akanksha Johar
 Dr. Namita Sharma
 Dr. Ruby Singh Parmar

CATERING

Ms. Apurva Kumawat
 Ms. Shalu Pareek
 Dr. Ritu Sharma II

TRANSPORTATION

Dr. Mahesh Nawria
 Dr. K.K. Sharma
 Mr. Suresh Kumar Gurjar

LOGISTICS

Mr. Pawan Pareek
 Mr. Munfed Ali
 Mr. Akshaya Kumar
 Mr. Rajkumar
 Ms. Anamika Verma
 Ms. Neha Rawat
 Ms. Akriti Pareek
 Ms. Anupama Pareek

DAY 1

January 06, 2023 (Friday)

Registration & High Tea	08:00 - 9:30 am
Inauguration	09:30 - 11:30 am
Tea	11:30 - 12:00 noon
Technical Session - I	12:00 - 02:30 pm
Technical Session - II	12:00 - 02:30 pm
Lunch	02:30 pm onwards

DAY 2

January 07, 2023 (Saturday)

Tea	08:30 - 09:00 am
Technical Session - III	09:00 - 12:00 noon
Technical Session - IV	09:00 - 12:00 noon
High Tea	12:00 - 12:30 pm
Valedictory	12:30 - 02:30 pm
Lunch	02:30 pm onwards

JANUARY 06, 2023 09:30 AM

INAUGURAL PROGRAMME

TIME	DETAILS
09:30	Welcome by Dr. Vijay Laxmi Pareek , Conference Convenor & Principal, SSG Pareek PG Girls College, Jaipur
09:31-09:35 AM	Welcome of Dignitaries (Invite on Dias) Dr. Aarti Chopra
09:35-09:40 AM	Saraswati Vandana & Lamp Lighting
09:40-09:50 AM	Welcome of Guests (with Flowers & Uparna ; Shawl & Mementos)
09:50-09:55 AM	Welcome on behalf of College - Prof. (Dr.) N.M. Sharma , Joint Conference Convenor & Principal, SSG Pareek PG College, Jaipur
09:55-10:00 AM	Welcome & Conference Preview - Prof. (Dr.) S.S. Modi , Conference Convenor & President, Inspira Research Association-IRA, Jaipur
INAUGURAL ADDRESS BY CHIEF GUEST	
10:00-10:10 AM	Dr. Rajeev Jain , Vice Chancellor, University of Rajasthan, Jaipur
ADDRESS BY SPECIAL GUESTS	
10:10-10:20 AM	Prof. (Dr.) Rana Singh , Former Director-IE(QA), University of Jazeera, Dubai Former Vice Chancellor, Sanskriti University, Mathura Director, CIMP, Patna
10:20-10:30 AM	Prof. (Dr.) Chai Ching Tan Rajamangala University of Technology, Thailand
10:30-10:40 AM	Prof. (Dr.) Jasraj Bohra , President Indian Accounting Association
ADDRESS BY GUESTS OF HONOUR	
10:40-10:45 AM	Prof. (Dr.) Jameel Ahmad Khader Marketing, Hotels & Tourism Management Kind Saud University, Riyadh
10:45-10:50 AM	Prof. (Dr.) Som Deo , Former Professor & Dean Faculty of Commerce University of Rajasthan, Jaipur
10:50-10:55 AM	Prof. (Dr.) Sanjay Bhayani Dean, Professor and Head Dept. of Bus. Mgmt., Saurashtra University, Rajkot General Secretary, IAA
10:55-11:00 AM	Release of Souvenir
11:00-11:05 AM	Presidential Address by Sh. Bajrang Lal Pareek , President, SSG Pareek College & Associated Institutions, Jaipur
11:05-11:10 AM	Address by Sh. Laxmi Kant Pareek , Secretary, SSG Pareek College & Associated Institutions, Jaipur
11:10-11:20 AM	Vote of Thanks by Prof. (Dr.) Anil Mehta , Joint Conference Convenor

January 07, 2023 12:30 pm

Time	Details
12:30-12:35 PM	Welcome of Dignitaries (Invite on Dias)
12:35-12:45 PM	Welcome of Guests (with Uparna, Shawl and Mementos)
12:45-12:50 PM	Welcome Address by Prof. (Dr.) Anil Mehta , Vice- President, Inspira IRA
ADDRESS BY GUESTS OF HONOUR	
12:50-12:55 PM	Prof. (Dr.) Govind Pareek , Former Professor, University of Rajasthan, Jaipur Former President SSG Pareek College Management Committee
12:55-01:00 PM	Prof. (Dr.) J.K. Sharma , Faculty of Commerce & Management Studies, G.G.D.S.D. (P.G. & Research) Centre Palwal, Haryana
01:00-01:05 PM	Dr. Snigdha Sharma , Principal, Government College, Jaipur
ADDRESS BY SPECIAL GUESTS	
01:05-01:10 PM	Prof. (Dr.) T.N. Mathur , Vice Chancellor IIS (Deemed to be University), Jaipur
01:10-01:15 PM	Prof. (Dr.) Manvinder Singh Pahwa , Professor & Dean, School of Business, The Assam Kaziranga University, Jorhat, Assam
01:15-01:20 PM	Pastor Arguelles Jr. , Dean, College of Computer Studies University of Perpetual Help System Dalta Philippines, Southeast Asia
01:20-01:30 PM	Reports of All Tracks - by Master Rapporteur: Dr. Aarti Chopra
AWARDS	
01:30-01:40 PM	Best Paper Awards Technical Session I / II / III / IV
01:40-01:50 PM	INSPIRA - Academic Excellence Awards, January 2023
VALEDICTORY ADDRESS	
01:50-01:55 PM	Chief Guest: Prof. (Dr.) Bhagirath Singh , Vice Chancellor Shekhawati University, Sikar
01:55-02:00 PM	Presidential Remarks: Sh. Bajrang Lal Pareek , President, SSG Pareek College & Associated Institutions, Jaipur
02:00-02:05 PM	Address by Sh. Laxmi Kant Pareek , Secretary, SSG Pareek College & Associated Institutions, Jaipur
02:05-02:10 PM	Vote of Thanks on behalf of SSG Pareek PG Girls College, Jaipur Dr. Ritu Sharma , Conference Secretary & Head, Department of ABST, SSG Pareek PG Girls College, Jaipur
02:10-02:15 PM	Vote of Thanks on behalf of Inspira-IRA Dr. Ravi Kant Modi , General Secretary, Inspira-IRA

KEYNOTE PAPERS

IMPACT OF TECHNICAL EFFICIENCY, MARKET COMPETITION AND RISK IN THE BANKING PERFORMANCE IN G20 COUNTRIES

Prof. Jameel A. Khader
King Saud University
Saudi Arabia

Abstract

Purpose – Recently, the financial sector has faced significant challenges regarding the market competition, its technical efficiency and risk factors around the globe and gain recent researchers' intentions. Thus, the present study aims to examine the impact of technical efficiency, market competition and risk in banking performance in Group of Twenty (G20) countries.

Design/methodology/approach – Data have been obtained from the World Development Indicator from 2008 to 2019.

For analysis purpose, random effect model and generalized method of moments (GMMs) have been executed using Stata.

Findings – The results revealed that market competition and banks' capital efficiency have a positive impact on banking performance, while banks' lending efficiency and non-performing loans have a negative association with the banking sector performance of G20 countries. These outcomes provide the guidelines to the regulators that they should formulate the effective policies related to the lending practices and non-performing loans that could improve the banking sector performance worldwide.

Research limitations/implications – The study has examined only three economic factors like the technical efficiency rate, market competition and risk element, and their influences on banking institutions' operational and economic performance. But the analysis has proved that except these factors, several factors affect banking institutions' operational and economic performance.

Thus, future scholars recommend they analyze all the banking sector areas, pick more factors and enlighten their operational and economic performance influences. Moreover, the author of this article has chosen a particular source for collecting data to meet his study's objective. Only a single piece of software has been applied to analyze data; thus, the data collected for this paper may be incomplete, lack accuracy and reliability. Therefore, the future authors are recommended to use multiple sources to collect data and its analysis to ensure the comprehension, completeness and accuracy.

Originality/value – Last but not least, this study with the evidences from the banking sector of G20 countries tries to show on the banking management how the risk element matters in the banking sector in an economy. It makes it clear in which areas the banking institutions may be exposed to the risks, and how much sever different kinds of risks may be. Thus, it motivates the management to set a body of persons within the organization to monitor the risks, to try to avoid them and to overcome the problems created by these risks events.

Introduction

The performance of banking sectors and other financial institutions has been gaining the attention from researchers, investigators and highly educated and talented scholars as all the other economic sectors' performance are dependent on the working of financial sectors.

The banking sectors and other financial institutions have backbone importance in an economy because they provide financial support to all the other economic sectors (Siswantoet al., 2019).

This study aims to examine the operational and economic performance of the banking sector and financial institutions and check the role of different factors like technical efficiency, market competition and risk on the performance of the banking sector or financial institutions with evidential support from the economies of Group

of Twenty(G20) countries. G20 summit is an international financial forum where the finance ministers and some other government authoritative persons of the countries involved are gathered to negotiate the financial issue found by them within their countries or financial issues occurred across the world. The G20 forum aims to bring together systematically important industrialized and developing economies to discuss the key issue in the global economy(Qiao et al., 2019).

This forum started in 1999 with G7 to overcome the problems aroused by the worldwide financial crisis. Then, with the passage of time, the forum's member countries continued to increase, and finally, it goes to G20. This international forum of finance and government authorities consists of 19 countries and the European Union (EU).

These countries are Argentina, Australia, Brazil, Canada, China, Germany, France, India, Indonesia, Italy, Japan, Mexico, the Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, the UK and the US (Hajnal, 2016). These G20 countries have a great worth across the world economy as they collectively have 9% share in the gross world product (GWP), 80% share in the world trade (if excluding EU intra-trade, 75%). G20 countries consist of two-thirds of the world population, and about half of the world land area. Thus, the international financial forum of G20 has tremendous global worth, especially in banking and financial sectors (Paramati et al., 2017). This study analyzes the performance of the banking sectors in the G20 countries and examines how much technical efficiency along with economic efficiency, market competition and risks element effects on the performance of these banking institutions.

Much of the literature has been devoted to analyzing the banking sector's technical efficiency and other financial institutions. It has become a widely researched and discussed topic in the literature (Nigmonov, 2010).

The technical efficiency of the banking economic sector has become one of the most significant issues in the financial market because of the crucial role of the bank's technical efficiency in determining and indicating the stability in the banking sector and, thereby, the overall financial system (Adusei, 2016).

Technical efficiency is the effectiveness of an institution to have the desired output by using given inputs. A bank performing in a better way is supposed to have better technical efficiency along with economic efficiency. Different methods can be applied to measure the technical efficiency of the banks. Banks' technical efficiency can be measured through ratio analysis in which financial statements of particular banks are examined and compared with the benchmark (Psillaki and Mamatzakis, 2017).

Besides this, several other methods are used to check the banks' technical efficiency, like parametric and non-parametric methods with applying several techniques to analyze a set of data with some assumptions according to the structure of production technology (Lema, 2017). Parametric methods consist of the stochastic frontier approach (SFA), thick frontier approach (TFA) and distribution free approach (DFA). The same measures are used to measure economic efficiency. Non-parametric methods are data envelopment analysis (DEAs) and free disposal hull (FDH) and these methods are applied to measure the technical efficiency of the production banking units (Degl'Innocent et al., 2017).

The collaboration of 20 different countries under the forum of the G20 summit has contributed a lot to the technical efficiency of the individual banks in these countries and the overall banking sector and economic growth. The market competition has significant importance in an economy as it triggers all economic sectors' performance, including the banking and financial sectors (Odonkoret al., 2011). Competition in an economy is the rivalry among the different organizations that deal in almost identical products or services facing the same focused audience to have more sales, more revenue and more share in the market place than other enterprises (Bushman et al., 2016).

The study aims at examining the role of market competition in the banking sector. This paper checks the influences of different kinds of competition in determining the performance of banks. The competition that affects the banking sector's performance is not compulsory the market competition between different banks or banks and other financial institutions. As the banks deal in deposits, loans, investment and other financial and economic activities, their performance is also affected by the market competition among other economic industries both at

the national and international levels (Zigraiova and Havranek, 2016).

The observation of different banks in the G20 countries like Argentina, Brazil, Australia, Canada, India, Malaysia, France, Germany, the UK, the US and others have indicated that the emerging competition among the banking and financial institutions along with other economic sectors positively affects the performance of individual banks and the banking sector as a whole unit. Like other economic institutions, the banking sector also has to face several risks.

There are a large number of risks which are divided into several kinds like credit risks, market risks, operational risks, liquidity risks, reputational risks and the essential systematic risks and moral hazard. Some of these risks are less severe and defective to the banks while others are more severe and defective as they not only affect only a particular banking institution but affect the entire banking sectors, or if they affect only a particular bank, the effect is worse (Varotto and Zhao, 2018).

The most prominent example of the worst kind of bank risk like systemic risks is the financial crises occurring in 2008, in which all banking sectors had to suffer in the result of which G7 raised to G20.

Since the banking sector is considered the custodian of government revenues and public, different regulatory authorities within or outside the institutions act to help monitor and minimize the chances and the consequences of risks (Kayodeet al., 2015).

The members, along with the chairman of the G20 summit, negotiate about the financial issues, try to find the causes of risks and overcome them. Moreover, the individual G20 countries' governments within their economies, establish regulatory authority to regulate the banks and help them overcome the risks (Adusei, 2015). Thus, the banking sector development and performance are essential for the country's economy, and Figure A1 shows some statistics about banking performance by country (Wade, 2011).

This is an attempt to make this fact evident on the finance ministers and government authorities of G20 countries and also of the remaining countries how much important role does the technical efficiency along with economic efficiency play in the achievement of superior banking performance in an economy. The financial sector has faced significant

challenges regarding the market competition, its technical efficiency and risk factors around the globe, and gain recent researchers' intentions that shows the significance of present study to be executed.

This study is significant for the banking management institutions and guides them that on how to attain higher technical efficiency, how to measure it and how the rate of performance can be increased by accelerating the rate of technical efficiency.

This paper also elaborates how much significant role does market competition both among the banking and financial institutions and other economic institutions like institutions belonging to industrial, trading, mining and service industries not only at national but also at international level play in a banking sector and how it affects the banking performance.

This paper makes it clear on the management of banking enterprises along with financial institutions how the emerging competition affects the operations and marketing. And it also tries to elaborate how the management can benefit from the healthy market competition by making necessary amendments in its policies, strategies, procedures, techniques and technology. Thus, this study explains how the market competition makes the banking institutions to bring innovation in their services and operations which derive superior performance.

Last but not least, this study with the evidences from the banking sector of G20 countries, tries to show on the banking management how the risk element matters in the banking sector in an economy. It makes it clear in which areas the banking institutions may be exposed to the risks, and how much severe different kinds of risks may be. Thus, it motivates the management to set a body of persons within the organization to monitor the risks, to try to avoid them and to overcome the problems created by these risks events.

The paper aims at examining the role of three factors technical efficiency, emerging market competition, risks

element in determining the performance of banks with the evidential support from the G20 countries like the US, the UK, Canada, Malaysia, Brazil, Saudi Arabia, South Africa, South Korea, Turkey, Mexico and several others with the help of proper theoretical framework and methodology. In order to achieve the objectives, the paper proves its study with discussion, implication and conclusion.

Conclusion

In the conclusion of the study, it can be said that this paper has been written to examine the banking performance (operational and economic performance) and also analyzes the movement in the performance rate of banking institutions due to the movement in the technical efficiency rate, market competition and the occurrence of different kinds of risks

in a different circumstance. The study analyses that technical efficiency has a significant and positive association with the performance of banking institutions. The banking institutions' technical efficiency is the effectiveness with which the banks produce the maximum output

with the utilization of a minimum quantity of available inputs. Thus, the higher the rate of technical efficiency, the higher is the performance rate of banking institutions. Moreover, the study suggests that emerging market competition is considerably associated with banking

institutions' performance rate. To cope with the emerging market competition, the banking organizations must improve their services, in the efficiency of their employees and operational activities. To have competitive advantages over the market rival's banks must try to know the requirements of their customers, general demand and benchmark rates, and they must try to adapt to them. Besides, the results conclude that the risk element has a significant role in the banking sector. It puts considerable influences on the operational performance and

thereby, on their economic performance. Thus, this study explains how the market competition makes the banking institutions to bring innovation in their services and operations which derive superior performance. It implies that in order to avoid different kinds of risks and to remove the adverse consequences of the banks being exposed to these risks, banks should take necessary steps like the establishment of an effective management.

ENVIRONMENTAL EDUCATION: A HISTORICAL NECESSITY FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT

Maria Cleusenir de Andrade Alencar

cleusenirandrade@hotmail.com

Veni Creator Cristian University.

Dr Beatriz Lucia Salvador Bizotto

beatrizluciabizotto@gmail.com

UNIFACVEST University Center

Veni Creator Cristian University.

Dr Maria Emilia Camargo

mekamargo@gmail.com

Federal University of Santa Maria

Abstract: The objective of this study was to analyze the concern with environmental education and the influence of thought in antiquity and modernity and its reflections on the relationships between societies and contemporary nature, under the prism of the evolution of scientific production around the theme that involves the impact of environmental education on the relationship between humans and sustainable development. To this end, the methodology established was a bibliographical research. The search was conducted in the month of November 2022, using as a criterion the term "sustainable development and environmental education" in quotes, accompanied by the plus sign, followed by the expression socio-environmental responsibility, also in quotes: "sustainable development (+) environmental education" (+) socio-environmental responsibility; applying also the filters: "Since the year 2018" cumulated with "Pages in Portuguese", returning 176 results. Then, other searches were conducted, taking the publications in the years 2001, 2012, 2017, and the intervals from 2002 to 2012 and 2012 to 2022, obtaining the results 01, 19, 32, 116 and 314 publications, respectively, in order to obtain comparative parameters. It was noticed with the research that, since the most remote times, where the development at any cost prevailed, there has been a change and an evolution reflected by the intensification of scientific production involving environmental education, sustainable development and socio-environmental responsibility, contributing to the elimination of environmental degradation. The transformations of the environment in contemporary societies have called into question the aspects related to the formation of ecological rationality. The theme has its own relevance regarding the importance of environmental education. Reflecting on these transformations, the need to adopt policies aimed at the inclusion of environmental issues as a curricular component emerges, in order to allow a new model of knowledge and behavior in the face of socio-environmental risk. Discourses about the relationships between society and nature have been built and changed. According to Koike (1999) the conception of the Greek physis was not the same as today's understanding of nature. Since ancient times, the human being assumes the position of a stranger to the world he describes, being strange to the notion of belonging. In view of this, we can see some aspects of human societies with respect to nature, the environment, and the urgent need for environmental education, including as a mandatory curricular component, in order to prevent socio-environmental risks. Despite this concept of sustainable development, the idea of socially responsible profit in harmony with the rational use of environmental resources, through the compatibility between obtaining advantageous profitability rates and environmental preservation, would be closely linked to the growth of environmental awareness, since companies, through ecologically responsible projects could no longer refrain from the new market demands with regard to sustainability, and the trend that companies' revenues increasingly depend on the behavior of consumers, who value certified organizations, with quality seals, and especially those that are inserted in the logic of environmental preservation (Tachizawa & Gimenez, 2010). Hence the importance of environmental education, where Sustainable Development can be conceived as one that occurs for present needs, without compromising the ability of future generations to meet

their own needs. Based on this, it has come to realize an effort by companies for environmental and social balance with economic goals in order to minimize losses and increase benefits to natural environments and societies, (Klewitz and Hansen, 2014). (Petitinga 2015) adds that the term Local Development can never be considered only in an economic sphere, but is also associated with improving the quality of life and care for the environment. In recent years, Brazilian education has sought innovative alternatives to the sustainability paradigm, proposing public policies in the field of environmental education, encouraging the transition of educational institutions towards socio-environmental sustainability and becoming spatially sustainable educators, (Vieira, Torales-Campos and Morais, 2016). International events were held and documents were prepared to stimulate the development of public policies on the need to act on environmental issues, with repercussions in several countries. In the case of Brazil, the reaction was evident with the promulgation of laws that had repercussions in the field of education. The Brazilian Constitution of 1988 establishes a general line for the promotion of environmental education. Firstly, expressing that it is the responsibility of the responsible Public, secondly, the scope when considering all levels of education, thus including basic education (early childhood education, elementary and high school) and higher education, (Oliveira et al., 2019). This care should start from the basic principles of family education and culminate with the concepts of learning. Based on the study conducted, elements reflecting a historical encounter between different conceptions of nature throughout history, including the persistent separation between humanity and nature, were perceived. A utilitarian conception of nature separates humans from sustainable development that ensures the perpetuity of resources for future generations. The evolution noted in the scientific production reveals that, even though still timidly, there is a concern with the need for environmental education for sustainable development and socio-environmental responsibility. Positive results of this evolution can be perceived, such as the conduct adopted by companies in response to the demand of consumers engaged with environmental issues. One can conclude that there would be no socio-environmentally committed human beings if there were no information as environmental education. The evolution noticed in the scientific production reveals that, Thus, it is suggested that even with the current conceptions of sustainable development, whose ideology seeks to link the care for the environment to economic interests and social needs, with a predominance of mercantilist interests in the face of environmental preservation, environmental education should be expanded, making itself present as a curricular component on environmental issues, encouraging scientific production and the basis for the adoption of public policies that aim to ensure the preservation of the environment and consequently of life.

REFERENCES

- Gomes, L. A., Brasileiro, T. S. A., & Caeiro, S. (2020). Educação ambiental e educação superior: uma revisão sistemática da literatura. *Brazilian Journal of Development*, 6(10), 77012-77029.
- Koike, K. Aspectos da física grega. In: *Revista perspectiva filosófica*. V. VI, n. 12, jul-dez, 1999
- Klewicz, J.; Hansen, E. G. Sustainability-oriented innovation of SMEs: a systematic review. *Journal of Cleaner Production*, v. 65, p. 57-75, 2014
- Oliveira, M. de F., da Silva, F. G., Ferreira, S., Teixeira, M., Damásio, H., Ferreira, A. D., & Gonçalves, J. M. (2019). Innovations in sustainable agriculture: Case study of Lis Valley Irrigation District, Portugal. *Sustainability (Switzerland)*, 11(2), 119. <https://doi.org/10.3390/su11020331>
- Petitinga, C. S. Desenvolvimento Local. Acesso em 02 de dezembro de 2022 em <http://www.cult.ufba.br/maisdefinicoes/DESENVOLVIMENTOLOCAL.pdf>
- Tachizawa, E. M., & Gimenez, C. (2010). Supply flexibility strategies in Spanish firms: Results from a survey. *International Journal of Production Economics*, 124(1), 214224.
- Vieira, S. R., Torales-Campos, M. A., & de Morais, J. L. (2016). Proposta de matriz de indicadores de educação ambiental para avaliação da sustentabilidade socioambiental na escola Proposal for environmental education indicators matrix for assessment of environmental sustainability in school. *REMEA-Revista Eletrônica do Mestrado em Educação Ambiental*, 33(2), 106-123

WOMEN EMPOWERMENT

Dr. K.S. Gupta

PhD (IIT Bombay), MBA, PGDBA, ME, C Eng (I), FIE, LMISTD.
Director & Foreign Quality Expert in Higher Education
KSG Center for Quality Minds (KSGCQM),
Bangalore-560037, India
Mobile: (+91) 9886012146
ksgupta37@gmail.com

Introduction

The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the state to adopt measures of positive discrimination in favour of women.

Women are the solution to eradicate poverty by transforming society. They have the potential to bring about economic and social change that transforms lives - one woman, one family and one community at a time.

'Empowerment' may be described as a process which helps people to assert their control over the factors which affect their lives. Empowerment of women means developing them as more aware individuals, who are politically active, economically productive and independent and are able to make intelligent discussion in matters that affect them.

The concept of 'empowerment' has become integral to development thought. The word 'Empowerment' means the choice, freedom, agency, capacity, participation, autonomy, and increased resources. Generally, the idea of empowerment, as a means of improving quality of life and expanding the basis of human well-being, can serve as a process social transformation.

Empowerment of women is the prerequisite to transform a developing country into a developed country. Women empowerment generally has five components : firstly, women's sense of self-worth; secondly, their right to have the power of control their own lives, both within and outside home; and lastly, their ability to influence the direction of social change to create a just social and economic order nationally, internationally and universally.

Empowerment

Empowerment is defined as:

"the process of sharing power and providing an enabling environment (by removing hurdles) in order to encourage employees to take initiative and decisions to take actions at all levels to achieve organisational and individual goals."

The above definition applies for **empowering self (Psychological Empowerment)** when an individual is sharing some of his power and providing an enabling environment for self by removing the hurdles. Similarly this applies for **empowering others** when an individual is sharing his power with other and removing hurdles to provide enabling environment for other.

Psychological Empowerment focuses on what happens on the personal level in the individual's life and is also called Psychological Empowerment.

Roadblocks to Individual Empowerment

Lack of:

- Self-awareness
- Motivation
- Well rounded development
- knowledge of Negatively Dominant Mind Programs
- Understanding Empowerment
- Applying Empowerment

- Managing change
- Reprogramming of Mind
- Being Learner

Dominant negative human mind programs are the powerful blocks to hold person in their status quo and do not allow to change. Therefore it is essential to understand the level of these programs and work for reducing one by one so that person can reduce the level of disempowerment and enhance empowerment.

Women Empowerment

Empowerment of women is the prerequisite to transform a developing country into a developed country. Psychological empowerment of Women generally has five components: sense of self-worth; high level of self-confidence, right to have the power of control their own lives, both within and outside home; ability to influence the direction of social change and economic order nationally, internationally and universally.

The parameters of women empowerment are:

- Raising self-esteem and self-confidence of women.
- Elimination of discrimination and all forms of violence against women and girl child.
- Building and strengthening partnership with civil society particularly women's organisations.
- Enforcement of constitutional and legal provisions and safeguarding rights of women.
- Developing ability among women to think critically.
- Fostering decision-making and collective action.
- Enabling women to make informed choices.
- Ensuring women's participation in all walks of life.
- Providing information, knowledge, skills for self-employment.

Woman must understand about the dominant negative programs and reducing the level she can enhance her level of Psychological Empowerment.

There is a Chinese proverb:

**“Good, better, best,
we should never rest,
Till our good is better,
and better is the best.”**

“A journey of thousand miles begins with first step”. You have put a step ahead you would be motivated to put another step forward. This is infectious disease and would spread very fast once it is started.

DAY 1
JANUARY 06, 2023

DAY 1, FRIDAY, JANUARY 06, 2023

TECHNICAL SESSION - I

(Commerce & Management)

CHAIRPERSON



PROF. (DR.) N.D. MATHUR

Dean
Humanities and Social Sciences
JECRC, Jaipur

ADDITIONAL CHAIRPERSONS



PROF. (DR.) MAMTA JAIN

Professor, EAFM
University of Rajasthan, Jaipur



DR. RITA JAIN

Principal
S.S. Jain Subodh Girls PG College
Sanganer, Jaipur



DR. ANJU GUPTA

Principal
Khandelwal Vaish Girls Institute of Technology
Jaipur

KEYNOTE SPEAKERS



CMA DR. KINNARRY V THAKKAR

Mumbai, Maharashtra



PROF. (DR.) S.K. KHATIK

Barkatullah University, Bhopal



DR. GAURAV LODHA

Associate Professor
Manipal University Jaipur

GOODS AND SERVICE TAX IN INDIA: AN ANALYSIS OF HALF-A-DECADE JOURNEY

Dr. Prerna Jain

Assistant Professor -Department of Accountancy and Business Statistics,
SPC Government College, Ajmer, Rajasthan

Taxation system has evolved since ancient times and Chanakya's Arthashastra is the famous treatise on this subject. With the continuous evolution of the economic activities, scientific discoveries, improvisation of production systems, growth of population and with adoption of different forms of administration the taxation systems were bound to change in any civilization. The Goods and Services Tax (GST) India's biggest tax reform completed its half-a-decade journey on June 30, with many hits and some misses, and also fetched about a paradigm shift in use of technology to bring about tax submission with making over Rs 1 lakh crore revenue collection average per month 'a new normal'. On the 5th anniversary of GST, Central Board of Indirect Taxes and Customs (CBIC) tweeted "GST subsumed multiple levies and cesses, reduced compliance burden, removed regional imbalances and inter-state barriers, and significantly increased the transparency and overall Revenue collection". The paper emphasizes on exploring the present state of Goods and Service Tax implementation, revenue achievements, GST slabs on various items, sector wide representation on completing its five years journey. The facts reveal that India has observed a tremendous increase in tax base vis-à-vis revenue collection.

PORTFOLIO MANAGEMENT SERVICES: AN ANALYSIS

Dr. P. C. Saini

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

In present day world of security scams, security booms, security price volatility where sensex may fall and rise up to eleven hundred points a day, an investor is highly confused as to the selection of securities for the purpose of purchase and sale. In investment decisions, an investor, whether an individual or a firm or institution wants to know: which share is to be selected and why? How much should be invested in each type? How could one minimize risk? One needs to resolve all those and similar issues in order to maximize return and minimize risk. Portfolio management helps in this respect. Hence, individual investors, institutional investors, professionals, corporate executives etc. would be keenly interested in learning and relearning the portfolio management procedures and norms associated with trading in securities in the fast changing world. In this study security analysis deals with the analysis of securities within the framework of return and risk. Portfolio analysis begins where the security analysis ends. The concept of portfolio analysis has very significant relevance for investors because portfolios which are combinations of securities may or may not take on all the features of their individual parts. Various combinations of securities when held together behave in a different manner and give different returns as compared to the analysis of different securities. A combination or portfolio of securities can give better and advantageous return only if they are grouped together in a manner to secure the optimum combination of risk and return or an optimum portfolio.

STRATEGIC MANAGEMENT IN E-COMMERCE ENTERPRISE

Dr. Manisha M. Barad

Assistant Professor, Department of Commerce and Management, K.S.K.V
Kachchh University, Bhuj

This Paper Identifies The Factors That Moderate This Relationship The Analysis Of Collected Data Confirms That E-Commerce Adoption Has An Impact On Smes Strategies. Many Participants Asserted That The Introduction Of E-Commerce In Saudi Market Has Changed Their Businesses' Plans And Strategies. The Findings Identify The Major Factors That Moderate And Predict The relationship Between E-Commerce And Business Strategy. The First Objective Is To Identify The Current Factors Of Online Shopping behavior In The Industry Of Online Electronics. The Second Objective Is To Identify The Current Economic performance And Financial Strategy Of E-Commerce Businesses And Their Relevance To Strategic Behavior In E-Commerce. The Third Objective Is To Identify The Possible Differences In Strategic Behavior Of E-Commerce Smes And E-

Commerce Large Businesses. The Research Methods Employed Were: Situation. Finally, It Was Found That The Current Balanced E-Strategy Of E-Commerce Businesses Doesnot Correspond With Conservative Financial Strategy.

AGRICULTURE COST ACCOUNTING (COST OF WHEAT & BAJRA IN HARYANA AND RAJASTHAN STATE W.E.F. 2014 TO 2018)

Dr. Mukesh Kumar

Associate Professor in Commerce, Government College Sector-9
Gurugram, Haryana

All over the world, agriculture is one of the important economics activities. It is the first settled occupation and even today it is by far the most important and numerically superior industry, since roughly 75% of the world population depends on it. It contributes a sizable portion of the national income of the country and also contributes considerably to our exports, which earn foreign exchange with the help of which we import capital goods and other necessary commodities. It satisfies the bulk of the demand for industrial goods and absorbs the bulk of work force rendered seasonally unemployed in some industries and is thus the last refuge of employment for them. Since independence, various measures have been taken to improve this sector but scientific techniques of management have not yet been introduced in this sector. Even a standard form of accounts for recording and analysing the transactions of agricultural farm have not yet been developed and, till now, farmers are not aware of the benefits of maintaining accounts of such necessary activities in a systematic and standard form. Farm accounting and management in our country has received far less attention than industrial and business management and accounting. Till now, no comprehensive, detailed and systematic accounting methods, costing system and managerial techniques have been introduced in this sector.

INVESTMENT PLANNING AND TAX SAVING SCHEMES: A STUDY OF SALARIED PEOPLE IN JODHPUR DISTRICT OF RAJASTHAN

Dr. Kamal Kant

Guest Faculty, Business Administration Department, Jai Narayan Vyas
University, Jodhpur

The average person today saves more and more of their income, both for now and in the future, so that they can afford to maintain a certain level of comfort in their daily lives. However, putting money away in savings accounts is not a viable long-term strategy because it does not generate additional funds. This is where financial investments are made. It's a way of motivating oneself to save more money and put that money to use in other ways. The question that arises, however, is where one should put their hard-earned money. whether he or she should put their money in a safe place like a bank, gold, real estate, or the post office, or take a chance on a potentially lucrative long-term investment in something like shares, mutual funds, debentures, or the stock market. A person's investment decision is based on many considerations, including risk, return, time, and cost. However, investment awareness is one of the most important factors to consider before making any investments. The current research is an effort to gain insight into the investment knowledge and behaviour of the salaried population. Three hundred salaried residents of the Marathwada district in the Indian state of Rajasthan were surveyed for this purpose. The amount of time an investor spends keeping an eye on his investments is another area of interest for the present investigation. This study is quantitative in nature and is a primary source.

IMPACT OF GST IN INDIAN ECONOMY

Dr. Beena Sharma

Assistant Professor in ABST, Government College, Sambhar Lake, Jaipur

Goods and service tax is referred to as GST. It is an indirect tax that was implemented to replace a variety of previous indirect taxes, including the value added tax, service tax, purchase tax, excise duty and others. GST is a tax that India imposes on the supply of specific products and services. There is only one tax that is imposed in India. The main aim of this taxation system is to curb the cascading effect of other indirect taxes. It will help to create a unified common national market for India, giving a boost to foreign investment and "Make in India" campaign.

GOVERNANCE OF HIGHER EDUCATION - ANSWERABILITY AND ACCOUNTABILITY

Dr. Anjana Vashishtha Rawat

HOD English, Studies and Language, K A PG College, Kasganj, UP

Prof. (Dr) Sudhir Rawat

HOD Zoology, Government Degree College, Kasganj, U.P.

As the higher Education started expanding, it was felt that there should be a regulatory and statutory body or bodies for regulation, Coordination and setting up the standards in the field of higher education. In spite of varied nature of category in higher education which extends from undergraduate college to universities as well as Professional courses, there suppose to be a clear democracy of Authority structure. However there is a kind of overlapping existing in the structure of rules, regulations and directions issued or controlled by central and state government. Because of such system, there is a set of multiple rules and regulation. This disturbed hierarchy, gives a loss of responsibility with the expansion of the universities and colleges and institutions. This in result will impact the governance of the higher education and their quality. This lacking of responsibility and lack of quality raises a question on accountability and answerability in higher education. The concern of accountability first came into existence in 1990 where there found an ideological shift in the governance of the states and central for different rules of higher education. The National Policy on Education has dealt to some extent on the matter of accountability to pop up the quality in higher education. Soon a need of incorporation of accountability and answerability in higher education has raised, it was tried to find out existing literature but unfortunately no commonly acceptable definition of accountability and answerability has found. Also no frame work for setting such accountability and answerability in higher education has found. This research paper not at all setting up any conclusive remark on the fact whether accountability of universities or teachers should be a part of policy formulation or not. Rather this research paper objects to preset the case that it is the responsibility of universities to determine the need of accountability and answerability and it should not be in any manner lead to high performance only.

THE IMPACT OF INTERNATIONAL TRADE ON ECONOMIC GROWTH OF INDIA

Dr Deepika Sharma

Assistant Professor (EAFM), SSG Pareek PG Girls College, Jaipur

In this research paper, we examine about the trades and studies in the era of Adam Smith and the impact of technology aspects resulting from international trade on the physical accumulation and quality of productive factors. We also examine both the theory of economic growth and the theory of International Trade during the classical approach in accordance of two branches of Economics. In this approach it was assumed that international trade got a positive effect on the economic growth. During the postclassical period both theories became autonomous relatively to each other. It was a consequent that the importance of International Trade was neglected in the context of economic growth specially until the modern era. Some of new models of indigenous growth were introduced and with that both theories merged again. The modelling Framework advanced by the new models as well as recent development inside the international trade theory has allowed us to obtain a better understanding of relaxation between economic growth and international trade.

COP 27 : AN AGREEMENT ON 'LOSS AND DAMAGE'

Dr. Amar Nath Agarwal

Assistant Professor, ABST, SCRS Government PG College, Sawai Madhopur

The whole world is facing acquit problem of global warming. Scientists, geologists, and environmentalists are very much anxious about rising the temperature on the earth to the extent of 1.5 degrees Celsius (as warned by SR15). From various platforms (national or international) they are warning the countries and suggesting them to cut emissions. For last three decades the United Nations is making efforts to bring almost all the countries on the earth together for global climate summits, which is called as COPs. The term COP stands for Conference of the Parties. COP27 is

the most recent annual United Nation's climate change conference. On 20th Nov. 2022, the 27th conference of the Parties to the United Nations Frame Work Convention on Climate Change (UNFCCC) was took place in the Egyptian coastal city of Sharm el-Sheikh, the conference was concluded with an agreement of establishing a loss and damage fund. Welcoming the historical decision of loss and damage fund and calling it as most essential, the Secretary-General of United Nations Mr. Antonio Guterres said that more efforts are to be taken to drastically reduce the emissions. It was strongly said in the conference that the red line of temperature that takes our planet over 1.5 degree limit should not be crossed. The main beauty of COP27 may refer to the establishment of a Loss and Damage Fund. This fund aims to get money from wealthy countries and to provide financial assistance to those most in need or to nations most vulnerable and impacted by the effect of climate changes. Here the words loss and damage refers to the negative consequences due to rising temperature or global warming. In this paper an attempt has been made to explain how to raise the funds, which country should contribute and to whom these are to be distributed. (Key words: COP27, global warming, loss and damage fund, emission, vulnerable.)

EXECUTIONS OF IFRS IN INDIA: AN ANALYTICAL VIEW

Dharmpal Yadav

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

Reliable, Consistent and uniform financial reporting is important part of a good corporate governance practices worldwide in order to enhance the credibility of the businesses in the eyes of investors to take informed investments decisions. In pursuance of G-20 commitment given by India, the process of convergence of Indian Accounting Standards with IFRSs has been carried out in Ministry of Corporate affairs through wide ranging consultative exercise with all the stakeholders. Thirty five Indian Accounting Standards converged with International Financial Reporting Standards are being notified by the Ministry and placed on the website. The Ministry of Corporate affairs will implement the IFRSs converged Indian Accounting Standards in a phased manner after various issues including tax related issues are resolved with the concerned departments. It would be ensured that the implementation of the converged standards in a phased manner is a smooth for the stakeholders. The article is an attempt to find out some important facts regarding to convergence of Ind AS with IFRSs. The purpose of this paper is to identify the importance of and relationships between India AS & IFRSs. In this article I will discuss problems in adapting IFRS, comparison of India AS with IFRSs, benefits of adapting IFRSs etc.

IMPACT OF ESG ON EARNINGS MANAGEMENT ACTIVITIES IN FINANCIALLY DISTRESSED COMPANIES

CMA (Dr.) Debdas Rakshit

Professor, Department of Commerce, The University of Burdwan, West Bengal, India

Ananya Paul

Research Scholar, Department of Commerce, The University of Burdwan, West Bengal, India

The present study empirically examines the impact of ESG performance on earnings management practices in financially distressed companies including the moderating influence of ESG performance on the linkage between earnings management and financial distress in the Indian context. In this respect, the study considers overall ESG performance as well as three sub-pillars of ESG i.e. environmental performance, social performance and governance performance. The sample consists of 41 financially distressed Indian companies during the period 2013 – 2020. The study uses Modified Jones model and Kasznik model as two alternative measures for discretionary accruals, a proxy for accrual earnings management while Altman's Z-score and Emerging Market Scoring model have been used as a measure of financial distress. Moreover, the study employs dynamic panel data analysis methodology using two-step system GMM model. The findings highlighted that firms' overall ESG performance as well as environmental, social, and governance performance have a significant negative impact on earnings management activities in distressed companies. However, ESG

performance including environmental, social and governance performance have a significant positive moderating impact on the linkage between earnings management and financial distress. This conveys that ESG performance does not help in lowering the impact of financial distress on earnings management practices. Moreover, the results are consistent across both the earnings management and distress measures.

A RESEARCH ON THE ROLE OF SOCIAL MEDIA ON STUDENT ENGAGEMENT IN PRIVATE / PROFESSIONAL HIGHER EDUCATION INSTITUTION IN RAJASTHAN

Ashok Kumar Sharma

Research Scholar, The ICFAI University, Jaipur, Rajasthan

Higher education branding aims to offer institutions of higher learning a distinct personality that helps them stand out in their respective communities. Students may want to perceive themselves as part of a prestigious school with a long tradition of success, even if the branding extends beyond mere recognition. The experiential service in management education is the method through which information is obtained from many sources and transmitted to students in order to strengthen their knowledge base and employability, therefore helping to build a higher education brand. A service that focuses on the customer's experience rather than merely the practical advantages of its goods and services is referred to as an experiential service. Challenges, doubts, and criticisms abound in the concept of branding in private / professional higher education institutions in Rajasthan and the notion of marketization. Universities in Rajasthan find it difficult to differentiate themselves in commercial activities like branding, and defining true uniqueness is frequently a problem. This research explores the impact of social media on higher education brand creation in cities of Rajasthan with a focus on student perceptions and the numerous contact points that students encounter along their educational journey.

POSSIBILITIES OF AGRO-PROCESSING IN RAJASTHAN

Arushi Shekhawat

Research Scholar, Department of EAFM, University of Rajasthan, Jaipur, Rajasthan

Rajasthan the state of desert and forts is number one producer of fenugreek, mustard, bajra, cumin, coriander etc. It accounts for more than 10 percent of the nation's milk production and has one of the highest livestock populations, making it ideal for agro processing units. The state's agro processing industry, which includes food processing, is a significant contributor to the state's GDP, employment, and investment, and it is expected to be a major driver of the state's growth in the near future. Food processing has not achieved the growth it deserves, despite having prominent parameters in its favor, and processing activities in Rajasthan are still in their infancy. Online marketing is experiencing a significant uptick as a result of rising purchasing power and expanding nuclear families, as well as a rise in the demand for processed foods. These variables are further prompting the requirement for complexity in different sections of agribusiness, for example, acquisition, capacity, transportation, dissemination and so on. In the Rajasthan region, the agro-processing business is a multi-billion dollar industry. Small and medium-sized businesses in Rajasthan, as well as farmers and farmhands, benefit from this industry. As a result, Rajasthan's expanded opportunities for agricultural processing will significantly boost both domestic and international trade in perishable goods.

CHALLENGES AND SOLUTIONS OF CASHLESS ECONOMY IN INDIA

Dr. Rajendra Kumar Ray

Assistant Professor, EAFM, Government College, Sambhar Lake, Jaipur

The Government of India announced demonetization on November 8, 2016, under which old 500 and 1000 bank note issued by RBI became invalid which was 86% of the total currency issued. To overcome this 86% shortage at a rapid pace, the government issued new bank notes of 500 and 2000 rupees. The main objective of demonetization was to eliminate black money, terrorism and fake currency. Many types of rules were made to reach the newly issued bank notes to the public and many types of changes were made from time to time so that people could deposit their old bank notes in the bank and new bank notes could be

issued while facing minimum problems. In a developing country like India, effective implementation of such steps which are directly affecting the entire country is the main aspect of this scheme. Given the many problems after demonetization, which mainly included the shortage of bank notes, the government took a new and important step that could overcome the shortage of these bank notes, which was the cashless economy. Cashless economy To virtualize the physical form of cash (which is presently in the form of notes) so as to overcome the shortage of physical form of bank notes. In order to promote cashless transactions, the government took several steps, in which mainly all banks made people aware about services like Internet Banking, Mobile Banking, UPI, USSD Banking etc. Along with the banking system in the country, many private companies also provided many means of payment to the people such as Paytm, Mobikwik, Freecharge etc. All the societies and civilizations of the world have their own nature in which Indian people mainly prefer cash transactions and it is not impossible but a little difficult to change the mood of the world's second most populous country. In this research paper, various challenges and possible solutions in effective implementation of cashless economy in the context of India have been studied.

MANAGEMENT & SOCIAL RESPONSIBILITY IN INDIA: AN OVERVIEW

Dr. Vijay Laxmi Pareek

Principal, SSG Pareek PG Girls College, Jaipur

The concept of Management Social Responsibility (MSR) has gained increased significance in recent years. The growing focus on MSR has changed the attitude of businesses all over the world, and India is not an exception. The concept of MSR is not new to India; historically speaking, social responsibility of companies is a well-established phenomenon in India, and the country has one of the world's richest traditions of MSR. The liberalization of the Indian economy in the 1990s led to a fundamental shift from the charity-based model to a multistakeholder approach whereby companies are deemed responsible for all stakeholders, including financial stakeholders, employees and the community. The liberalization of the economy also led to the increased presence of large global corporations such as management, Corporate, and others on Indian soil, which thereby exposed India to a highly developed regime of MSR initiatives. This article discusses the concept of MSR as understood by Indian businesses in the past, and the changing interpretations of the concept in the age of globalization and expanding markets. The article further discusses the efforts toward community and social development made by both state-owned enterprises and private-sector businesses. After a detailed analysis, the article concludes that the future of MSR in India is bright, and that its importance will continue to grow even further given the increasing importance accorded to MSR worldwide, and India's own realization that it needs MSR to achieve long-term sustainability in the world economy.

ECONOMIC REFORMS IN INDIA: PAVING THE ROAD AHEAD

Dr. Priyanka Vyas

Assistant Professor (Financial Management), HCM RIPA, Jaipur

The economic reforms simply denotes a procedure and development through which changes are introduced in the system to liberalize, privatize & globalize the economy. These reforms have given a new face to the Indian economy and it has drastically changed the way India is now being perceived by other nations. The economic reforms kick-started in the year 1991 that has brought changes, expansion and diversification in every sector, but that was only the base to uplift the economy in this competitive domain. The world market is changing drastically to make place and sustain amongst the top players in Manufacturing, Service, Information technology, Agriculture, Medical, Hospitality & other sectors, it is the need of the hour to learn, unlearn and relearn certain things and to be innovative to attract investors. The government has to make concrete reforms & policy decisions to invite valuable stakeholders from both Domestic & International sphere. The Indian economy received an enormous enhancement and became more public-centric and customer-centric with prime focus on **Aatmanirbharta, self-reliance** in every sector with the concept of make in India campaign. It is a multifaceted approach to strengthen domestic production, reducing imports, research & development and capital investment. The current focus of government is also on **Start-ups** and to provide them quickly

supportive regulatory and legal framework for their smooth functioning and development in our country. India recently emerged as a fifth largest economy in the world, one of the reason of this growth is due to digital transformation of government and private sectors and this progress will be trajectory in the future also. One of the major reforms introduced is **Ease of Doing Business (EoBD)** by implementing national single window for clearance to assure investors. The focus of the government is to transform infrastructure and bring procedural changes to groom the economy. India has started to embrace **Goods Trade** by increasing in customs duties and local content mandates, **Foreign Investment** that directly engage the potential investors and **Domestic Reform** reforms like the goods and services tax, reducing India's corporate tax rate, and passing a stronger insolvency and bankruptcy code simultaneously building world-class roads, railways & air travel facilities for trade & travel. The new set of economic reforms are being introduced with determination by Indian government is scratching the surface of what is required to be done for the economy to sustain its progression.

DIGITAL INNOVATION IN EDUCATION AND ITS GROWTH

Dr. Vibha Maheshwari

Ex. Assistant Professor (Accounts and Finance)

Abstract: Digital Innovation and Transformation defines the use of digital technology and to improve existing processes by working efficiently. Digital innovation in education allows students to register for admissions via mobile, allowing teachers to track student's progress and to organize online classes. Schools found new ways for students to communicate and collaborate with them and also to complete the assignments and projects while working digitally. In this study we focus on growth and innovation of new technology under digitalization of education and it has different modes teaching and learning platforms. Here we have comparative study between online and offline methods of education. online and offline studies both have their pros and cons. In the modern era the people adapt modernization in the education system whereas in offline mode there is direct interaction of teachers and students which gives better results.

PRACTICES OF GREEN BANKING IN INDIAN BANKS

Dr. Suresh Chand Singhal

Associate Professor, Department of Accounts & Law, (Faculty of Commerce) K.R. (P.G.) College, Mathura, (U. P.)

Dr. Anil Saxena

Associate Professor, K. R. (P. G.) College, Mathura (U. P.)

A destructive division of scientific justify clearly specifies that the change in climate is an important and mandatory case and it has also indicated that the climate of the Earth is changing and it is changing very fast, mainly due to the increase in climate Greenhouse gases Emissions which have been caused by human tasks and behavior. There are many evidence which indicate that the climate is changing rapidly, such as the increase in sea level, increase in average temperature at the globally, rainfall and extreme climate events. The United Nations Environment Program (UNEP, 2014), defines the green environment, "resulting in human welfare and social equality, while reducing environmental risks and ecological lack is very low". In other words, the green economy can be summarized in the form of resources efficient, low carbon and socially, environmentally, as economically inclusive. The development of environmentally friendly banking infrastructure (physical and IT) is not only a social incentive, but it also reduces the cost (IBDRT, 2013). Many investment banks and financial service providers around the world are considering environmental stability factors in their business operations, starting from 2013 by promoting them to fully carbon neutral. As the banks are becoming "climatic ambassador", Green IT is employed to the Green Data Center and Green Building Infrastructure will be very important. When the concept of green banking comes to any person's mind, then various questions are quite clear, such as what green therapy adopted by various banks in India or what is the intention level of banks to adopt green practices or adopt green color What is the relationship between banking practices and environmental stability or green practices How do problems with face? This current research work tries to determine what extent to accept the bank's banking practices in India and the extent to which it is being accepted by the Indian banks.

ENTREPRENEURSHIP DEVELOPMENT IN INDIA: ISSUES, CHALLENGES AND PROSPECTS

Dr. Sunita Chopra

Associate Professor of Commerce, Pt. CLS Government College, Kamal

Mrs. Sushmana Chopra

Associate Professor of Commerce, S.M. Government Girls College, Safidon

Entrepreneurship development is currently one of the most important area of concentration, as it has enormous potential for producing jobs and self-employment, as well as contributing to economic development. In the last few years, India has experienced a rapid increase in the number of start-ups and new-age entrepreneurs. Both the Central and state governments have been engaged in encouraging the growth of entrepreneurship in the country. The government has implemented several initiatives aimed at attracting investors and developing a healthy entrepreneurial environment. The government takes every step to encourage youth of our country so that they become an entrepreneur. But despite initiatives and various schemes launched by the government, new and existing entrepreneurs are still facing so many problems and challenges while starting their businesses. On the other hand, so many prospects are available to entrepreneurs. In this research paper we explore what problems and challenges are faced by new and existing entrepreneurs and what prospects are available in entrepreneurship.

AN ANALYTICAL STUDY OF GROWTH AND PERFORMANCE OF MUTUAL FUNDS IN INDIA

Dr. Shailendra Singh Charan

Assistant Professor, Department of ABST, S.P.C. Govt. College, Ajmer

Dr. Saroj Lakhawat

Assistant Professor, Department of Economics, Engineering College, Ajmer

Today, the investment in mutual funds is the most popular financial investment implement in India. The investment in mutual funds is growing and fast increasing in the Indian Financial Market. It not only offers a diversity of schemes to suit the individual requirements but also different categories of risk and return for investors. In today's multifaceted and contemporary financial situation, the mutual funds, the trust with professionally managed investment, support the investors to join the financial market and possible buying of the small units of the fund. The paper discusses the entire journey of mutual fund market in India and its beginning, its growth and performance throughout all the entire journey and also give prediction of the future in the long run for the mutual fund investors in India. The study also analyzes and compares the performance of different types of mutual funds in India.

SOCIAL RESPONSIBILITY OF ENTREPRENEURS

Dr. Seema Gotwal

Assistant Professor, Business Administration, SPC Government College, Ajmer, Rajasthan

According to koontz and donnell, social responsibility is the personal obligation of every one, as he acts in his own interest, to assure that the right and legitimate interest of all others are not infringed" Without entrepreneurship development, no country can do its planned and rapid economic development. Only through the development of entrepreneurship can one get rid of many economic and social problems, such as poverty, unemployment, disparity of wealth, low productivity, low standard of living etc. In fact, entrepreneurship is the main basis of economic prosperity. Mark Twain has said "Always do right. This will gratify some people and astonish the rest." Business ventures are a unit of society in which they operate. These enterprises depend on society for the needed resources like men, material and capital. They also depend on the society for selling their products. They also create pollutions and social problem, they deplete resources, they get various helps from different sactions of social, they generate social costs and burdens. In fact, business depends on the society for its existence, growth and promotion. Hence entrepreneurs have a definite social role and responsibility towards the society.

FISCAL POLICY FRAMEWORK OF INDIA (AN ANALYTICAL STUDY)

Dr. Satya Narayan Meena

Assistant Professor (EAFM), Government College, Jamwaramgarh,
Rajasthan

Fiscal policy is an important component of the economic policy. Economic problems of different countries are different. The economic problems of a developing country are more flaming and sophisticated in nature than developed country. Poverty and unemployment are found in large scales in the developing country. The growth rate is also found in single digit. The growth of economy is a most important aspect for the country. For this reason, a suitable fiscal policy is needed. Fiscal policy tames the inflation and deflation both. The monetary policy's most important objective 'growth with stability' can also be achieved with the help of fiscal policy. Fiscal policy reduces consumption habits among the peoples and increases savings and investments. Thus, Fiscal policy creates capital formation for the development of the country.

A COMPARATIVE STUDY OF FINANCIAL INCLUSION AND EXCLUSION IN INDIA

Dr. Ramesha V

Associate Professor & Co-Ordinator, Department of PG Studies in
Commerce, Government First Grade College for Women, Hassan,
Karnataka

Financial inclusion has become a daunting challenge as well as necessity for the developing countries. The concept is how to provide access to financial services to the people working in the organized sector with low income. In India too, several steps have been initiated by the RBI and the government to provide access of financial services to the weaker section of the society by of financial schemes. This paper highlights the progress of financial inclusion in India and analyses its status in the recent period.

TO STUDY THE ASSOCIATION OF METABOLIC SYNDROME AND OBESITY WITH SUBCLINICAL HYPOTHYROIDISM

Dr. Rohan Rajput

Department of Biochemistry, Hamdard Institute of Medical Sciences and
Research, New Delhi

Dr. Kallash Chandra

Department of Medicine, Hamdard Institute of Medical Sciences and
Research, New Delhi

Dr. Vineet Jain

Department of Medicine, Hamdard Institute of Medical Sciences and
Research, New Delhi

Dr Sana Alam

Department of Biochemistry, Hamdard Institute of Medical Sciences and
Research, New Delhi

Dr. Alpna Saxena

Department of Biochemistry, Hamdard Institute of Medical Sciences and
Research, New Delhi

A recent scientific evidences suggest that metabolic syndrome is associated with endocrine disorders including thyroid dysfunction. In view of this background, the present study was undertaken to establish the association of subclinical hypothyroidism with obesity and metabolic syndrome. The study was conducted at department of Biochemistry and Medicine, HAH Centenary hospital. A total of 160 subclinical hypothyroidism study subjects were enrolled in present study. The biochemical investigations (thyroid function test and lipid profile) were carried out in clinical biochemistry laboratory of HAH hospital. In this study, out of 160 subclinical hypothyroidism patients, 119 (74.4 %) subjects have been detected with metabolic syndrome. No statistically significant difference of biochemical parameters was found in male and female ($P > 0.05$). Further biochemical parameters were assessed as per the BMI level of the subjects. Interestingly, an increasing trend of TSH were found with increasing BMI of study subjects ($P 0.05$). In conclusion, Subclinical Hypothyroidism is associated with Obesity (BMI). The finding suggested that assessment of thyroid function in individuals with metabolic syndrome may be favourable.

AN OVERVIEW OF ENVIRONMENTAL ACCOUNTING AND REPORTING IN INDIA

Dr. Ritu Sharma

Assistant Professor (ABST), Department of Commerce, S.S.G. Pareek
P.G. Girls College, Jaipur, Rajasthan, India

Globally, the environment is evolving into a far more critical economic, social, and political issue. The environment has emerged as one of the most important facets of social responsibility. Since corporate environmental externalities have grown at an alarming rate, it is imperative to implement efficient environmental protection measures. As a result, a large number of associations and organizations recognised the urgency of the situation and began to promote and preserve this cause. Today, environmental awareness and the need for accounting for it are expanding at a dangerous rate. An innovative and brand-new subfield of accounting called environmental accounting was created as a result of the concern for environmental responsibility and the development of a sustainable industrial economy. Clarifying the environmental effects brought on by the procurement and processing of materials, manufacture, sales, distribution, usage, maintenance, and disposal can help environmental accounting more precisely determine genuine costs. It can assist businesses and organizations in creating cutting-edge solutions to modify resource use, get rid of resource limitations, satisfy regulatory standards, and avert ecological problems. Green accounting, often known as environmental accounting, is a relatively young but rapidly expanding field of study that tries to account for the sustainability of the environment. The field of environmental accounting is currently emerging in India. Even while Indian businesses abide by the laws and rules pertaining to environmental preservation, no clear-cut policies have yet been established at the national, state, or even company levels to guarantee the degree of compliance with environmental standards. The goal of the current study is to provide a general review of environmental accounting and reporting in India. The report also seeks to pinpoint several environmental accounting practices in India's shortfalls and offer fixes. The study also concentrates on the key environmental criteria that Indian corporations reported as part of their environmental reporting procedure.

FACTORS AFFECTING STUDENT MIGRATION IN HIGHER EDUCATION (A CASE STUDY OF JAIPUR DISTRICT)

Dr. Ravi Kant Modi

Head, Faculty of Commerce, LBS PG College, Jaipur

Jaipur is the capital of Rajasthan which is the largest state of the nation. It comes under tier-2 cities category with sufficient facilities like drinking water, roads, electricity, etc. Education sector is also functional in pretty well state with around 16 universities and more than 400 colleges inclusive of both public and private sector. The objective of the present research work is to analyze the social and economic factors that are responsible for student migration as well as the effect of migration on the individual student migrant and their families. The research work will be aimed at examining the different influencing factors in the migration dynamics and predicting the effect of migration on demographic profile of the population. The study is confined to the Jaipur district of Rajasthan. The sample size is 200 student migrants from Jaipur studying in various private and government colleges and universities, especially in my metro cities. Purposive sampling has been done on the availability basis. A self-developed questionnaire is prepared in order to measure the factors responsible for student migration. Various factors influence in student migration in Jaipur district are divided into various dimensions and put on 5-point likert scale. Correlation, linear regression and Anova have been applied to the data in order to get the results.

CRITICAL EVALUATION OF MUTUAL FUNDS IN INDIA

Dr. Rakesh Kumar Jhamb

Assistant Professor, ABST (Commerce), Government Girls College,
Sriganganagar, Rajasthan

(In today's era, everyone is conscious about their investments. Everyone wants to create a good wealth by investing in one way or the other and it is right to do so. Mutual funds are one of the most popular options today. Before investing in any medium, it is very important to know what are the advantages and disadvantages of that investment. If we want to invest directly in the stock market, we will need more capital. But we can

take advantage of the returns of the stock market by investing in mutual funds with very little money. Through Mutual Funds, we can achieve our goals by investing in a systematic way. This is considered to be the best benefit in mutual fund benefits. Here we also get to see the power of compounding. The longer you hold your investment, the faster your returns will grow. SIPs are very popular because of their power of compounding. There are many types or categories of mutual funds available in the market. Among them we can choose any scheme according to your risk profile. We can choose a mutual fund scheme as per your requirement and goals. A major advantage of mutual funds is that it invests your money in different sectors and assets, thereby diversifying your investments. Many investment options available in the market offer you a fixed return. But this is not the case with mutual funds. The profits of Mutual Funds are directly linked to the stock market where there are always ups and downs. The stock market always carries with it the uncertainty of risk. For this reason, the profits of mutual funds also go up and down continuously. Through this article, first of all we will talk about what are the benefits of Mutual Fund. After that we will also talk about the negative aspects of mutual funds.)

A STUDY OF ONLINE SHOPPING ISSUES AND CHALLENGES FOR URBAN YOUTH

Dr. Ramesh Kumar Chouhan

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

Nikhil Parihar

Research Scholar (JRF), Department of Business Administration, FCMS, Jai Narain Vyas University, Jodhpur

Country's economy depends upon its youth and youth is a dynamic consumer. Online shopping is the important part of a youngster's life, in today's era of marketing. Online shopping makes it easier for the consumers to provide the goods and services to their doorstep without going to market. Online shopping has now become very convenient and easy task, all thanks to the emerging internet, mobile Smartphone's and online shopping apps. Almost all urban youth use Smartphone's, online shopping apps and sites for purchasing their daily shopping requirement. Marketers try harder to fulfill the expectations of the young consumers. As youth as consumers keeps on changing their preferences and this makes a big challenge for the online shopping companies to provide the goods and services according to their expectations. Urban youth is more educated and more technology driven which makes them smart and tricky consumers. With time online shopping companies and young consumers are facing the challenges for the online shopping after covid-19. Covid-19 as we know has changed the way we use to shop goods and the way we experienced the services. In this research paper various issues and challenges are studied and understood that are faced by both online shopping companies and the urban youth after the advent of the covid-19, also various suggestions are provided in this paper. This paper is based on the secondary data collected from the various sources.

FEATURES OF VARIOUS GOVERNMENT EMPOWERMENT SCHEMES FOR BENEFIT OF INDIAN WOMEN

Dr. Kirti Khatri

Assistant Professor, Department of RMCS, College of Community Science, SKRAU, Bikaner

Empowering women and girls and achieving gender equality requires the concerted efforts of all stakeholders, including business. All companies have baseline responsibilities to respect human rights, including the rights of women and girls. Beyond these baseline responsibilities, companies also have the opportunity to support the empowerment of women and girls through core business, social investment, public policy engagement and partnerships. As the engine for 90 percent of jobs in developing countries, technological innovation, capital creation and investment, responsible business is critical to the advancement of women's and girls' empowerment around the world. With a growing business case, private sector leaders are increasingly developing and adapting policies and practices, and implementing cutting edge initiatives, to advance women's empowerment within their workplaces, marketplaces.

A STUDY ON IMPACT OF CHANGE IN SHAREHOLDING PATTERN ON THE TRADING PRICE OF EQUITY SHARES

Sumiran Kumar Rajak

Assistant Professor, Department of Commerce, R.S. More College, Govindpur

The institutional trading of securities can be traced back to 14th century in Belgium. After the inception of institutional trading, many milestones contributed to development and modification of organized stock exchanges. The gaps for the present study have been found out by reviewing five major articles and doctoral thesis. The study is focused on finding the impact of change in shareholding pattern on the trading price of equity shares with particular reference to promoter's holding. The price movement of equity shares is combined effect of many factors. There is no universal factor which can control the price of equity shares. Some of these factors are internal while some are external. Alteration in shareholding pattern is a major factor which affect the trading price of equity shares. Promoters, foreign institutional investors, domestic institutional investors and public are some major constituents of shareholding pattern. However, change in promoter's holding directly affect the price of equity shares. The study has been pivotal around the companies listed on National stock exchange. The degree of association between the promoter's holding and price of shares have been tested by correlation technique. The findings reveal that there is perfect positive correlation between the variables under study. It is also found that the benchmark index to which a certain company is associated is not a reliable measure to predict the fluctuation of price of equity shares. The study is limited to only one stock exchange which is NSE and only five companies listed in the National Stock Exchange have been selected for study. These limitations advocate for narrow generalization of the findings.

IMPACT OF NON STRATEGIC DISINVESTMENT ON FINANCIAL PERFORMANCE OF CPSEs

Prof. Mahrukh Mirza

Professor, Khwaja Moinuddin Chishti Language University, Lucknow, U.P.

Deepa Tiwari

Research Scholar, Khwaja Moinuddin Chishti Language University, Lucknow, U.P.

The main purpose of this research is to determine empirically the impact of disinvestment on the financial performance and operating efficiency of central public sector enterprises (CPSEs) in India which got divested through public offering with government retaining the controlling stake during the period of 2009 to 2017. This study also tries to determine the role of CPSE size, CPSE industry and CPSE control in determining post disinvestment financial performance. This study has sampled 22 CPSEs listed on S&P BSE Index and disinvested in a period from 2009 to 2017 through public offer. The performance of CPSEs is measured through ratios analysis employing financial and operating ratios of return on assets, return on equity, return on net worth, net income efficiency, asset turnover ratio and sales to capital ratio. The significance of difference between pre- and post disinvestment performance is determined through Wilcoxon signed-rank test. The findings of the study indicate an overall decrease in profitability however the decrease was found to be statistically insignificant. It was also found that two of the operating efficiency decreased significantly. The role of CPSE size, CPSE industry and CPSE control was found to be very limited in determining post disinvestment financial performance. The results do not find the positive impact of disinvestment on financial performance of CPSEs as against the commonly held notion the probable reason may be the mode of disinvestment in which the only minority shares are disinvested while government retaining controlling stake, poor pre disinvestment financial state of CPSEs, negative rate of return on capital employed by CPSEs and inefficiency which need explored by the future researchers. The original value of the research comes from the fact that this study is the first which tries to determine the impact of disinvestment on the financial performance of CPSEs in disinvested through public offering with government retaining the controlling stake.

A QUANTITATIVE STUDY ON CUSTOMERS' ATTITUDE TOWARDS GREEN BANKING PRACTICES THROUGH ABC THEORY IN SURAT CITY

Ms. Anam .S. Natalwala

Research Scholar, Veer Narmad South Gujarat University, Surat

Background: This paper addresses factors influencing customer's attitude towards Green Banking Practices in Surat City. The major focus was to understand the importance of Affective, Behavioral, and Cognitive (ABC) Theory with reference to the customers' of Surat City.

Objective: The objective of the research was to study customers' attitude towards Green Banking Practices. The paper also identifies the various factors that influence usage of Green Banking Practices through ABC theory.

Method: In order to conduct the study, customers' from private sector banks and public sector banks were selected. From them 100 customers were selected for the study using a non-probability convenience sampling method. The analysis of the data was done using frequency statistics, factor analysis, validity test and reliability test to conclude the study.

Conclusion: The findings and results of the study concluded that the affective, behavioral, and cognitive plays a vital role when using Green Banking Practices.

ROLE OF ARTIFICIAL INTELLIGENCE (AI) IN CREATION OF FRAMEWORK FOR DIGITAL MARKETING STRATEGIES

Pradeep Bhatt

Assistant Professor, Institute of Hospitality Management and Sciences, Kotdwar, Uttarakhand

Ashutosh Dhar Dwivedi

Assistant Professor, Department of Computer Science and Information Technology, Institute of Hospitality Management & Sciences, Kotdwar, Uttarakhand

We are in the era of technology. The evolution of any technology leads us to the consumer solution orientation and satisfaction. In the field of marketing technology play a significant role. When we talk about the technology in the present scenario the latest technology is AI. With the help of AI we can analyze the behavior of consumers and companies can create new products and different marketing strategies. In this study we are focusing the behavior of consumer and analyzing that behavior with the help of AI. In this high competitive market business need better strategies to understand the consumer behavior and needs to develop the products and services according their needs and requirement. AI can help business to build different strategies to analyze the behavior of consumers. We need to find out which kind of behavior we can evaluate with the help of AI. And we need to understand how can those behavior help companies to build strategies to understand the consumer behavior. With the help of AI companies can add specific features to their websites and task to evaluate the behavior of consumers. In this paper we will study the specific behavior of the consumer which help to improve the digital marketing strategies.

RECENT CHANGES IN BUSINESS AND MANAGEMENT BY INFORMATION TECHNOLOGY

Mr. Sunil Kumar

Assistant Professor in Commerce, Pt. CLS Government College Karnal

Mr. Purshottam

Assistant Professor in Commerce, Ambedkar College, University of Delhi, Delhi

One important tool to survive in the competitive edge is to change according to the time. Every business organization survives in the society. The environment of the society effects by the various factors. If any business organization wants to survive in the long run then it must adjust itself according to the changing environment. Now the service sector business has become more important instead of goods business. So the management of service business has become more important. In few years ago the service business run by their own pattern but now the

customers demand to run the business by their own expectations. Today's consumers affected more by information technology. The e-banking, e-business, e-marketing and e-supplying has become popular in every type of business organization. So the need arise to manage the service organization more effective way. The management of service organization can be made in effective with the help of the information and communication technology. By using this type of technology any service organization will be able to increase their value among the customers and can meet the expectations of the target customers. The IT sector has become the end of every type of business. In the present time the service sector is not only connected at internationally but also connected to each other at global level. If any business organization cross their national limit then the need of IT in business sector become more important. With the availability in the business sector the limitation of nationality has finished. That is why the management of business sector has become complex. The e-recruitment, e-selection, e-training, e-joining and e-orientation has become more popular in business and management. These new practices in business and management create the challenges in various type of business. These challenges can be faced with the help of the effective us of internet technology in business organization. if we use a well established information system in business organization then these challenges provide us various advantages such as reduction in cost, save time, better quality, improve performance and effective control any business organization.

SUSTAINABLE DEVELOPMENT WITH REGARDS TO HUMAN RIGHTS AND BUSINESS

Kusum Pareek

Assistant Professor Department of Business Administration SSG Pareek P.G. College, Jaipur, Rajasthan

This is era of globalization each and every concern want to grow world wide. Due to increase globalization of world economy organisation are frequently expected to actively promote and protect human rights in the society, in which and for whom they are running their business. Human rights range from the most fundamental – The Right to live in freedom and dignity, to those that make life worth living such as right to education , work, healthy and green environment etc. A traditional CSR approach does not protect reputation because it addresses only certain issues and leave the company exposed on others. When business respects human right, they demonstrate their commitment to build sustainable and mutually beneficial relationship with those influence or are impacted by their operations including customers , workers, communities, investors and undoubtedly the nature or environment.

ANALYSIS OF USER REQUIREMENTS AND PREFERENCES OF LIBRARY SERVICES FOR LIBRARY RESOURCE MANAGEMENT IN PRIVATE UNIVERSES

Mahendra Singh

Research Scholar, The ICFAI University, Jaipur

Dr. Shiv Kumar

Assistant Professor, The ICFAI University, Jaipur

This study reports the findings of a user study conducted in the context of the user needs and preferences for the library services. This combined explicit user feedback with implicit usage data so as to provide a more in-depth analysis of user experience with the Library Services. The analysis conducted shed light on likely motivations for both participant usage and reluctance to use the services provided, leading to more informed decisions on how to refine, improve, and present services to their future users. The lessons learnt from this case study also contributed to the development of an integrated methodological framework which provided insights for the future design and evaluation of library services. This method is also used to determine the recommended books to be read by visitors of Library based on testimony from a previous reader automatically. In the analysis phase has the purpose of identifying consumer needs and technical requirements. The questionnaire was distributed to 200 respondents. The research methodology begins with the collection of user requirements and analyse. A semi structured questionnaire was designed to collect data, while a five-point Likert Scale from 1 (Dissatisfied) to 5 (Extremely satisfied) was used to measure the

satisfaction level of the respondent. The study concluded that private university libraries are offering effective library resources and services to their users. The researcher utilized a cross-sectional design as an expressive research design in order to offer an overall picture of how service quality affects customer satisfaction in academic libraries.

GEOGRAPHIC PROXIMITY TO BANKS PROVIDING ACCESS TO HOME LOANS IN INDIA

Kiran Saroo

Ph.D. Research Scholar, Department of Commerce, Punjabi University Patiala, Punjab, India

Accessing banks over long distances might be a significant development hurdle. This research paper focuses on the importance of the geographic proximity of home loan borrowers to their banks and how the distances between banks and their home loan beneficiaries have changed in India over time. Primary data was collected from banking clients who had availed of home loans from the banks in India. While secondary data is gathered from a survey of the literature and the banks' official websites. This research paper has found that customers prefer a bank that is closer to their house than one that is closer to their place of business. According to the survey, the distance between borrowers of mortgage loans and lenders has gotten shorter over time as a result of opening new bank branches and the startup of new banks. This research paper also revealed a general tendency toward less face-to-face communication between lending organizations and borrowers of house loans. There is evidence, nonetheless, that these modifications might not have had an equivalent impact on all banks as well as on borrowers. Additionally, the study showed that if customers see ATM networks as a replacement for bank branches, banks may be able to compete with banks with fewer branches as long as their clients can access their services through an ATM. Further, internet banking is an additional option for banks that can help them increase their geographic reach at a far cheaper cost.

GOVERNMENT FLAGSHIP PROGRAMMES IN RAJASTHAN-A STUDY WITH SPECIAL REFERENCE TO DEVNARAYAN GIRLS SCOOTY AND INCENTIVE SCHEME

Dr. Kamal Kanwar Rathore

Assistant Professor, EAFM, S. K. Government Girls College, Sikar, Rajasthan

This paper begins with the introduction of government flagship programmes in Rajasthan. Rajasthan Government flagship schemes are those schemes which are given the highest priority. These schemes are related to the major issues like on health, education, employment, irrigation, environment, development etc. In these schemes the funding is generally higher in comparison to other schemes. This paper is based on secondary research. In this paper an attempt is made to study in detail one of those flagship programme run by the Rajasthan government i.e., Devnarayan Girls Scooty and Incentive Scheme.

GEOGRAPHIC PROXIMITY TO BANKS PROVIDING ACCESS TO HOME LOANS IN INDIA

Kiran Saroo

Research Fellow, Department of Commerce, Punjabi University Patiala

Dr. Apar Singh

Assistant Professor, School of Management Studies, Punjabi University Patiala

Accessing banks over long distances might be a significant development hurdle. This research paper focuses on the importance of the geographic proximity of home loan borrowers to their banks and how the distances between banks and their home loan beneficiaries have changed in India over time. Primary data was collected from banking clients who had availed of home loans from the banks in India. While secondary data is gathered from a survey of the literature and the banks' official websites. This research paper has found that customers prefer a bank that is closer to their house than one that is closer to their place of business. According to the survey, the distance between borrowers of

mortgage loans and lenders has gotten shorter over time as a result of opening new bank branches and the startup of new banks. This research paper also revealed a general tendency toward less face-to-face communication between lending organizations and borrowers of house loans. There is evidence, nonetheless, that these modifications might not have had an equivalent impact on all banks as well as on borrowers. Additionally, the study showed that if customers see ATM networks as a replacement for bank branches, banks may be able to compete with banks with fewer branches as long as their clients can access their services through an ATM. Further, internet banking is an additional option for banks that can help them increase their geographic reach at a far cheaper cost.

STUDY OF EFFECTIVENESS OF HRIS IN THE BANKING SECTOR: A COMPARATIVE STUDY BETWEEN PUBLIC AND PRIVATE BANKING SECTOR OF INDIA

Kajal Pareek

In the contemporary era, information technology plays an essential role in enhancing the productivity and performance level of all business organizations. Today, the system is being renewed, technical advancements are being made at an ever-increasing rate, and there are many ways to improve one's quality of life. A recent innovation or major advancement in service quality is the growth of information and communication technologies. The technological issues, on the other hand, have been shown to have a negative effect on an organisation if they are not managed correctly. The use of HRM processes in the context of information and communication technologies is known as HRIS. In relation to this, the paper reflects that HRIS (Human Resource Information System) is software that assists in the collection and storage of data from banking industry personnel. An applicant tracking system (ATS), payroll, benefits, time and attendance, training, performance management, and employee self-service are all common components. An efficient and well-executed HRIS may offer strategic guidance, support company strategy, and perhaps successfully carry out the corporate plan. However, the study article also looked at how, on the one hand, banks are adopting this system of record-keeping and information storage, but on the other side, some government bank employees are still resistant to accepting this new and innovative technology. In this regard, the study is qualitative, with data obtained from 40 employees of the public as well as the private banking sector through surveys and personal interviews. Further, the present research study has also discovered the behavioural aspects of bank employees' attitudes toward HRIS, and the paper also reflects that HRIS is both a challenging and beneficial task for both public and private sector banks. Furthermore, the current study determined that the banking sector should be concerned about the proper use of HRIS technology because it leads to an increase in the banking industry's productivity and performance level.

INTEROPERABILITY OF HOSPITAL INFORMATION SYSTEM IN PATIENT CARE DELIVERY: A MILESTONE TOWARDS NATIONAL DIGITAL HEALTH MISSION (NDHM)

Dr. Sakhi John

Department of Healthcare and Pharmaceutical Management, School of Management and Business Studies, Jamia Hamdard University, New Delhi

Ms. Arshiya Farooqui

Department of Healthcare and Pharmaceutical Management, School of Management and Business Studies, Jamia Hamdard University, New Delhi

Basim Parvez

Department of Healthcare and Pharmaceutical Management, School of Management and Business Studies, Jamia Hamdard University, New Delhi

Hospital management information systems (HMIS) are comprehensive, integrated and specialized information systems designed to manage the administrative, financial and clinical aspects of hospitals and healthcare facilities. They are considered one of the most important focal points on which the delivery of healthcare within hospitals and different types of medical institutions depends. Health Management Information Systems (HMIS) incorporates an integrated computerized clinical information system for improved hospital administration and patient healthcare. It refers to information systems for health management and

planning at district, regional, and national levels. It also provides an accurate, electronically stored medical record of the patients. The Health Management Information System generates information about the quantity, quality, distribution, and reach of health and service provision, resources needed to provide those services. National Digital Health Mission established with the aim of strengthening the accessibility and equity of health services, including continuum of care with citizen as the owner of data, in a holistic healthcare programme approach leveraging Information Technology and associated technologies and support the existing health systems in a 'citizen-centric approach and also to establish state-of-the-art digital health systems, to manage the core digital health data, and the infrastructure required for its seamless exchange and to establish registries at appropriate level to create single source of truth in respect of clinical establishments, healthcare professionals, health workers, drugs and pharmacies; To enforce adoption of open standards by all national digital health stakeholders; To create a system of personal health records, based on international standards, easily accessible to individuals and healthcare professionals and services providers, based on individual's informed consent. The objectives of this paper are to explore the satisfaction level of Internal customers of Digital Health particularly in clinical Management system. And also find out the study of how efficient interoperability measures will help in better healthcare service and familiarity of Internal customers in terms of Digitization. Integrated and comprehensive information system with industry standard like HL7, PACS, web enabled, API, generation technology helps to communicate within the hospital as well as different stakeholders for efficient and effective service delivery to the patient through Interoperability.

FINANCIAL WELL-BEING AND HAPPINESS

Ms. Vanshika Wadhwa

Student, Vivekanand Institute of Professional Studies, Delhi

The purpose of this study is to classify financial well-being and happiness as emerging topics in today's society. Also how the two terms are interconnected to each other. What does financial well-being refer to? Financial well-being means, being financially stable and having a generous amount of savings or having the ability to cope with a financial shock. Money and stress are two terms inversely proportionate to each other. More Money leads to less amount of stress and vice-versa. Though there is a quite common saying that "Money cannot buy happiness". This statement is true when it comes to the psychological and emotional state of an individual. But this statement rather falls when there is a talk about the economic conditions of an individual or society. Personal well-being consists of physical, psychological (including emotional and mental), social and financial wellbeing.

A STUDY ON CHALLENGES AND ISSUES OF PRIMARY EDUCATION AND HEALTH FOR THE UNDERPRIVILEGED STREET BASED CHILDREN IN THE URBAN AREAS DURING COVID-19 PANDEMIC: A CASE STUDY BASED ANALYSIS IN DELHI- NCR REGION

Ms. Reena Kashyap

Research Scholar, Department of Healthcare and Pharmaceutical Management, School of Management and Business Studies, Jamia Hamdard University, New Delhi

Dr. Sakhi John

Department of Healthcare and Pharmaceutical Management, School of Management and Business Studies, Jamia Hamdard University, New Delhi

Dr. P S Raychaudhuri

Department of Healthcare and Pharmaceutical Management, School of Management and Business Studies, Jamia Hamdard University, New Delhi

The Covid-19 pandemic which was once raging at its peak levels across the globe from 2019-2021 and its associated lockdown measures had led to the closure of schools. In India alone, it has affected the education of nearly overall 290 million children in India (ASER, 2020). These include children from both slum areas and Homeless children on Street based shelter/ corners surviving as migrant/ nomads squatting on footpaths under open sky and under flyovers, with their parents and some as orphans. They go to Delhi based government primary/public schools, primary and informal cum public schools run by charitable trusts/ NGOs. This number of street based children impacted due to covid-19 is large.

Depending on the level of education of parents and their limited means of income, the learning levels of these children changed and were disrupted. The Online learning mode of teaching by schools has had very limited impact in India among these category of population. These schools and institutions provided other facilities like free mid-day meals to children and also distributed free sanitary napkins to adolescent girl children apart from teaching classes. The Annual Status of Education Report (ASER, 2020) survey shows that 38.2% street based children did not have access to smart phones. The objectives of this study are, (i.) To explore the level education among them, (ii) To find out about other facilities available to them, (ii.) To understand the health awareness amongst them.(iii.) To understand the problems faced by the street based children due to closure of schools in COVID-19. Their dependence on textbooks and assignments given by teachers, which was collected and submitted by parents on weekly basis; therefore it raises similar questions of access. The study was carried out with a structured questionnaire over 3-4 months in Delhi NCR street based children during second wave of Covid-19 pandemic (e.g. in Nizamuddin, Nehru place, Amar colony and Mayur vihar etc.) among 250 children approximately. The closure of schools, loss of livelihood of parents and absence of any safety nets has pushed them into child labor for earning their daily food for meeting hunger need situation and subsistence. The children, who were already in a precarious and homeless situation, have undergone high levels of trauma and stress because of being uprooted and removed from that footpath squatting and other living shelters overnight by corporation authorities due to implementation of social distancing norms in the COVID-19 lockdown situation for general public movement. This paper makes an attempt to understand the accessibility of healthcare to urban/ street BPL poor people and how lockdown severity impacts the accessibility and availability of education, food and basic public healthcare including lack of learning mode and text book materials, lack of sanitary napkins for adolescent girl students provided in schools earlier, lack of healthcare/ hygiene (hand washing, masks, distancing) awareness guidance, lack of initiatives for their basic birth time and child vaccinations, lack of mid day meal for children, particularly among street and slum kids.. With the anticipated possibility of re-emergence of Covid pandemic wave due to surge of cases in neighbouring countries, government needs to take more appropriate policy and budget based approach as a part of public and social welfare schemes for child development among vulnerable sections of our society. This is required to take preventive and pre-emptive measures on humanitarian grounds to contain the past and present still vulnerable situation faced by these children, and not leave them in a state of neglect and apathy.

GREEN MANAGEMENT

Dr. Shikha Nainawat

Assistant Professor, R.A. Podar Institute of Management, University of Rajasthan, Jaipur

Earth is the home of many living and non-living things. It is our planet. It is our foremost responsibility to save our earth. Global warming and pollution is increasing day by day. To save the planet we need to reduce the global warming and different kinds of pollution i.e. air pollution, land pollution, noise pollution, water pollution etc. Green management is a practice to save the bio-diversity, natural resources from pollution, global warming and other acts that can deplete the environment. In green management organization uses those practices that can reduce the pollution, waste production etc. it also focus on sustainable development of natural resources and fully the social responsibilities. In this competitive environment, if organization wants to run for long time and earn profit in long term it needs to focus on economic and at the same time it need to fulfill its environmental responsibilities. Environment protection directly connects with the bio-diversity. The organization can play vital role by opting green management in saving the environment that will directly save the bio-diversity as well. There are many companies like Apple, Amazon, Google, General Motors etc. have changed their way of operations to take a step ahead towards greener future. Companies need to focus to produce products that are bio-degradable and recyclable. Organizations use natural resources so it's their responsibility to give back to the society. Under social responsibility companies need to plant the trees and judiciously they should use the natural resources. Glass bottles and plastic bottles should recycle. It is not only the responsibility of organizations only to save the environment but society is equally responsible for the same.

COMPARISON OF IPOS PRICE WITH S&P BSE IPO INDEX

K. Navyatha

Research Scholar, Department of Commerce, University College of Commerce & Business Management, Osmania University, Hyderabad

Dr. Gaddam Naresh Reddy

Associate Professor of Commerce, University College of Commerce and Business Management, Osmania University, Hyderabad

Investment in Index stocks provides the investors an opportunity to invest in bunch of the stocks falling under the same umbrella. Investors reap some advantages on investing in an Index rather than investment in the individual stocks. With this perspective BSE has taken an initiative to provide a platform for the investors to invest in the group of listed IPO companies, it has launched the S&P BSE IPO Index in the year 2009. In this article an attempt has been made to understand differences in returns generated from the S&B BSE IPO index by considering the PE ratios. The difference in returns generated by S&P BSE IPO Index and the listing day and long term returns generated has been studied. And also the difference in terms of the risk of investing in the S&B BSE IPO Index and the listing day and long term risk of stocks that issued IPOs has been measured.

CONSUMER PERCEPTION ON SERVICE QUALITY OF ONLINE SHOPPING WEBSITES

Dr. Rekha Darbar

Course Coordinator in Aishwarya Institute of Management and IT

Ms. Khushboo Sharma

Research Scholar at Pacific University

Online shopping is one of the most widely used words in the business world. It is very common in developing and developed countries. Now virtual store, market spaces are very commonly used word. In India during last ten years online shopping has grown very fast. A lot of online shopping websites have been developed. In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, yet consumers feel very convenient to shop online since it frees the customer from personally visiting the store, online shopping has lots of advantages like it saves time, energy of the consumer while buying. In case of online shopping buying decisions can be made at home by comparing the products with the competitor's products with lots of varieties. Service Quality is one of the top key result areas when it comes to measuring the performance of the retail environment, which is often evaluated by quantitative measurement criteria in terms of subjective and objective user satisfaction. To measure the service quality, authors developed various dimensions out of which Parasuraman's service quality model is most popular. According to this model service quality has following dimensions.

GREEN ECONOMY AND ITS BENEFITS

Dr. Neelam Sethi

Assistant Professor – EAFM, Dr. Bhimrao Ambedkar Govt. P.G. College, Nimbahera

Over the last decade of global warming and the climate change become the prime concern for scientist, environmentalists and major international organizations. These issues become the centre for global policy development. The ways in which we are utilizing earth's non-renewable resources has created the threat to human survival. This is one of the imperative issues that call for green economy an economy for people and Planet. Green economy is concerned with the development of policies for using planetary resources wisely. It is essentially an inclusive concept comprising economic, social and environmental pillars of growth. It aims at well-being, it promotes equity, it provides a Win- Win economic environment model. Green economy has recently emerged as a key concept on global sustainable development agenda. It is an economic vehicle for sustainable development. We can achieve green economy by checking urban sprawl and implementing land use regulations, checking and regulating population density, following strict traffic laws. Industries must be inspired to convert to Green Industries It is one of the major steps for organic agriculture. Green economy will open doors for green jobs.

Solar power has looked the bright prospects for years now in India since the price of solar panels keep falling. Hence solar sector is an excellent opportunity for green jobs creation. It will provide much required employment opportunities for youngsters and give them an outlet to contribute directly and actively to planetary health. India among leader in green job generations create environment for 8.6 3 lakhs in 2021. India ranks 68 out of 80 countries on Global Green economy index despite having made significant International commitments to the Paris climate agreement and 2030 Global development agenda. Future research should focus more on green innovations in the public sector.

AN ANALYTICAL STUDY OF DIRECT & INDIRECT TAX AND GDP OF INDIA

Dr. Jyoti khurana

Assistant professor of commerce (ABST), S.S. Jain Subodh P.G. Mahila Mahavidyalaya Rambagh Jaipur

This paper makes an attempt to assess the trends of direct & indirect tax collection and their impact on GDP of India for a period of 5 years (i. e. from 2017-18 to 2021-22). An attempt has been undertaken to observe the trend values of direct & indirect tax collection of the India and to study the correlation between total revenue (direct & indirect tax) and GDP. The study is based on secondary data collected from data published by RBI, NSO and from magazines . The available data have been analyzed by using some important managerial and statistical tools viz regression, Correlation & ANOVA have been applied in order to test the significance of the results obtained. On the basis of overall analysis, it is therefore important to state that there is a strong relationship between direct & indirect tax and the country's GDP. It is also clear that a major portion of the tax income constitute the indirect taxes.

GREEN HUMAN RESOURCE MANAGEMENT: PROTECT THE ECOSYSTEM AND RESHAPED THE OLD MANAGEMENT PRACTICES

Dr. Anita Sharma

Assistant Professor, Commerce(BADM), S S Jain Subodh PG Mahila Mahavidyalaya, Jaipur

Green HRM is refers to the contribution of HRM policies and practices towards the broader corporate environmental agenda. It helps an organisation to find alternative ways to cut costs without losing their top talent. The present paper attempts to evaluate the impact of green HRM on ecosystem and in re-shaping the old management practices. Green HRM is a protective step towards protecting the environment. Green HRM initiatives can be productive only by the effective implementation of green HRM within the organisation like green recruitment of human resources, green performance appraisal system, green training and development system etc. Specifically at the organisational level green HRM positively associates with organisation's environmental performance and at individual level it positively influences employee's job satisfaction and meaningfulness through work. Additionally, the findings of the present paper seem to show that by incorporate green HRM organisations are earning financial and non financial rewards.

SIKKIM: AN ECO-TOURISM HOTSPOT

Dipankar Karmakar

Assistant Professor, Department of Commerce, Mathabhang College

Sikkim, The Land of Mystic Splendor, has gained its popularity as a 22nd state of the country in the year1975. As per 2011 census it has become second least populated state after Goa. According to the World Tourism Organization (UNWTO) "tourism that involves travelling to relatively undisturbed natural areas with the specified objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects [both of the past and the present] found in these areas is defined as ecotourism". The objectives of the study are (i) to understand the concept of eco-tourism, (ii) to know the eco-tourism practices in Sikkim, (iii)to understand the challenges of eco-tourism practices faced by the state and initiatives taken to overcome this issues. The present paper is purely based on secondary data collected from various sources like Sikkim Tourism Policy, articles, journals, books etc. Sikkim is the first state which has framed an eco-tourism policy for the

purpose of promoting sustainable development through resource conservation, cultural revival, economic development and diversification. Sikkim is recognized as a mountainous region with 28 major mountain peaks including Mount Kanchenjunga the third highest peak in the world and Sinolchu one of the most graceful peak in the world. Besides 39 species of Rhododendron, 558 Orchid species, nearly 600 species of birds, more than 2000 species of moths, 658 species butterflies and roughly 4000 species of flowering plants, numerous medicinal plants etc. make Sikkim an unparalleled destination of Ecotourism. This uniqueness helps the region to attract a large number of tourists across the globe. Lachen, Lachung, Dzongu are the prominent areas for eco-tourism (Devi T., 2021). Several challenges faced by the state eco-tourism industry which includes lack of infrastructure, lack of government support towards loans and subsidies, lack of proper telecommunication facilities, threats to Indigenous Cultures, squalor of the Ecosystem etc. This paper has also suggested some initiatives to overcome those problems like adequate infrastructure, loan and subsidy facilities, good net connectivity, proper training, active financial support, capacity building, marketing research, standard norms for tourists services, strict rules, regulations, code of conduct etc. The study also uncover that the magnitude of eco-tourism has been increasing by leaps and bounds. This is happened not only due to the increasing awareness about sustainability but also because it addresses social, cultural, and economic issues. The gradual increases in the arrival of tourists have converted the state as a centre of mass tourism. But the tourism industry in Sikkim has been concentrated in a few pockets like Gangtok, Pelling, Lachung etc. Besides these tourists' pockets, hidden serene beauties have to be unearthed for the wholesome development of eco-tourism in this dragon land of the Sub-Himalayan Sikkim.

E-HRM – UNDERSTANDING THE NUANCES OF DATA ACCESSIBILITY AND REINFORCEMENT

Bajeesh Balakrishnan

Research Scholar, School of Commerce and Management, Garden City University, Bengaluru, Karnataka, India

R Duraipandian

Professor, Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai, Tamil Nadu, India

Swetha Appaji Parivara

Associate Professor, School of Commerce and Management, Garden City University, Bengaluru, Karnataka, India

When the exploration of technology advanced to the next stage, it was then combined with information services that brought the attention of people towards computers, software, and related web-services. Now, with the progress of time and development of technology the HR (Human Resources) department can drive their work activities. The important aspect of having a technology in use is to determine how effective is the technological system. It is equally important to determine the user experience and how much user friendly are these technological systems. Since, the whole matter is revolving around Human Resources and Technology; hence, this practically introduces the concept of E-HRM system (Electronic Human Resources Management System). The E-HRM concept is an advanced technology adopted by organizations to ensure a smooth flow of employees related matters within an organization that is executed and controlled through digital automation. To explain the whole concept, the researcher conducted a survey to collect certain data that are in lines to E-HRM system. The collected data will help to interpret the access of the available data, which is the employee data and its authenticity. The survey conducted is in IT organizations and that too with people working in the department of Human Resources in the city of Bengaluru. Around 50 HR professionals got approached with the help of a questionnaire that focused on the data access and retrieval from a E-HRM based system that was used in their organizations.

MUTUAL FUND – A NEW WAY OF INVESTMENT

Vicky Likhari,

Research Scholar, Department of ABST, University of Rajasthan

Mutual Funds are very popular among investors after a period of lockdown in India. The most important reason for this can be an average

return and low level of risk. mutual funds are a basket of different financial schemes that generate returns to the individual over a period of time It provides an opportunity for low-income individuals groups to participate in the share market through which they can increase their return at lower risk. So, the increasing size and importance of mutual funds in India. This paper focuses on various aspects which need to be investigated for investment in Mutual Funds. The sample comprises of two AMC's UTI Mutual Fund and SBI Mutual fund and their Mutual Fund schemes over the period 2017-18 to 2021-22 using NAVs. The study uses return, risk, risk-adjusted measures (Sharpe ratio, Treynor ratio, Jensen's alpha and information ratio), paired samples t-test and growth regression equation to accomplish the objectives. The findings suggest that some of the mutual fund's schemes generated significantly higher return than other funds and benchmark index. As the investments in Mutual Funds are growing in this current business scenario, proper analysis of risk and return should be made for investment in Mutual funds. This review paper is focused on various aspects of the Mutual Fund Industry.

AN ANALYTICAL STUDY ON THE OPERATIONAL PERFORMANCE OF SBI LIFE INSURANCE

Sonam Bhateja

Research Scholar, Department of Commerce, Punjabi University Patiala,

Ritika Gupta

Assistant Professor, Department of Hotel Management, CGC, Landran

SBI Life Insurance is amongst the top Life Insurance companies in India. It offers a variety of life insurance & pension products at reasonable prices and thus it has become a world-class life insurance company in India. In the past few years, many studies have been undertaken on the financial performance of various insurance companies but very less studies have been undertaken to study the comparative operational performance of SBI Life Insurance using various indicators like claim settlement ratio, total expense ratio, and persistency ratio as presented in this paper. In order to achieve the objective of the study, secondary data was collected from published annual reports of SBI Life Insurance for the study period of five years starting from 2015-16 to 2019-20. The study revealed that the claim settlement ratio of SBI Life insurance was found to be fluctuating whereas total expense ratio and persistency ratio were found to be sound during the study period. Further, the study suggested that the organization should maintain a proper combined ratio, otherwise its profits drain away by way of claims and management expenses and it must take necessary steps to control the management expenses and to improve the investments of the company to give a better position to the investment holders as well as policyholders market share.

PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND IN INDIA

CA (Dr.) Dilip Gupta

Accountant & Former Research Scholar, Department of Accountancy & Business Statistics, University of Rajasthan, Jaipur

Mutual funds are professionally managed trust that collect the different investors' money and invest in different securities in the items such as stock, bond and short-term securities such as deposit certificates, commercial letters etc. and precious metals. Since the UTI (Unit Trust of India) Act, 1963, the origin of the mutual fund industry can be detected in India. The mutual fund industry successfully raised and brought sufficient returns for investors and public sector. Mutual funds provide opportunities for participating in small capital to the very capital market without much risk. An important principle of investment in the capital market is that all the eggs do not keep in a basket, i.e. diversification. A small investor is not mainly able to keep a diverse portfolio due to lack of resources. But, a mutual fund pools deposits the savings of such small investors together and invest it in the capital market and brings benefits the investors. Thus, investors can participate in the capital market indirectly after subscribing to mutual funds. Mutual funds appointed professional fund managers to manage investment activities. Hence, investors also get the benefit of professional expertise of these managers. The daily opening and closing NAV of various plans have been used to calculate the returns from the fund plans. For market portfolio BSESENSEX has been used. The main purpose of this paper is to evaluate the performance of Indian Equity Diversified Mutual Fund. An assistant purpose is to analyse the

relationship between the risk and returns of these funds based on total risk and systematic risk. Analysis was obtained, by assessing different financial tests such as average return, sharp ratio, Treynor ratio, standard deviation, beta and coefficient (R2). Data mutual fund plans have been taken from various websites and amfiindia.com. Analysis shows that most funds selected for the study have better performance under Sharpe Ratio and Treynor ratio.

ROLE OF ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION

Dr. Pooja Paharia

Assistant Professor, University of Rajasthan, Jaipur

Jyoti Pahariya

Junior Research Fellow, University of Rajasthan, Jaipur

Artificial intelligence has been a domain of research present almost in every facet of life including education. The purpose of this study is to determine how the notion of artificial intelligence may be implemented in teaching and learning in higher education, as well as the effects of applying AI in higher education. It investigates the learning consequences of rapidly changing technology on the techniques and scope of learning as well as teaching. The scope of the study is confined to the impacts of AI in administration, instruction, and learning, and is based on a narrative and framework for analyzing AI established from early research. A qualitative research strategy is adopted, which effectively assists the accomplishment of the study objective by leveraging the use of a literature review as a research design and approach. The study was conducted on higher education institutes of Jaipur and it was discovered that AI has been widely embraced and employed in education, notably by educational institutions, in various ways. AI began with computer and computer-related technologies, progressing to web-based and online intelligent education systems, and finally, with the use of embedded computer systems in conjunction with other technologies, the use of web-based chatbots to perform instructors' duties and functions independently or in collaboration with instructors. Using these platforms, teachers have been able to accomplish many administrative responsibilities more effectively and efficiently, such as evaluating and grading students' assignments and achieving improved quality in their instructional activities. Results of the study show that implementing AI in higher education institutes is enhancing the learning capacities of students up to a large extent and AI holds massive future prospects in the higher education sector.

THE ROLE OF E-COMMERCE TO REDUCE COSTS AND ITS IMPACT ON SMALL & MEDIUM-SIZED COMPANIES IN INDIA

Mr. Kaushikkumar Ratilal Dalvi

Assistant Professor, Dept. of Commerce & Management, KSKV Kachchh University, Bhuj, Kachchh, Gujarat

E-commerce emerged as a means of modern trade following the enormous advancements in trade and traffic markets, companies and products, multiple and diverse, and the intensification of competition among these companies to achieve profits. This has significantly changed the future of business and contributed by making the buying and selling of electronic products easier to increase the efficiency of companies and strengthen its competitiveness. Since there are few people who own capital and want to enter the world of commerce, electronic commerce has opened a field in front of them that is not limited to those with large sums of money. This research will therefore focus on the advantages and challenges of electronic commerce as well as its role in reducing costs, which are suffering the majority of companies from high whether depleted or non-depleted. As a result, the substantial contribution to cost reduction has emerged as the central focus of this study.

MICROFINANCE FOR COCKROACH STARTUPS

Ayushi Sharma

Assistant Professor, Department of Economic Administration and Financial Management, SSG Pareek PG College, Banipark, Jaipur

Microfinance refers to small savings, credit and insurance services extended to socially and economically disadvantaged segments and low income populations of society. Poverty is the main cause of

concern in improving the economic status of developing countries. Microfinance is emerging as a powerful tool for poverty alleviation in India. Microfinance, involving extension of small loans and other financial services to low income groups, is a very important economic conduit designed to facilitate financial inclusion and assist the poor to work their way out of poverty. The benefits of microfinance include: Small loans enable entrepreneurs to start or expand micro, small and medium enterprises. Now a days micro enterprises knows as cockroach enterprises and uses of micro finance is very essential. Start-up and new firms need finance to sustain their growth, it also helps them to understand the finance determinants of small and medium sized firms to support their firm growth.

राजस्थान में पर्यटन विकास: चुनौतियाँ एवं सम्भावनाएँ

डॉ. शकुन्तला गीना

सहायक आचार्य ई.ए.एफ.एम., महारानी श्री जया महाविद्यालय, भरतपुर, राजस्थान।

जलवायु परिवर्तन की समस्या दिन-प्रतिदिन गम्भीर होती जा रही है। जलवायु परिवर्तन का प्रभाव हर क्षेत्र कृषि, मानव, पशु पक्षी, एवं सम्पूर्ण वातावरण पर पड़ता है। ग्रीनहाउस गैसों कार्बनडाई आक्साइड, नाइट्रस आक्साइड, मिथेन क्लोरो-फ्लोरो ओजोन आदि में बेतहाशा उत्सर्जन के कारण हो रहे जलवायु परिवर्तन से फसलों का उत्पादन ही प्रभावित नहीं हो रहा है। बल्कि उनकी गुणवत्ता पर भी नकारात्मक प्रभाव पड़ रहा है। अगर धरती का तापमान 1.5 डिग्री बढ़ता है तो उसका कृषि पैदावार पर बहुत अधिक प्रभाव पड़ेगा। क्योंकि कृषि उत्पादन के लिए उपजाऊ मिट्टी नमी पर्याप्त वर्षा अनुकूल वातावरण कीट-पतंगों से बचाव का योगदान होता है। इनमें से किसी में भी परिवर्तन होने पर कृषि पैदावार प्रभावित होती है। इसके कारण खाद्य सुरक्षा के सभी चारों आयाम खाद्यान्न की उपलब्धता, पहुँच उपयोग व खाद्य प्रणाली में स्थिरता प्रभावित होती है। धरती का तापमान बढ़ रहा है। इसका सीधा असर खाद्यान्न उत्पादन पर पड़ेगा जहाँ गेहूँ, सरसों, आलू की फसलें नहीं होंगी क्योंकि इनको ठंडक की आवश्यकता होती है। वहीं प्वार बाजरा मक्का इन्हें कम तापमान की आवश्यकता होती है। अधिक तापमान इनमें दाना नहीं बनेगा और उत्पादन कम होगा और मत्स्य में इनका उत्पादन करना मुश्किल होगा तापमान बढ़ने से वर्षा कम होगी जिससे मिट्टी की नमी कम हो जाएगी रसायनिक खादों का आवश्यकता से ज्यादा उपयोग होगा। तापमान बढ़ रहा है। जिससे बाढ़, सूखा, अकाल, सूफान जैसी आपदाओं की संभावनाएँ भी बढ़ रही हैं। हमारे किसानों के खेतों का आकार छोटा है। व इससे दुरी तरह प्रभावित हो रहे हैं और उनकी आमदनी कम होती जा रही है। जिससे किसानों में कर्जों की अधिकता, नकारात्मक सोच, तनाव, आत्महत्या जैसी समस्या बढ़ती जा रही है भारतीय अर्थव्यवस्था कृषि पर ही आधारित है। जी.डी.पी. में 16 प्रतिशत योगदान है जलवायु परिवर्तन से 15 वर्षों में 45 मिलियन भारतीय अधिक गरीब हो जाएंगे हमें पृथ्वी एवं उसके संसाधनों के संरक्षण को व्यवहार में लाकर जीवन शैली का हिस्सा बनाने की आवश्यकता है। प्रकृति हमारा भरण पोषण करती है इसलिए प्रकृति की देखभाल व संरक्षण करना हमारा कर्तव्य है किसान खुशहाल होगा देश समृद्धशाली होगा।

लैंगिक असमानता को दूर करने में शिक्षा की भूमिका

सुरभि श्रीवास्तवा

शोधार्थी

प्रोफेसर (डॉ.) रीटा शर्मा

केशव विद्यापीठ, जामशेरी

लैंगिक असमानता से संबंधित एक महत्वपूर्ण चिंता पर सभी को संवेदनशील बनाने के उद्देश्य से यह पेपर, शिक्षा के सबसे महत्वपूर्ण मामले में लिंग के आधार पर भेदभाव से निपटने के लिए अंतरराष्ट्रीय सम्मेलनों और संवैधानिक जनादेश का विश्लेषण करता है। संयोग से यह लैंगिक असमानता के सामाजिक-आर्थिक पहलुओं को भी छूता है। शिक्षकों को छात्र समानता को बढ़ावा देना चाहिए, संवैधानिक संस्कृति और स्थिरता को बढ़ावा देना और मजबूत करना चाहिए। हर लड़के और लड़की के समग्र विकास में गतिशील प्रगतिशीलता चाहिए - प्रत्येक बच्चे का अधिकार है कि उसे उसकी क्षमता के विकास का पूरा मौका मिले लेकिन लैंगिक असमानता की कुरीति की वजह से ये ठीक से फल फूल नहीं पाते हैं साथ ही भारत में लड़कियों और लड़कों के बीच ना केवल उनके घरों और समुदायों में बल्कि हर क्षेत्र में लैंगिक असमानता दिखाई देती है। भारत में लैंगिक असमानता के कारण अवसरों में भी असमानता उत्पन्न होती है, जिसका प्रभाव दोनों लिंगों पर पड़ता है लेकिन आंकड़ों के आधार पर देखा जाये तो ये स्पष्ट होता है कि यह भेदभाव सबसे अधिक लड़कियों पर कुप्रभाव डालता है। लैंगिक असमानता एवं लड़कियों और लड़कों के बीच भेदभाव जैसे-जैसे बढ़ता जाता है, इसका असर न केवल उसके बालपन में दिखता है बल्कि व्यक्तता तक आते-आते इसका स्वरूप और व्यापक हो जाता है नतीजतन कार्यस्थल में मात्र एक चौथाई महिलाओं को ही काम करते पाया जाता है। अतः समानता को बढ़ावा देने के लिए यह आवश्यक होगा कि सभी को न केवल शिक्षा तक पहुँच में, बल्कि प्रत्येक क्षेत्र में सफलता की स्थितियों में भी समान अवसर प्रदान किया जाए। शिक्षा के माध्यम से सभी को, सभी की अंतर्निहित क्षमता की याद दिलायी होगी। शिक्षा का उद्देश्य सामाजिक परिवेश और जन्म की दुर्घटना के माध्यम से प्रसारित पूर्वाग्रहों और जाटिलताओं को दूर करना है। भारतीय वास्तविकता के संदर्भ में ये सुनिश्चित करना महत्वपूर्ण है कि सभी शैक्षिक कार्यक्रम धर्मनिरपेक्ष मूल्यों के अनुरूप हो। शिक्षा प्रणाली लोगों के सशक्तिकरण और सभी प्रकार के पूर्वाग्रहों को दूर करने में सकारात्मक भूमिका निभाती है, अपने अधिकारों और कर्तव्यों के प्रति जागरूक और हमारे संविधान में सन्निहित सिद्धांतों के प्रति प्रतिबद्ध नागरिकों का निर्माण करने, हमारे देश की सामाजिक उन्नति, आर्थिक

विकास और राजनीतिक प्रगति के लिए एक पूर्व आवश्यकता है। हम परिवार में, गली में, कक्षा के अंदर, खेल के मैदान में लड़के और लड़कियों के बीच कई अंतर देखते हैं। उदाहरण के लिए सामान्य तौर पर, लड़के सक्रिय, चंचल, आत्मविश्वासी, निर्भीक, तेज बोलने वाले और नियंत्रित करने में मुश्किल होते हैं। लड़कियाँ निष्क्रिय, कोमल, शांत, स्वीकार करने वाली, अधिक आत्म संतुष्ट और नियंत्रित करने में आसान होती हैं। जो लोग शिक्षा के क्षेत्र में हैं, उनके लिए यह महत्वपूर्ण है कि वे इस बात की सराहना करें कि कैसे शिक्षा और बच्चे अपनी संस्कृतियों में महिलाओं और पुरुषों की व्यक्त छवियों में खुद को लड़कियों और लड़कों के रूप में देखना सीखते हैं। शिक्षा पर राष्ट्रीय नीति मुख्य मूल्यों जैसे लिंगों के बीच समानता, सामाजिक बुराइयों को समाप्त करने और महिलाओं के लिए अपमानजनक प्रथाओं, छोटे परिवार के मानदंड आदि पर जोर देता है। सार्वभौमिक प्रारंभिक शिक्षा के एक अभिन्न अंग के रूप में लड़कियों और पेयजल, धारा, ईंधन और प्रारंभिक बचपन की देखभाल और शिक्षा जैसी सहायक सेवाओं को मजबूत करने के लिए भी प्रोग्राम ऑफ एक्शन लैंगिक पूर्वाग्रह को दूर करने और सभी शैक्षिक कर्मियों को लैंगिक संवेदनशील बनाने में पाठ्यपुस्तकों को संशोधित करने की आवश्यकता पर जोड़ देता है ताकि लैंगिक संवेदनशीलता, लैंगिक समावेशी पाठ्यक्रम और इसका संचालन के माध्यम से लिंगों के बीच समानता को आत्मसात किया जा सके। समाज में लड़कियों के महत्व को बढ़ाने के लिए पुरुषों, महिलाओं और लड़कों सभी को संगठित रूप से मिल कर चलना होगा, समाज की धारणा व सोच बदलनी होगी। भारत की सभी लड़कियों और लड़कों को लड़कियों के सशक्तीकरण के लिए केंद्रित निवेश और सहयोग करने की आवश्यकता है। लड़कियों को शिक्षा, कौशल विकास के साथ साथ सुखसा प्रदान करना होगा तभी वे देश के विकास में योगदान कर सकेंगी। लड़कियों को आधारित कर बनाई गई दीर्घकालिक योजनाओं से ही हम उनके जीवन में संभावनाएँ उत्पन्न कर सकेंगे। हमें लड़कियों को एक प्लेटफॉर्म देना होगा, जहाँ वे अपनी चुनौतियों को साझा कर सकें, साथ ही साथ एक विकल्प तलाश कर सकें उन चुनौतियों के लिए जिस्तें कि समाज में उनका बेहतर भविष्य बन सके।

भारत एल्युमिनियम कंपनी लिमिटेड (बाल्को) के विकास में उत्पादन प्रबंध एवं प्रविधियों का योगदान

मंदाकिनी चन्द्रा

शोधार्थी, वाणिज्य विभाग, पं. रविशंकर शुक्ल विश्वविद्यालय, रायपुर छ.ग.

डॉ. विजय कुमार अग्रवाल

शोध निर्देशक, प्राध्यापक वाणिज्य विभाग, पं. रविशंकर शुक्ल विश्वविद्यालय, रायपुर छ.ग.

“आवश्यकता आविष्कार की जननी है।” अर्थात् प्रत्येक वस्तु के उत्पादन का मूल उस वस्तु की आवश्यकता ही होती है। आज का युग औद्योगिक युग है, नित नये आविष्कार एवं उत्पादन हो रहे हैं। विभिन्न आवश्यक वस्तुएं चाहे वह घातक हो या अघातक एक छोटे या बड़े उद्योग की ही देन है। प्राचीन समय में उद्योगों की संख्या सीमित थी इसके कारण भी साधनों की सीमितता ही थी परंतु देश में नवीन औद्योगिक नीतियों एवं पंचवर्षीय योजनाओं ने औद्योगिक विकास को भरपूर प्रोत्साहित किया। प्रबन्ध एक ऐसा क्षेत्र है जिसकी सहायता से हर व्यवसाय आज फलफूल रहा है। यदि प्रबन्ध व्यवस्था सशक्त एवं सुदृढ़ है तो निश्चित ही वह उपक्रम सफल होगा। वृहद् स्तर के उद्योगों में जहाँ किसी वस्तु के उत्पादन में विभिन्न क्रियाओं को संपन्न किया जाता है। इन क्रियाओं के संचालन के लिए उपयुक्त साधनों की व्यवस्था भी प्रबंध ही करती है। उत्पादन में अपनायी जाने वाली विधियों में से सर्वोत्तम का चुनाव कर प्रयोग करना भी एक कुशल प्रबंध का ही गुण होता है। भारत एल्युमिनियम कंपनी लिमिटेड (बाल्को) कोरबा छत्तीसगढ़ राज्य की एकमात्र एल्युमिनियम उत्पादक कंपनी है। बाल्को कंपनी भारत की सबसे बड़ी एल्युमिनियम उत्पादक कंपनी है, जिसका उत्पादन प्रबंध चुनौतियोजित एवं सुदृढ़ है। बाल्को द्वारा समय समय पर स्वयं को अद्यतन किया जाता रहा जिसका परिणाम है कि आज बाल्को नवीनतम तकनीकों का प्रयोग कर उच्च श्रेणी का एल्युमिनियम का उत्पादन कर रही है। बाल्को के श्रेष्ठतम धातु उत्पादन प्रदर्शन ने ही उसे एल्युमिनियम से अनेक उपउत्पादन बनाने की नई राह दी। आज बाल्को एल्युमिनियम के अन्य उत्पाद भी निर्मित करती है। इस प्रकार बाल्को निरंतर एल्युमिनियम उत्पादन के चरम की ओर अग्रसर है।

ऑनलाइन शिक्षा संभावनाएं और चुनौतियां
श्रीमती अंकुश्री भार्गव

असिस्टेंट प्रोफेसर, एस. एस. जी.पारीक पी. जी. कॉलेज ऑफ एजुकेशन, जयपुर

वर्तमान सदी तकनीक की सदी है वृत्त तो हम 21वीं शताब्दी के मानव है परंतु, कोविड-19

हमें और भी अधिक तकनीक पर निर्भर बना दिया है और शिक्षा जगत भी इससे अछूता नहीं रहा है। शिक्षा का ऑनलाइन माध्यम इस महामारी के दौरान शिक्षा व्यवस्था को सुचारु रूप से संचालित करने में सहायक सिद्ध हुआ है। प्रत्येक पाठ्यक्रम में इसकी उपयोगिता मानी गई है और अब कई ऐसे क्षेत्रों में भी इसका विस्तार होता जा रहा है, जैसे ई-लाइब्रेरी, डिजिटल यूनिवर्सिटी इसका सर्वोत्तम उदाहरण है। ऑनलाइन शिक्षा में जितनी अधिक संभावनाएं शामिल है उतना ही इसके क्रियान्वयन में चुनौतियों का सामना भी करना पड़ रहा है।

DIGITAL MARKETING TREND AND NEW INNOVATION IN SERVICE MARKETING

Dr. Archana Sharma

Assistant Professor, HOD, Department of Business Administration, S.S. Jain Subodh Girls PG College Sanaganer, Jaipur

After covid-19, in Indian economy have many drastic changes in marketing management. Service marketing is an integral part of Indian

economy. In 21 century lot of opportunities developed in area of marketing research. Sustainable development Service marketing have many new over and opportunities before the customer. Service sector increase national domestic business as well as attract foreign investment business activities. Service marketing in all areas included banking, insurance, hotel, hospital, education, communication, transport railways; airways real state etc. in present dynamic environment have many facilities in Digital India campaign. Banking sector have adopt all transaction in digital ways, customer prefer their new options and facility through the online payments. They have feel satisfaction with the anytime anywhere used and take advantage in online banking system. Business activities in service marketing is online shopping with the various available platform such as Amazon, snap deal, mantra flip cart, mashu have provided the shopping facility through the variety and different choice of product and service at home delivered. In service marketing used marketing mix product, price place, promotion combination. Service marketing is an intangible form of the product. The Central Government of India recognizes the importance of promoting growth in service sector and provided several incentives across a wide variety of sectors like health care, tourism, education engineering, communication information technology, finance and management. In may 2021 increase GDP almost 67 perc. in service field.

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFITABILITY OF SELECTED NON-BANKING FINANCIAL COMPANIES IN INDIA

Shaifali Sharma

Ph.D. Research Scholar, Department of Accountancy & Law, Faculty of Commerce, Dayalbagh Educational Institute (Deemed to be University), Agra, Uttar Pradesh, India

This study is an attempt to examine the relationship between the expenditures incur on corporate social responsibility and profitability of the selected non-banking financial companies and to analyse the impact of CSR expenditures on the profitability of selected companies during the period of eight years from F.Y. 2014-15 to F.Y. 2021-22. The study is done on two NBFCs which are HBD Financial Services Limited and Cholamandalam Investment and Finance Company Limited. The data used for analysis is secondary and have been extracted from the annual reports of concerned NBFCs. The objectives of this study have been accomplished by using various statistical tools in Minitab Statistical Software. Anderson-Darling test for checking the normality of data, Pearson Correlation Coefficient for examining the relationship between variables and Simple Linear Regression for analysing the impact of CSR expenditures on profitability.

TECHNICAL SESSION - II

(Education & Humanities)

CHAIRPERSON



PROF. (DR.) JASRAJ BOHRA
President
Indian Accounting Association

ADDITIONAL CHAIRPERSONS



PROF. (DR.) MANVINDER S. PAHWA
Professor & Dean
School of Business, The Assam Kaziranga University
Jorhat, Assam



PROF. (DR.) PRADEEP SHARMA
Director
Poddar Institute of Management
Jaipur



DR. ANJU KANSAL
Ex Principal & Academic Advisor
Saint Soldier PG College for Girls

KEYNOTE SPEAKERS



PROF. (DR.) ASHOK SHARMA
Former Head
Department of Business Administration
University of Rajasthan, Jaipur



DR. VINOD KUMAR BAIRWA
SRP Government College
Bandikui, Dausa



DR. ASHOK KUMAR
Jai Narain Vyas University
Jodhpur

RELATIONSHIP AMONG SELF-ESTEEM, SOCIAL ADJUSTMENT AND ACADEMIC ACHIEVEMENT AMONG HIGH SCHOOL STUDENTS
Dr. R. Periasamy

Assistant Professor, Department of Education and Management, Tamil University, Thanjavur, Tamil Nadu, India

The main objective of the present study is to investigate the relationship among self – esteem, social adjustment and academic achievement among high school students. The investigator has implemented normative survey method in view of realizing the objectives of the study. Using simple random sampling procedure from the list of schools the researcher identified 30 schools and 780 ninth standard students from Thanjavur district of Tamil Nadu. The investigator used self – esteem questionnaire and social adjustment inventory which is constructed and standardised by Periasamy. The present study found out there is no high level of mean score of self-esteem, social adjustment and academic achievement among the high school students. The level of these three variables is an average level. The present study found out there is a significant positive correlation among self-esteem, social adjustment and academic achievement among high school students.

ANALYSIS OF ECOTOURISM IN BHARATPUR DIVISION
Dr. Krishan Kumar Sharma

Assistant Professor, SSG Pareek P.G College of Education, Bani Park, Jaipur

Tourism has made a place in Bharatpur division as an industry and this industry also benefits other industries. The tourism industry has also been the basis of the economy of many tourist destinations of the world. Tourism has also been particularly useful in raising the standard of human living in any geographical area. Therefore, according to the study, it is clear that tourism is playing its unique role in almost all the areas of human life today. The effects of the fastest growing tourism industry in the world are more beneficial at the levels as well as some effects are also harmful and the prevalence of these harmful effects makes the effects more effective in the region and society, whose effects affect the environment more. And with the environmental imbalance in the tourism sector, it starts making its impact in the form of environmental crisis and hence more Research work on & quot; Impact of Tourism on Environment & quot; in the study area is needed with this; a simple effort has been made to reduce and balance the effects on the environment.

EDUCATIONAL LEADERSHIP
Dimple Juneja

Research Scholar, Mohanlal Sukhadia University, Udaipur

A collective exercise that combines the skills of educators, children and their legal guardians to enhance the quality of teaching and the overall teaching methodology is called educational leadership. It involves motivating children, educators and parents to deliberate, trust and sync with goals of institutions. Educational leaders chalk out the future blueprint of the institutions employing their individual as well as business ethics. They communicate the future blueprint and motivate their listeners to further spread the same. The ideology, constitution, administration and curricular/co-curricular activities of the institutions are directed towards the attainment of future blue print of the institutions. Educational leadership comprises of educators and motivating them to enhance their teaching skills. Educational leaders are highly trained fellows and they make best use of their training in motivating educators, controllers and families on implementing world class standards in lecture rooms so that students can touch greater heights in curricular as well co -curricular activities.

GREEN INNOVATIONS AND GREEN PATENTS IN INDIA: A ROAD TO SUSTAINABILITY
Dr. Manoj Kumar Bhambu

Associate Professor in Commerce, Government College of Commerce and Business Administration, Sector-50, Chandigarh

Green innovations are set to unleash a unique wave of disruption, driving the Indian economy towards a sustainable future. India used to be a land of people caring nature more than their own life. But

rapid industrialisation and excessive use of chemical in its production process has disastrous effect on its environment. In the last few years, green technology ecosystem is again gaining ground in agriculture, production and manufacturing, energy and transport sector. With the increase of purchasing power of Indian middle class, people are shifting towards green products. With India's commitment to achieve net zero carbon emission by 2070 along with some intermittent goals, the country needs to push for green innovation at a faster pace. The present paper tries to explore the extent of shift of the businesses towards green innovation and green patents in recent years. To what extent these innovations can help India to achieve its sustainable development goals. The paper tries to examine the position of the country when compared to other countries of the world in the field of green innovations. It also tries to list opportunities and challenges in the field of green innovations and green patents.

AN EMPIRICAL STUDY OF STUDENTS DROPOUTS UP TO SENIOR SECONDARY SCHOOL: A CASE STUDY OF DACHHAN BLOCK , KISHTWAR, (J&K) INDIA
Bhader Singh

Lecturer in Economics, Government Girls Higher Secondary School, Jammu and Kashmir

The drop out of students is really matter of concern particularly for backward areas like Dachhan Block understudy. This study seeks to examine the factors responsible for the drop out of the students of the study block. For the study primary data is collected through questionnaire. The simple statistical tools like percentage, averages and graphs have been used for the study. The study reveals that the dropout among female students is higher than the male students in the study.

STUDY OF MICROSTRIP PATCH ANTENNA WITH THE VARIATION OF DIELECTRIC MATERIAL AND CORRESPONDING CHANGES IN RESONANT FREQUENCY AND RETURN LOSS
Ashutosh Dhar Dwivedi

Department of Computer Science & Information Technology, Institute of Hospitality, Management & Sciences Kotdwar, U.K.

In this paper, we have studied a Microstrip Patch Antenna with the variation of dielectric material and corresponding changes in resonant frequency and return loss. The variation of dielectric constant material is taken from the value of relative permittivity ϵ_r , 2.2 to 6.15 and find out corresponding changes of resonant frequency from (3.23-2.01) GHz. By fixing the height of the substrate at 1.6mm. On the other hand, we have analyzed another result by variation in substrate height and corresponding changes in resonant frequency and return loss. When we fixed the dielectric constant material at FR_4 which has relative permittivity $\epsilon_r=4.4$. This proposed paperwork has been done through HFSS (High-Frequency Structure Simulator) Software. In this paper, we have an analysis about that if we decrease the relative permittivity of the dielectric material then the resonant frequency is increasing. This analysis is helpful for those researchers who give their valuable effort in designing the microstrip patch antenna. So it may be helpful for them to selecting the dielectric material in designing at a particular resonant frequency i.e. if they design microstrip patch antenna at a higher resonant frequency then they should select the lower relative permittivity dielectric material and vice versa.

A RESEARCH ON THE ROLE OF SOCIAL MEDIA ON STUDENT ENGAGEMENT IN PRIVATE / PROFESSIONAL HIGHER EDUCATION INSTITUTION IN RAJASTHAN
Ashok Kumar Sharma

Research Scholar, The ICFAI University, Jaipur

Dr. Vidhu K. Mathur

Guide, The ICFAI University, Jaipur

Higher education branding aims to offer institutions of higher learning a distinct personality that helps them stand out in their respective communities. Students may want to perceive themselves as part of a prestigious school with a long tradition of success, even if the branding extends beyond mere recognition. The experiential service in management

education is the method through which information is obtained from many sources and transmitted to students in order to strengthen their knowledge base and employability, therefore helping to build a higher education brand. A service that focuses on the customer's experience rather than merely the practical advantages of its goods and services is referred to as an experiential service. Challenges, doubts, and criticisms abound in the concept of branding in private / professional higher education institutions in Rajasthan and the notion of marketization. Universities in Rajasthan find it difficult to differentiate themselves in commercial activities like branding, and defining true uniqueness is frequently a problem. This research explores the impact of social media on higher education brand creation in cities of Rajasthan with a focus on student perceptions and the numerous contact points that students encounter along their educational journey.

INTELLECTUAL PROPERTY RIGHTS

Dr. Chhavi s Chaturvedi

Associate Professor EAFM, Government PG College, Sambharlake, Jaipur, Rajasthan

Intellectual property rights are the rights given to each and every person for the creation of new things according to their minds. IPR usually give the creator a complete right over the use of his/her creation for a certain period of time. Intellectual property rights are the legal rights that cover the benefits given to individuals who are the owners and inventors of work and have created something unique with their intellectual creativity or capability. Every person related to areas such as literature, music, invention, etc., can be granted such rights, which can then be used in their business practices by them. The creator/inventor gets complete rights against any misuse or use of work without his/her prior information. However, the rights are issued for a limited period of time to maintain equilibrium. There are many advantages of intellectual property rights such as the IPR yields exclusive rights to the creators or inventors. It encourages individuals to distribute and share information and data instead of keeping it confidential. It provides legal defense and offers the creators the incentive of their work. It helps in social and financial development. It inspires people to create new things without fear of intellectual theft.

A REVIEW OF FOOD WASTES IN THE HOTEL INDUSTRY AND THEIR IMPACT

Sunil Kumar

Research Scholar, (Hospitality Management), School of Hotel Management, Airlines, and Tourism, CT University, Ludhiana

Pinki Kharb

Research Scholar, (Hospitality Management), School of Hospitality Management, Om Sterling Global University, Haryana

Dr. Akhilesh Pandey

Associate Professor, School of Hotel Management, Airlines and Tourism, CT University, Ludhiana

Annually, the typical individual throws away around 475 pounds of food, adding more than 70 million tonnes of waste to our landfills. The waste draws in unwanted insects, gives off toxic odors, and leaks potentially harmful substances into the surrounding environment. Those who struggle to put food on the table should not have to be insulted by food waste. Even though thousands of people who fall into these categories need nutritious meals rich in nutrients, families, and restaurants routinely throw away significant volumes of edible food waste in garbage cans. The waste contributes to the production of methane gas, which has 20–25 times the destructive potential of carbon dioxide. In significant years, food waste has emerged as an issue of growing significance for businesses of all stripes. This is especially true for those working in the hospitality industry. The hospitality experience includes in-room dining and eating at upscale restaurants and buffets with unlimited food. However, after all of the guests have done eating, what will happen to the food that was left over? The vast majority will be disposed of in landfills, which will incur high costs for the organization and even more damage to the surrounding environment. The waste is negatively impacted in a variety of ways by wasted food. Realizing the repercussions of one's actions is the first step toward making a change. The first is the manufacturing process.

Food waste is increasingly being recognized as a possible threat to the environment's overall health. In many countries, the unchecked dumping of vast volumes of food waste (FW) has considerably caused major environmental pollution, significantly contributing to the sudden escalation of global warming.

GETTING OVER LONELINESS: A STUDY OF "THE RULE BREAKERS" BY PREETI SHENOY

Shalini Jane Anne Rebello

Research Scholar, College of Social Science and Humanities, Srinivas University, Mangalore & Assistant Professor, Dept. of Linguistic Studies, YIASC, Mangalore

Kusum Thanry D'Sa

Research Guide, College of Social Science and Humanities, Srinivas University, Mangalore

Being a social animal, man needs to interact and associate with one another. The family, which is the fundamental pillar of society, plays an important role in shaping our personalities. Communication, support, sharing, caring and trust in one another enables in developing strong, healthy and secure relationships. Lack of it could have negative consequences thereby affecting the family members causing relationships to crumble down. The focus of the current study is on the protagonist, Veda, who is attempting to fit in with her new family. She enters her husband's home after saying goodbye to her loved ones anticipating the same warmth here. Her mother-in-law, constantly humiliates and torments her and her husband is in his own little world. Unable to fulfill her dreams and no one to share her feelings with, she is lonely and sad. Her freedom is curbed and she faces gender bias too. She finds a true friend in her neighbor and keeps herself busy by working along with her. She finds solace in teaching the underprivileged children. She is able to comprehend and support her husband who had been maintaining a distance with her all throughout. The present study focuses on the mental state of the protagonist and the transformation seen in her from a shy to a confident woman at the end.

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFITABILITY OF SELECTED NON-BANKING FINANCIAL COMPANIES IN INDIA

Ms. Shaifali Sharma

Ph.D. Research Scholar, Department of Accountancy & Law, Faculty of Commerce, Dayalbagh Educational Institute, Agra, Uttar Pradesh

This study is an attempt to examine the relationship between the expenditures incur on corporate social responsibility and profitability of the selected non-banking financial companies and to analyse the impact of CSR expenditures on the profitability of selected companies during the period of eight years from F.Y. 2014-15 to F.Y. 2021-22. The study is done on two NBFCs which are HBD Financial Services Limited and Cholamandalam Investment and Finance Company Limited. The data used for analysis is secondary and have been extracted from the annual reports of concerned NBFCs. The objectives of this study have been accomplished by using various statistical tools in Minitab Statistical Software. Anderson-Darling test for checking the normality of data, Pearson Correlation Coefficient for examining the relationship between variables and Simple Linear Regression for analysing the impact of CSR expenditures on profitability.

ECO- MANAGEMENT: A CASE STUDY OF THE KEOLADEO NATIONAL PARK, BHARATPUR, RAJASTHAN(INDIA)

Krishn Pal Singh

Assistant Professor, Department of Geography, M.S.J. Government College, Bharatpur, Rajasthan

The Present study of ECO management based the Keoladeo National Park, Bharatpur. It is named after Keoladeo(Shiva) Temple located in the centre of the park. It was earlier known as "Ghana" meaning dense forest with a wide diversity of habitats ranging from marshes, woodlands, scrublands, grasslands to domed saline patches. It is a low lying area in the flood plains of river Banganga and Gambhir which are

tributaries of river Yamuna covering an area of about 29sqkm. The Park is divided into 24 blocks demarcated by road and dykes for administrative convenience. The composite unit demarcated by a rubble boundary wall on all sides. Keoladeo National Park is an internationally important wetland site for massive congregation of water fowl making it an important wintering ground on the central Asian flyway for migratory water fowl from the palaeartic region. It has been the only wintering area for the central population of Siberian Cranes. It supports about 41 species of raptors, including the largest population of globally threatened greater spotted Eagle. The lesser spotted eagle nests in the National Park. Keoladeo National Park is situated in the alluvial plains of Bharatpur Geomorphologic – ally Bharatpur district forms part of Eastern Rajasthan plains. Lying east of Aravalli Hill range. The area is drained by Banganga and Gambhir rivers and comprises of vast alluvial plains with several depressions with changing hydrology of the watersheds both in the Banganga and Gambhir river basins. The system of natural wetlands has practically vanished, but another system of satellite wetlands exist which provides a large habitat to the local migratory as well as migratory water fowl. The subtropical climate of Keoladeo National Park encompasses a variety of habitats ranging from upland terrestrial to submerged aquatic. The entire flora consists of 373 species of angiosperms with 11 new additions to the parks list herbs constitute more than 55% of the floristic composition. The dynamic of the well and system and its strategic geographic location on the flyway of migratory birds all contribute to the diversity of life forms it supports. Savanna type vegetation exists mostly in Koladhar area of the park and comprises of the major dominant grass viz. *Veliveria Zizanioides* and *desmostachya bipinnata*. The dominant tree species recorded in this area are *prosopis cineraria*, *Acacia nilotica*, *Alucophloca*, *Zizyphus mauritiana* and *salvadora persica*. Low grassland occurring in certain part (mainly B,C,D and F blocks) of the park comprise of *sporobolus helvolus* and *cynodon dactylon* with scattered trees and shrubs.

BIOGRAPHY AND ART: MURRAY ON HIS MOTHER

Dr. Vinod Kumar Bairwa,

Associate Professor of English, SRP Government College, Bandikui, Dausa

In this paper my discussion is based exclusively on Murray's "Three Poems in Memory of My Mother", included in *The People's Other World*. Replying to Paul Kavanagh and Peter Kuch about the autobiographical element in his poems, Murray confessed that "Privacies are always involved." This confession of Murray is enough to justify the fact that as a poet he has always considered the personal as an important element in his poems. As a matter of fact, all great poems, almost always, have had their inspirational origins in the personal and private selves of the respective poets. Dante, who encountered his enemies in Hell and his Beatrice in Heaven, taught his inheritors, among a lot of things, the technique of turning biography into art. It may be recalled here that Dante has been one of the major influences on Murray since he himself declared in his interview with Jim Davidson that he wished to someday write something like the *Divine Comedy*.

CAPACITY BUILDING OF TEACHERS AND ADMINISTRATORS

Dr. Saroj Pareek

Assistant professor, SSG Pareek PG Girls College, Bani park, Jaipur.

Over the past forty years, teacher education has garnered attention for a variety of reasons. It has been emphasised since the late 1960s. The Kothari Commission in 1966, the National Education Policy in 1986, and the Program of Action in 1992 all contributed to the widespread and varied implementation of teacher and administrator capacity building. The development of teacher and administrator capacity and orientation generated a lot of enthusiasm in the early 1990s. Along with the state education system and those that work there, numerous other organisations were also involved in these initiatives. It requires having the capacity for all the skills that will let instructors and administrators manage the environment, make adjustments to it, and carry out all of their duties. However, not enough research has been done on this subject. I'll be conducting research in this area as a result through this article. for the benefit of the country's future educational system.

EFFECT OF NEW EDUCATION POLICY 2020 ON HIGHER EDUCATION

Dr. Ritu Sharma

Assistant Professor and Head Department of Commerce, S.S.G Pareek P.G. Girls College, Jaipur

The National Policy on Education (NPE) is a policy formulated by the Government of India to promote education among the people of India. This policy covers primary education to colleges in both rural and urban India the policy is a comprehensive framework for primary to higher education as well as vocational training in both local and urban India. Because of the challenges posed by the COVID19 pandemic, the Government of India's New Education Policy (NEP 2020) was a welcome change and piece of fresh news. The policy aims to transform the Indian education system by 2021. The language policy in the NEP is a broad guideline and advisory in nature; and implementation is decided by states, institutions and schools. NEP 2020 will enact a number of changes in India's education policy. Its goal is to increase state spending on education from approximately 4% to 6% of GDP as soon as possible. The announcement of NEP 2020 was purely unexpected by many, and the changes it suggested were ones that many educationists had not anticipated. Despite the fact that the education policy has had a negative impact on council and academy education, this composition primarily concentrates on NEP 2020 and its effects on advanced education. This article provides an elaborate discussion the key NEP components and examines how they impact the current educational system. Impact of the New Education Policy 2020 on higher education. The study also outlines the main features of the NEP and analyses the effects on the existing education system.

AN ANALYTICAL STUDY OF GROWTH AND PERFORMANCE OF MUTUAL FUNDS IN INDIA

Dr. Shailendra Singh Charan

Assistant Professor, Department of ABST, S.P.C. Govt. College, Ajmer

Dr. Saroj Lakhawat

Assistant Professor, Department of Economics, Engineering College Ajmer

Today, the investment in mutual funds is the most popular financial investment implement in India. The investment in mutual funds is growing and fast increasing in the Indian Financial Market. It not only offers a diversity of schemes to suit the individual requirements but also different categories of risk and return for investors. In today's multifaceted and contemporary financial situation, the mutual funds, the trust with professionally managed investment, support the investors to join the financial market and possible buying of the small units of the fund. The paper discusses the entire journey of mutual fund market in India and its beginning, its growth and performance throughout all the entire journey and also give prediction of the future in the long run for the mutual fund investors in India. The study also analyzes and compares the performance of different types of mutual funds in India.

MANAGEMENT OF POLY CYSTIC OVARIAN SYNDROME (PCOS) THROUGH LIFESTYLE MODIFICATION

Mamta Pareek

Research Scholar, Department of Home Science, University of Rajasthan, Jaipur.

Reshma Booichandani

Associate Professor, Department of Home Science, University of Rajasthan, Jaipur

Poly cystic ovarian syndrome (PCOS) is a hormonal problem that affects women during their childbearing years (ages 15 to 44). Approximately 26.7 percent of women in this age group have PCOS, as per research data available. According to studies, up to 70 percent of women with PCOS had not been diagnosed. PCOS affects the ovaries and ovulation. Its three main features are *cysts* in the ovaries, high levels of male hormones and irregular or skipped periods. The clinical symptoms of PCOS include menstrual dysfunction, hirsutism, acne, alopecia, obesity, infertility, and a high rate of miscarriage. Management of women with PCOS depends on the symptoms. PCOS can be managed with a combination of diet, exercise, and medication. Weight loss improves the

endocrine profile and increases the likelihood of ovulation and pregnancy. Normalization of menstrual cycles and ovulation could occur with modest weight loss as little as 5% of the initial weight. The primary treatment goal is weight reduction. Diet therapy is the most important and effective treatment for PCOS. Healthy eating and being active can help you with PCOS symptoms and are very important to help prevent developing heart disease and diabetes in the future. This includes eating lots of fruit and vegetables, choosing lean meats and low-fat dairy foods as well as limiting the amount of fatty and sugary foods and drinks. Exercise, such as regular walking, has been shown to reduce waist-to-hip ratio, an indicator of diabetes and other morbidities, and homocysteine levels, an indicator of cardiovascular risk, in overweight PCOS women. Medications should only be prescribed as an adjunct to diet and exercise. Oral contraceptive pills (OCPs), androgen-blocking drugs, and insulin-sensitizing drugs are the three groups of medications used for PCOS treatment. Fertility drugs are prescribed for women trying to get pregnant. Lifestyle modification and healthy diet will be help to prevent and manage the PCOS and it's symptoms.

CASHLESS ECONOMY IN INDIA- PRESENT SCENARIO, POTENTIAL AND CHALLENGES

Dr. Hanuman Sahai Kumawat

Assistant Professor, Department of ABST, S.P.C. Government College, Ajmer, Rajasthan

In Cashless Economy, maximum transactions are done without using physical cash but transactions are done with the facilities like credit card, debit cards, e-wallets and online transactions like ECS, NEFT, IMPS, RTGS, USSD, UPI, Aadhar based payment system, PoS (point of sales) machines etc. The ratio of cash to gross domestic product is one of the highest in the world 12.42% in 2014. According to analysis by Business Standard, 68% of transactions in India are done in cash. In FY 2015-16, Rs. 27 billion expenditures done by RBI only for issue and management of currency. India faces following challenges in setting up a cashless economy are: (i) Lack of Digital and Banking Infrastructure (ii) Cyber Security and Financial Literacy (iii) High Cash Dependency (iv) PoS terminals are not enough (v) Millions of people still don't have a bank account. This paper aims to study the cashless economy in India with present scenario and challenges faced by the Indian government. This study is based on secondary data which are collected from annual report of RBI, different websites, journals and newspapers etc. Now, cashless transaction in India increased day by day. According to the statistics report, in Nov., 2016 and Dec., 2016 total value transactions done using E-wallet was 50.74 and 97.70 (Rs. in billion) respectively and in Jan., 2017 it was increased till 108.69. As per annual report of RBI total digital payments during 2018-19, 2019-20 and 2020-21 was 232602, 341240, 437118 in volume (lakh) and 163713425, 162089413, 141485173 in Value (Rs. Crore) respectively. The major benefits of cashless economy in India are: (i) Reduced tax avoidance and money laundering (ii) It will curb generation of black money (iii) Reduced costs of Cost of printing money (iv) Detailed record of all the transactions. Now, people are not staying banks more to withdraw the cash. The use of these cards and ATM machines have reformed the banking process. Consuming through debit or ATM cards, increased by 45% year-on-year. Customers are operating more of e-commerce sites and payment is done online. 58% of the user uses Direct Debit, 7% uses Cash Card and 33% uses Credit cards.

PROSPECTS AND CHALLENGES OF ONLINE EDUCATION

Dr. Dimple Batra

Vidyasthali Mahila Teacher Training, Jaipur

Online education in its various modes has been growing steadily worldwide due to the confluence of new technologies, global adoption of the Internet, and intensifying demand for a workforce trained periodically for the ever-evolving digital economy. Online education is on track to become mainstream by 2025. This article highlights various factors that impact quantity and quality of online education, such factors include industry (business); governments at local, state, and federal levels; country laws; ICT capacity; Internet/mobile technology diffusion; and income and digital divide.

IMPACT AND USE OF FERTILIZERS IN INDIAN AGRICULTURE

Ms. Komal Bansal

Assistant Professor in Economics, Dr. Bhimrao Ambedkar Government College, Sriganganagar

After the independence the major challenge in front of India is to produce sufficient food for growing population. Our first five year plan also focused on agriculture. For attaining the target of food grain production government focused on green revolution. With the Green revolution, there has been an increase in the consumption of fertilizers in agriculture. Fertilizer is an important input for agriculture production in India. Fertilizers are substances containing chemical elements such as manure a mixture of nitrates that improves the growth of plants. They give nutrition to the crops. Fertilizers are used for increasing yields and growing plants. India ranks second in the world and first among the South Asian Association of Regional Cooperation countries in terms of total fertilizer consumption. The paper throws light upon the impact of the overuse or imbalanced application of fertilizer nutrients on crop productivity. The paper highlights the advantages and disadvantages of fertilizers and role of fertilizers in agriculture sector. The present paper emphasizes the government initiatives and government policies regarding fertilizers. The paper concludes with that sustainability in agriculture can be maintained through rational use of fertilizer use and organic farming.

कुबेरनाथ राय के निबंधों में पर्यावरण चेतना

Dr. Pooran Prakash Jatav

Assistant Professor in Hindi, SRP GOVT PG College Bandikui

प्रकृति और साहित्य के संबंध को झूठलाया नहीं जा सकता। हमारी प्रकृति और समाज का एक दूसरे से घनिष्ठ संबंध है जो एक दूसरे का पूरक भी है इसलिए प्रकृति का प्रभाव मानव पर पड़ता है और समाज की घटनाएं भी प्रकृति पर प्रभाव डालती हैं समाज और प्रकृति का जुड़ाव हमारे समाज की रीढ़ समझे जाने वाले लोक संस्कृति में भी मिलता है। हिंदी साहित्य के ललित-निबंधों में विशेषकर लोक सांस्कृतिक ललित निबंधों में यह चित्रण व्यापक रूप से पाया जाता है। हमारी संस्कृति के लोकाचार त्योहार लोक विश्वास आस्थान आदि अधिकांश पर प्रकृति से जुड़ी हैं और उन्हें हमारे हिंदी साहित्य में ललित निबंध कार्यों ने अपने ललित निबंधों में अधिकारों के रूप में संजोया है आज इस गंगा नदी के प्रदूषण को दूर करने के लिए 2000 करोड़ रूपय भी कम पड़ रहे हैं उसी नदी को माता मानते हुए कुबेरनाथ राय ने "उत्तरकुशु"निबंध में लिखा था नदी माता! पतित पावनी! विमल यारी का शांत धीरे विस्तार! ध्यान तरंगयित रूप कहीं विकलता नहीं ! यह नदी एक वीर नायिका है। पर है नायिका महाताप सी होते हुए भी अंग-प्रत्यंग से नायिका है। हमारी भारतीय जाति की परम स्मृति में युगांतर से प्रवाहमान एक विन्धु। प्रकृति के दोहन के नयंकर परिणामों की ओर ध्यान दिलाते हुए कुबेरनाथ राय ने "खोलती नदी" * नाग और किशोर"निबंध में लिखा है कि राजनीति और नौकरशाही का है अपवित्र गठबंधन इस देश को उसी रास्ते पर बड़ी ही रूढ़न धूर्तता के साथ द खेलेते हुए ले जा रहा है। कुबेरनाथ राय पूरे भारत ही नहीं बल्कि पश्चिमी जगत को शामिल करते हुए वैश्विक स्तर पर पर्यावरण संरक्षण के प्रति अपनी चिंता व्यक्त करते हुए कहते हैं कि- "आज हमारे लिए जरूरी है कि इन अपने कामना या इच्छाशक्ति को सही ढंग प्रच्छालित और संतुलित कर ले। निबंधकार आचार्य रामचंद्र शुक्ल ने कहा है कि यदि किसी को अपने देश से प्रेम है तो उसे अपने देश के ननुष्य" पशु- पक्षी" लता" गुल्म,पेड़, पत्ते, वन, पर्वत, नदी, निसर्ग, सबसे प्रेम होगा सबको वह चाह भरी दृष्टि से देखेगा। प्रकृति प्रेम अर्थात् पर्यावरण प्रेम से ही देश प्रेम होता है। देशानुरागी मन पर्यावरण के वैभव को देखकर झूम उठता है। भारतीय वाग्भय इसका साक्षात् प्रमाण है।

आकलन में आईसीटी उपकरण का महत्व

Dr. Mamta Sharma

NET, Ph.D, Assistant Professor, S.S.G Pareek P.G. College of Education

आधुनिक युग विज्ञान एवं टेक्नोलॉजी का युग है। वैज्ञानिक आविष्कारों ने मानव जीवन के हर क्षेत्र के कार्य को प्रभावित किया है, टेक्नोलॉजी ने प्रत्येक क्षेत्र में अपनी जगह बना लिया है, शिक्षा व शिक्षण कार्य को भी इसने प्रभावित किया है। आईसीटी यह वो प्रौद्योगिकी है जो कि सूचना के संचालन (रचना, भंडारण और उपयोग) की योग्यता रखता है तथा संचार के विभिन्न माध्यमों (रेडियो, टेलिविजन, सेलफोन, कम्प्यूटर, हार्डवेयर और सॉफ्टवेयर, विभिन्न सेवाओं और अनुप्रयोगों) से सूचना के प्रसारण की सुविधा प्रदान करता है। शिक्षा में आईसीटी का प्रयोग आईसीटी उपकरणों का प्रयोग जिम्मेदारी के साथ बिना किसी भेदभाव के सूचना को दूर करने, अन्वेषित करने, विश्लेषित करने उसका आदान-प्रदान करने तथा प्रस्तुत करने के लिए प्रयोग में लाया जाता है। आईसीटी के उद्भव ने मूल्यांकन के तरीकों को प्रभावित किया है। आईसीटी का उपयोग छात्रों के आकलन के लिए एवं मूल्यांकन उपकरण के रूप में किया जा सकता है। शिक्षा में 'आकलन' एक का अर्थ वह प्रक्रिया है जिसका उपयोग शिक्षार्थी के ज्ञान, दृष्टिकोण और कोशल के बारे में जानकारी एकत्र करने के लिये किया जाता है। आकलन करने की कई विधियाँ जैसे मौखिक, श्रवण सम्बन्धी, लिखित और प्रदर्शन आधारित हैं। आईसीटी एकीकृत मूल्यांकन विद्यार्थियों को तत्काल प्रतिक्रिया प्रदान करते हैं। प्रौद्योगिकी सम्बन्धित मूल्यांकन विद्यार्थियों के आत्मविश्वास के स्तर को बढ़ाता है

क्योंकि उन्हें अपने सीखने के परिणाम तुरन्त मिलते हैं। शिक्षकों को यह जानने की जरूरत है कि छात्र पाठ को कितनी अच्छी तरह आत्मसात कर रहे हैं ताकि कोई विद्यार्थी पीछे न छूटे। शिक्षकों को तिमाही अन्वेष और सेमेस्टर के अंत में प्रत्येक छात्र का आकलन करना होता है और एक अन्तिम ग्रेड देनी होती है, जो उनकी समझ और उनके प्रयास के स्तर दोनों को दर्शाती है। शिक्षक द्वारा उपयोग किये जाने वाले विभिन्न मूल्यांकन उपकरण प्रकृति में रचनात्मक या योगात्मक हो सकते हैं या फिर पाठों को आकार देने या निर्देश पूरा होने के बाद ग्रेडिंग के लिये किया जाता है।

जनजातीय शैक्षिक विकास एवं संवैधानिक प्राक्कान

डॉ. हीरालाल बैरवा

सह आचार्य-समाजशास्त्र, एस्.पी.एन.के.एस. राजकीय स्नातकोत्तर महाविद्यालय, दौरा, राजस्थान।

शिक्षा किसी भी राष्ट्र को सम्यता की मुख्यधारा में जोड़ने के लिये मूल आवश्यकता है। और शिक्षा ही किसी भी राष्ट्र को अपने उत्थान हेतु टिकाऊ ऊर्जा प्रदान करने का एक महत्वपूर्ण साधन होता है। राष्ट्रपिता महात्मा गांधी का विचार भी यही था कि शिक्षा किसी भी सभ्य राष्ट्र की प्राणवायु है, इसके अभाव में वह स्वतंत्र होकर भी परतंत्र है अर्थात् बिन आत्मा के भारीर। भारत बहुत लंबे समय तक गुलामी की जंजीरों में जकड़ा रहा और जब स्वतंत्र हुआ तो शिक्षा की दृष्टि से स्वाभाविक रूप में काफी पिछड़ी हुई स्थिति में था। परंतु अब भारत सन् 2020 तक विकसित राष्ट्रों की कतार में खड़े होने के लिए तैयार है। इसने -देर आए दुरुस्त आए- की कहावत को चरितार्थ किया है। ऐसा इसलिये क्योंकि 1947 में भारत की साक्षरता अति न्यून थी परंतु आज 84.14 प्रतिशत भारतीय साक्षर हैं। सबसे प्रमुख तथ्य तो यह है कि 1976 में पहले शिक्षा की जिम्मेवारी सिर्फ राज्यों की हुआ करती थी। सन् 1976 में किए गए 42 वें संविधान संशोधन के माध्यम से यह सम्वर्ती सूची का विषय बन गया अर्थात् अब राज्य और केंद्र दोनों मिलकर इस दिशा में अपने-अपने कदम उठाएंगे, परंतु सामंजस्य पूर्ण तरीके से। केंद्र सरकार शिक्षा संबंधी नीतियां और कार्यक्रम तैयार करने तथा इनकी निगरानी करने में अपनी एक मुख्य भूमिका निभाती आ रही है। इसमें सबसे उल्लेखनीय राष्ट्रीय शिक्षा नीति, 1986 और कार्ययोजना 1986 है जिसे 1992 में अपडेट किया गया। संविधान नीति में एक ऐसा शिक्षा प्रणाली की परिकल्पना है जिसके लक्ष्य हैं शिक्षा में एकसुपता लाना, प्रौढ़ शिक्षा कार्यक्रम एवं सर्वशिक्षा अभिया आदि को जनांदोलन का रूप दिया जाना और विशेष रूप से लड़कियों की शिक्षा पर विशेष ध्यान दिया जाना है। जो सन 1951 में महिला साक्षरता मात्र 8.86 थी, जो 2011 में बढ़कर 65.48 हो गई है। वर्तमान में जो राष्ट्रीय शिक्षा नीति लागू कि गई है वह भी समाज विकास में महत्वपूर्ण भूमिका निभायेगी और समाज में नैतिक विकास को एक नई दिशा प्रदान करेगी।

हिन्दी फिल्म संगीत में 1950 से 1980 के दशक की प्रतिभावान कम लोकप्रिय पार्श्व गायिकाएं

डॉ. वन्दना खुराना

सहायक आचार्य, बोकल म्युजिक, राजस्थान संगीत संस्थान, राजकीय पीजी महाविद्यालय, जयपुर

भारतीय हिन्दी फिल्म जगत में पार्श्व गायन का क्षेत्र सदैव से ही आकर्षण का केंद्र रहा है और यह कहना अतिशयोक्ति नहीं होगी कि भारतीय हिन्दी फिल्मों की जो विशिष्ट पहचान समस्त फिल्म जगत में बनी है उसका एक मुख्य कारण है - पार्श्व गायन। पार्श्व गायन हिन्दी फिल्म जगत का एक अविभाज्य अंग और सीमाव्य से भारतीय हिन्दी फिल्म जगत में अत्यन्त प्रतिभावान एवं गुणी पार्श्व गायक-गायिकाएं रहीं हैं जिन्होंने पार्श्व गायन के क्षेत्र को हिन्दी फिल्म संगीत का अद्वितीय व अनूठा अंग बना दिया।

सामाजिक जागरूकता के लिए सहशैक्षणिक गतिविधियां

डॉ. पूनम श्रीवास्तव

असिस्टेंट प्रोफेसर, एस.एस.जी. पारिक पी.जी. कॉलेज ऑफ एजुकेशन, जयपुर

पाठ्य सहगामी क्रियाओं से आशय उन क्रियाओं से है जो पाठ्यक्रम के साथ-साथ विद्यालय में कराई जाती है। खेल-कूद, संगीत, अभिनय, भ्रमण आदि क्रियाएं इसके अन्तर्गत आती हैं। इन क्रियाओं का उतना ही महत्व है जितना कि कक्षा में पढ़ाई जाने वाली पाठ्यवस्तु का। आज के बिजनेस संसार में 70 प्रतिशत लोगों का मानना है कि सह शैक्षणिक गतिविधियां हमको दूसरों से अलग बनाती हैं। इसके साथ ही शिक्षा के क्षेत्र में किए गये अधिकतर अनुसंधान यही कहते हैं कि पाठ्य सहगामी क्रियाओं में शामिल होने वाले 68 प्रतिशत छात्रों का स्कोर अन्य छात्रों की तुलना में अच्छा होता है, इतना ही नहीं 75 प्रतिशत नियोजता ऐसे छात्रों को काम में प्राथमिकता देते हैं जो पाठ्य सहगामी क्रियाओं में शामिल होते हैं। शिक्षा का कार्य विद्यार्थी का सर्वांगीण विकास करना है, जिसके लिए विद्यार्थियों का शारीरिक, मानसिक, सामाजिक व नैतिक विकास आवश्यक है इस कार्य को सफलतापूर्वक पूर्ण करने में पाठ्य सहगामी क्रियाओं का महत्वपूर्ण योगदान होता है। प्रारंभ में यह अतिरिक्त पाठ्यसहगामी क्रियाओं के नाम से जानी जाती थी जो वर्तमान में सह शैक्षणिक गतिविधियों के नाम से जानी जाती है, दोनों नामों में एक बहुत बड़ा अंतर है और वो है "अतिरिक्त तथा सह" का। जो काम जरूरी नहीं है उसे हम अतिरिक्त में रखते हैं और कभी-कभी समय मिलने पर या आवश्यकता पड़ने पर उसे करते हैं नियमित रूप से उस कार्य को नहीं किया जाता है जबकि सह शैक्षणिक गतिविधियां शिक्षा के साथ चलती हैं और उतनी ही आवश्यक है जितनी पाठ्यवस्तु व पाठ्यक्रम। आज की शिक्षा नीति कहती है कि अगर हमें देश व समाज को जागरूक व सुसम्य नागरिक देना है तो हमें पाठ्यक्रम को बेहतर बनाना होगा और उसके लिए

हमें अपने पाठ्यक्रम के साथ पाठ्य सहगामी क्रियाओं को जोड़ना होगा। पाठ्य सहगामी क्रियाओं के माध्यम से विद्यार्थियों में भाषण, वाद-विवाद, मौखिक अभिव्यक्ति जैसे गुणों का विकास होता है जो समाज में फेली बुराईयों और गंदगी को रोकने के लिए आवश्यक है। जो सह शैक्षणिक गतिविधियां सामाजिक परिस्थिति व आवश्यकता को ध्यान में रखते हुए कराई जाती है वे गतिविधियां समाज के प्रति जागरूक नागरिकों को तैयार करती हैं और समाज में फैल रही बुराईयों जैसे -दहेज प्रथा, अशिक्षा, शोषण, भ्रष्टाचार को रोकने के लिए बुद्धिजीवियों को तैयार करती हैं।

राष्ट्रीय शिक्षा नीति 2020: विद्यार्थियों में आधुनिकता सम्बन्धी तनाव को कम करने में अहम भूमिका

सुभाष चन्द दीतानिया

शोधार्थी, मोहन लाल सुखाड़िया विश्वविद्यालय, उदयपुर

वर्तमान युग विज्ञान और प्रौद्योगिकी का युग है। इस युग में वैज्ञानिकों ने जो खोजें की हैं, जो आविष्कार किए हैं और जो, शोध किए हैं, उनसे समाज में क्रांतिकारी परिवर्तन हुए हैं। उनसे मनुष्य के सामाजिक, आर्थिक और सांस्कृतिक जीवन में भारी बदलाव आया है। कृषि, उद्योग, व्यापार, संचार, चिकित्सा, शिक्षा आदि जीवन के सभी क्षेत्र इससे प्रभावित हुए हैं। इस परिवर्तन को स्पष्ट करने के लिये विद्वानों ने आधुनिकीकरण जैसी अवधारणा का प्रयोग किया है। सामान्यतः आधुनिकीकरण की अवधारणा का प्रयोग समाज में होने वाले परिवर्तनों या उद्योगीकरण के कारण पश्चिमी देशों में आए परिवर्तनों या विकासशील देशों में होने वाले परिवर्तनों को समझने के लिए किया गया है। यही परिवर्तन आधुनिकता का संवाहक है। आधुनिकता के इस दौर में हम सभी एक-दूसरे से आगे निकलने की होड़ में लगे हुए हैं। कैसे आगे निकला जाए, ऐसी बातें सोच-सोचकर हम खुद को ही बीमार बना रहे हैं। घर-परिवार, नौकरी या किसी भी मुद्दे पर जरूरत से ज्यादा सोचना सोहट के लिए नुकसानदेह है। आज के साहित्य में जिसका सर्जन साहित्य के लिए होना चाहिए था, मन में प्रायः निराशा और अशांति का बीज बोता है और विज्ञान ने, जिसकी उन्नति से सुखो के अनेक साधन उपलब्ध हो सकते हैं, हमें दिया है संघर्ष की प्रवृत्ति और संहार की चेष्टा। आधुनिकता के परिणामस्वरूप ही मनुष्य ने अनेक शारीरिक रोगों के साथ साथ मानसिक रोग भी प्राप्त कर लिए हैं। मानसिक रोगों में सबसे अधिक दुःखदायी है- मानसिक तनाव। हर किसी के जीवन में अपने पैर पसार चुका तनाव विद्यार्थियों के मानसिक स्वास्थ्य को बुरी तरह से प्रभावित कर रहा है। विद्यार्थी मानसिक तनाव से अवसाद की ओर बढ़ने लगते हैं। आज विद्यार्थियों के तनाव का स्तर इतना बढ़ गया है कि उनके मानसिक और शारीरिक विकास में बाधा उत्पन्न होने लगी है। ऐसे में, हमें बच्चों की अच्छी शिक्षा के साथ-साथ उनके तनावमुक्त बचपन पर गंभीरता से सोचने की जरूरत है। विद्यार्थियों में तनाव कम करने के लिए नई राष्ट्रीय शिक्षा नीति का दृष्टिकोण है कि शिक्षा मूल्य आधारित होनी चाहिए, जिससे आज का विद्यार्थी कल का एक अच्छा नागरिक बने, ऐसा करने के लिए हमें विद्यार्थियों को तनाव मुक्त शिक्षा प्रदान करनी होगी। उन्हें अंकों की दौड़ में भागने के बजाय, ज्ञान प्राप्ति के लिए प्रेरित करना चाहिए। विद्यार्थियों को शिक्षा के स्वरूप से परिचित करवाना चाहिए कि किस प्रकार शिक्षित होकर वे समाज, राष्ट्र और विश्व की सेवा कर सकते हैं। इस प्रकार नई शिक्षा नीति भारत को ज्ञान की वैश्विक महाशक्ति के रूप में स्थापित करने में सहायक सिद्ध होगी। यह शिक्षा नीति बच्चों को मानसिक तनाव से बाहर निकालने में भी मददगार बनेगी। इस नीति में गुणवत्तापूर्ण शिक्षा व आदर्श समाज के निर्माण पर विशेष जोर दिया गया है जिससे विद्यार्थी वर्ग आजीविका उपायार्जन में सक्षम बनें। निष्कर्षतः कहा जा सकता है कि बच्चे देश का भविष्य हैं, उनमें आधुनिकता के कारण बढ़ता मानसिक तनाव उन्हें मानसिक तौर पर कमजोर कर देता है जिससे उनका सर्वांगीण विकास नहीं हो पाता। उनका डर उन्हें अपना शत-प्रतिशत नहीं देने देता। परिणामतः उनका मानसिक स्वास्थ्य बिगड़ जाता है। विद्यार्थियों को मानसिक रूप से स्वस्थ बनाने के लिए परिवार व विद्यालय से लेकर प्रशासन तक को मुस्तैद होकर काम करने होंगे, तभी शिक्षा व्यवस्था में बढ़ते तनाव को कम किया जा सकता है और भारत का भविष्य इससे मुक्त हो सकता है।

जलवायु परिवर्तन एवं मानव की भूमिका

डॉ. सी एस जैन

सहायक आचार्य, डॉ. बी आर अम्बेडकर पी जी कॉलेज, जयपुर

अवधेश कुमार शर्मा

शोधार्थी, श्याम विश्वविद्यालय लालसोट, दौरा

जलवायु परिवर्तन मीसम के विभिन्न तत्वों में मात्रात्मक परिवर्तन है। अतः तापमान, वर्षा, आर्द्रता, वायुदाब आदि में एक विशेष अन्वेष के दौरान परिवर्तन होना जलवायु परिवर्तन कहलाता है। पृथ्वी पर विभिन्न भौगोलिक कारकों एवं पृथ्वी और सूर्य की सापेक्षिक स्थिति से जलवायु सम्बन्धी दशाओं का निर्धारण होता है। लेकिन जनसंख्या वृद्धि और लोगों की बदलती जीवन पद्धति ने जलवायु सम्बन्धी विभिन्न तत्वों में बदलाव कर दिये हैं। इसी कारण जलवायु सम्बन्धी दशाओं में भी परिवर्तन हो रहे हैं। जलवायु परिवर्तन में मानव की भूमिका सर्वाधिक है, जलवायु परिवर्तन में मानव जनित स्रोतों से वायुमण्डल में हरितगृह गैसों का सांद्रण बहुत तेजी से वृद्धि हो रही है जिससे वैश्विक ऊष्मण और वायुमण्डल की प्रकृति व रासायनिक संरचना में परिवर्तन हो रहे हैं और यह परिवर्तन स्थानीय, प्रादेशिक एवं वैश्विक स्तर पर हो रहा है। मानव द्वारा प्राकृतिक वनस्पति का अन्धा-धुंध विनाश किया जा रहा है, मानव द्वारा ही नगरीय संस्कृति का विकास किया जा रहा है, नगरों में खनिज ईंधन से चलने वाले वाहनों की संख्या बहुत हो गई है और इन वाहनों से हानिकारक कार्बनडाई आक्साइड और कॉर्बन मोनोक्साइड गैसों के अलावा नगरीय बस्तियों में रेफ्रिजरेटर्स और ए सी के उपयोग से हानिकारक गैसों वायुमण्डल में मिल रही हैं इसे नगर ऊष्मा द्वीप में बदल रहे हैं। कृषिगत अवधि को जलाने

से भी वायुमण्डल के तापमान में वृद्धि हो रही है। पृथ्वी का औसत तापमान 15°C है। औद्योगिकरण में तीव्रता आने से विभिन्न प्रकार की हानिकारक गैसें वायुमण्डल के तापमान में वृद्धि कर रही हैं। प्रारम्भिक औद्योगिकरण के समय वायुमण्डल में कार्बनडाई ऑक्साइड का सांद्रण 275 पीपीएम था जो वर्तमान में बढ़कर 500 से 600 पीपीएम हो गया है। तापीय विद्युत उत्पादन केंद्रों में कोयला एवं जीजल का उपयोग होता है। इन केंद्रों से निकालने वाली धुंआ और कार्बन के कण वायुमण्डल में मिलकर तापमान में वृद्धि कर रहे हैं। पृथ्वी के तापमान में विगत 100 वर्षों में 1°C की वृद्धि हुई है, जो पृथ्वी पर जीव जगत के लिए बड़ा खतरा होने की अशंका है।

भारतीय संगीत में दूरस्थ शिक्षा प्रणाली की उपयोगिता

डॉ. प्रतिष्ठा पारीक

सहायक आचार्य, एस.एस.जी. पारीक पी.जी. महिला महाविद्यालय, जयपुर।

शिक्षा मानव के सम्यक विकास का आधार है। ललित कलाओं में अग्रणी होने के कारण संगीत शिक्षा मानव के मन-मस्तिष्क को सुखद अनुभूति प्रदान करती है। संगीत गायन, वादन और नृत्य की त्रिवेणी है। संगीत का आधारभूत तत्त्व नाद है, जो संपूर्ण जगत में व्याप्त है। प्रकृति के कण-कण में संगीत की सूक्ष्मातिरूपम् अक्षुण्य एवं अखंड धारा निरंतर प्रवाहित होती आ रही है अतः संपूर्ण जगत ही संगीतमय है। जिस प्रकार योगी को गुरु के मार्गदर्शन की आवश्यकता होती है उसी प्रकार संगीत का ज्ञान प्राप्त करने के लिए भी योग्य गुरु के मार्गदर्शन व निर्देशन की परम आवश्यकता होती है, फिर चाहे गुरु परम्परागत तरीके से (सीना-ब-सीना) शिक्षा प्रदान करें या दूरस्थ शिक्षा के माध्यम से। अच्छे गुरु का उद्देश्य सदैव अपने शिष्य को उचित शिक्षा प्रदान करना होता है तथा शिष्य का भी यही परम कर्तव्य होता है कि गुरु द्वारा प्रदान किए गए ज्ञान को पूरी श्रद्धा के साथ आत्मसात कर उसका अनुकरण करें। भारत देश की जनसंख्या लगभग सवा सौ करोड़ से ऊपर पहुंच चुकी है। यहाँ सभी को शिक्षित कर पाना लगभग असंभव कार्य है। इसके साथ ही कहीं भवन की अनुपलब्धता, शिक्षकों का अभाव, संसाधनों की कमी, आर्थिक अक्षमता आदि अनेक कारण सामने आते हैं।

भारतीय संगीत में दूरस्थ शिक्षा प्रणाली की उपयोगिता

डॉ. प्रतिष्ठा पारीक

सहायक आचार्य, एस.एस.जी. पारीक पी.जी. महिला महाविद्यालय, जयपुर।

शिक्षा मानव के सम्यक विकास का आधार है। ललित कलाओं में अग्रणी होने के कारण संगीत शिक्षा मानव के मन-मस्तिष्क को सुखद अनुभूति प्रदान करती है। संगीत गायन, वादन और नृत्य की त्रिवेणी है। संगीत का आधारभूत तत्त्व नाद है, जो संपूर्ण जगत में व्याप्त है। प्रकृति के कण-कण में संगीत की सूक्ष्मातिरूपम् अक्षुण्य एवं अखंड धारा निरंतर प्रवाहित होती आ रही है अतः संपूर्ण जगत ही संगीतमय है।

महात्मा गाँधी(अंग्रेजी माध्यम) स्कूल-राजस्थान (भारत) सरकार द्वारा शैक्षिक सुधार एवं विकास हेतु उठाया गया एक कदम

श्रीमती दीपिका कुमावत

शोधकर्त्री

प्रो. प्रमिला बुने

शोध निर्देशिका एवं प्राचार्या, एस.एस.जी. पारीक पी.जी. शिक्षा महाविद्यालय, जयपुर

शिक्षा किसी समाज में सदैव चलने वाली वह सोदेश्य सामाजिक प्रक्रिया है जिसके द्वारा मनुष्य की जन्मजात भावितियों का विकास, उसके ज्ञान एवं कला की ल में वृद्धि तथा व्यवहार में परिधर्तन किया जाता है। कोई व्यक्ति, समाज अथवा राज्य, शिक्षा के द्वारा जो प्राप्त करना चाहता है, वे ही शिक्षा के उद्देश्य होते हैं। इन्हीं उद्देश्यों को ध्यान में रखते हुये कुछ वर्षों में प्रारम्भिक कक्षाओं में प्रारम्भिक शिक्षा के सुदृढीकरण को प्रोत्साहन दिया जा रहा है। "पढ़े भारत-बड़े भारत" निर्देशिका में प्रारम्भिक शिक्षा, भाषा एवं साहित्य दोनों तथा गणित को महत्व दिया गया है। राज्यों एवं केन्द्र शासित प्रदेशों को उनके अपने प्रारम्भिक शिक्षा संवर्धन कार्यक्रमों को तैयार करने हेतु निर्देश दिये गये हैं। इन्हीं निर्देशों की पूर्ति हेतु राजस्थान सरकार द्वारा शिक्षा के क्षेत्र में कई प्रयास किये जा रहे हैं परिणामस्वरूप सरकारी विद्यालयों में विद्यार्थियों का नामांकन तेजी से बढ़ा है। विद्यालयों में मूलभूत सुविधाओं का विकास करने के साथ ही गुणवत्तापूर्ण शिक्षा को भी सुनिश्चित करने हेतु राजस्थान सरकार द्वारा अंग्रेजी भाषा में दक्षता बढ़ाने एवं गरीब विद्यार्थियों तक अंग्रेजी माध्यम में शिक्षा पहुँचाने हेतु वर्ष 2019 में प्लेगशिप योजना के अन्तर्गत महात्मा गाँधी(अंग्रेजी माध्यम) स्कूल प्रारम्भ किये गये थे जिनके अन्तर्गत प्री-प्राइमरी से 12वीं कक्षा तक आर.बी.एस.ई. पैटर्न पर अंग्रेजी माध्यम में शिक्षा प्रदान करने का प्रयास किया जा रहा है। इन विद्यालयों में 3 साल एवं उससे अधिक उम्र के बच्चों के लिये प्री-प्राइमरी कक्षाएँ संचालित करने हेतु पूरी तैयारी की जा चुकी है। शिक्षा के क्षेत्र में राजस्थान यह कदम उठाने वाला उत्तर भारत का प्रथम राज्य बन गया है। इस कदम से न केवल शिक्षा के स्तर में सुधार होगा अपितु राजस्थान के भौक्षिक वातावरण में सकारात्मक प्रतिस्पर्धा भी उत्पन्न होगी। वर्तमान में राजस्थान राज्य में कुल 1670 महात्मा गाँधी (अंग्रेजी माध्यम) विद्यालय खोले जा चुके हैं। जो कि कमजोर आर्थिक पृष्ठभूमि एवं ग्रामीण क्षेत्रों के विद्यार्थियों को अंग्रेजी माध्यम के स्कूलों में शिक्षा प्राप्त कर उच्च प्रतिस्पर्धी परीक्षाओं के लिये तैयार कर रहे हैं। जो भावी जीवन में विद्यार्थियों के उज्वल भविष्य के लिये मील का पत्थर साबित होंगे।

कोविड-19 के आर्थिक प्रभाव : मजदूरों की दशा एवं दिशा बिहार राज्य के विशेष संदर्भ में

अनिल कुमार प्रसाद

शोधार्थी, पी.के. विश्वविद्यालय, करैरा, शिवपुरी, म.प्र.

डॉ. चन्द्रकांत अवस्थी

अर्थशास्त्र विभाग, पी.के. विश्वविद्यालय, करैरा, शिवपुरी, म.प्र.

कोरोना महामारी के कारण देश और राज्य की आर्थिक गतिविधियाँ और गम्भीर प्रभाव पड़ा है। अर्थव्यवस्था पर पड़े नकारात्मक असर की वजह से न केवल नए रोजगार के अवसर बंद हो गए, बल्कि अनीपचारिक सेक्टर में काम करने वाले बिहार के 14.25 लाख लोगों की नौकरियाँ भी चली गई हैं। इनमें सबसे अधिक कोचिंग एवं निजी स्कूलों के बंद होने से 6 लाख से अधिक लोग बेरोजगार हुए। नतीजतन बिहार में भी बेरोजगारी दर में बढ़ोत्तरी हुई है। सेक्टर फॉर नॉनरिग इंडियन इकोनॉमी (सीएमआई) के आंकड़े के मुताबिक बिहार में बेरोजगारी की दर अप्रैल और मई 2020 में 46 प्रतिशत पहुंच गई थी। जनवरी 2021 में 10.50 प्रतिशत थी। जून 2021 में भी 10.50 प्रतिशत रिपोर्ट की गई। कोरोना संक्रमण के कारण संगठित क्षेत्र में काम करने वाले नौकरी पेशा वालों के लिए आफत बनकर टूटा है। कर्मचारी भविष्य निधि (इपीएम) खाते को बंद करने की स्थिति इसकी बर्बादी कर रही है। कोरोना की पहली लहर से अग्री तक संगठित क्षेत्र में काम करने वालों की 59466 पीएफ खाते बंद हुए हैं, जिनमें 46080 पीएफ खाते वित्तीय वर्ष 2021-22 के प्रथम तिमाही में 13386 खाते बंद हुए हैं। ये सभी वे लोग हैं जिनकी नौकरी कोरोना के कारण गई है। इन खातों से 400 करोड़ से अधिक की राशि निकाली गई। पिछले वित्तीय वर्ष में बिहार के नौकरी पेशा लोगों ने 3.58 लाख पीएफ खातों से ज़रूरत के लिए राशि की निकासी की। इस साल भी यहीं ट्रेंड है।

सामाजिक भावनात्मक शिक्षा

डॉ. राज्यश्री तिवाड़ी

व्याख्याता, एस.एस.जी. पारीक पी.जी. महिला महाविद्यालय, जयपुर।

सामाजिक भावनात्मक शिक्षा एक शिक्षण शैली है जो सभी उम्र के छात्रों को अपनी भावनाओं को बेहतर ढंग से समझाने, उन्हें पूरी तरह से महसूस करने और दूसरों के लिए सहानुभूति दिखाने का तरीका सिखाती है। यह सामाजिक स्थितियों को प्रभावी ढंग से मार्ग निर्देशित करने में सहयोग देती है। इस शिक्षा से सिखाए गए व्यवहार छात्रों को सकारात्मकता, जिम्मेदार निर्णय लेना, अपने उद्देश्यों को प्राप्त करना, राजनीति स्थापित करना, दूसरों के साथ सकारात्मक संबंध बनाने में मार्गदर्शन करता है, मानव विकास, जिम्मेदार निर्णय लेने और आम जागरूकता आदि चीजों में सहयोग करता है। यह सुरक्षित और खुशहाल शिक्षा के लिए एक आधार प्रदान करता है। यह शिक्षार्थी के संपूर्ण विकास में एक अहम भूमिका निभाता है। शोध में यह पाया गया है कि अधिक सामाजिक कौशल एक भावनात्मक विनियमन वाले छात्रों के सफल होने की संभावना अधिक होती है। इस शिक्षा को दीर्घकालीन सफलता देने के लिए आवश्यक है कि एक भारतीय एस. ई. एल. ढांचा विकसित किया जावे जो वैज्ञानिक प्रमाणों एवं छात्रों की सामाजिक आर्थिक पृष्ठभूमि पर आधारित हो। इस कार्यक्रम से संबंधित प्रमारियों एवं शिक्षकों की रणनीतियाँ एक दूसरे से संरेखित हो इस कार्यक्रम का उद्देश्य मानव विकास, स्वस्थ संबन्ध निर्माण, सामाजिक जागरूकता, समस्याओं का समाधान, उत्तरदायी निर्णय एवं सैद्धांतिक शिक्षा आदि है। इस कार्यक्रम के प्रभावी संचालन के लिए नीति निर्माताओं को यह सुनिश्चित करना होगा कि समावेशी एवं न्यायसंगत गुणवत्ता वाली शिक्षा को प्राथमिकता दें एवं सभी के लिए आजीवन सीखने के अवसरों को बढ़ावा दें।

शिक्षा में सूचना तकनीकी का महत्व

श्रीराम पारीक

शोधार्थी

शिक्षा एक जीवन पर्यंत चलने वाली प्रक्रिया है अतः इसे कहीं भी, कभी भी प्राप्त किया जा सके। यह इसकी महती आवश्यकता है शिक्षा के अंतर्गत सूचना और ज्ञान में लगातार वृद्धि हो रही है। इन सूचना और ज्ञान के बंधार तक सूचना तकनीकी हमारी पहुंच सुनिश्चित करती है शिक्षा से मनुष्य में अनेक आवश्यकताएं भी पैदा होती हैं आवश्यकताओं की पूर्ति सूचना तकनीकी के उपयोग से ही संभव है सूचना तकनीकी समाज की आवश्यकता भी पूरी करती है कि प्रत्येक व्यक्ति व्यक्तिगत रूप से भी तकनीकी शिक्षा की पहुंच का दायरा बढ़ाने तथा शिक्षण सामग्री के खर्चों में कमी लाने की आवश्यकता है जो हमारी सक्षमता गरीबी जैसी अन्य समस्याओं के उन्मूलन के लिए चुनौती है उपयोग महत्वपूर्ण भूमिका निभा सकता है।

राजस्थान में पर्यटन विकास: चुनौतियाँ एवं सम्भावनाएँ

डॉ. शकुन्तला मीना

सहायक आचार्य ई.ए.एफ.एम., महारानी श्री जया महाविद्यालय, भरतपुर

राजस्थान का गौरवमय अतीत, शौर्य, शक्ति और बलिदानों का प्रतीक है। राजस्थान अपने अद्भुत प्राकृतिक सौन्दर्य-उच्च शिल्पकला से परिपूर्ण मन्दिरों, महलों तथा रंग-बिरंगे त्यौहारों व मेलों के कारण देश-विदेश के पर्यटकों को आकर्षित करता है राजस्थान में पर्यटकों को "प्यारो म्यारे देश" का आकर्षक आमन्त्रण दिया जाता है। इतिहासकार कर्नल जेम्स टॉड ने राजस्थान भ्रमण के दौरान राजस्थान को अत्यधिक सारमय तथा अत्यन्त मुग्ध

कसे वाला प्रदेश माना और अपनी पुस्तक 'टेबल्स इन वेस्टर्न इंडिया' में भी इसका वर्णन किया है। यहाँ प्रमुख शहर जैसे जयपुर, जोधपुर, उदयपुर, अजमेर, पुष्कर, बीकानेर, भरतपुर, डींग, बूंदी, अलवर, कोटा, झिरीडगढ़, माउंटआबू, जैसेलगेर आदि अपनी-अपनी ऐतिहासिक परम्पराओं व कलाओं के लिए जाने जाते हैं। राजस्थान में पर्यटकों को दस सर्किट में बाँटा गया है यहाँ पर्यटन की अपार संभावनाएँ हैं साथ में चुनौतियाँ भी बहुत हैं। सांस्कृतिक एवं ऐतिहासिक पर्यटन विकास सम्मानाएँ, खेलकूद एवं साहसिक कार्य, कन्यजीव पर्यटन का विकास, सगा एवं सम्मेलन पर्यटन विकास की सम्मानाएँ व साथ में पर्यटकों की सुरक्षा, धोखाधड़ी, परिवहन एवं संचार सुविधाएँ, होटलों की व्यवस्था, कानून एवं सुरक्षा व्यवस्था की चुनौतियाँ भी हैं। पर्यटन को दर्शकों की भीड़ नहीं असल पर्यटकों की दरकार जिनसे हमारी अर्थव्यवस्था को लाभ हो पर्यटन रोजगार परख हो।

जयपुर शहर के उच्च माध्यमिक स्तर के विद्यार्थियों की सामाजिक क्षमता तथा स्मार्ट फोन के उपयोग के सम्बन्ध में अध्ययन

रेखा पंवार

शोधार्थी, शिक्षा विभाग, राजस्थान विश्वविद्यालय, जयपुर

डॉ. श्रद्धा सिंह चौहान,

शोध निर्देशिका एवं सहायक प्रोफेसर, श्री अग्रसेन स्नातकोत्तर शिक्षा महाविद्यालय सी.टी.ई., जामडोली, जयपुर

प्रस्तुत शोध का मुख्य उद्देश्य कक्षा 11 के विद्यार्थियों की सामाजिक क्षमता तथा स्मार्टफोन के उपयोग के सम्बन्ध में अध्ययन करना है। अध्ययन में जयपुर शहर के निजी विद्यालयों में अध्ययनरत 60 विद्यार्थियों को यादृच्छिक विधि द्वारा न्यादर्श के रूप में चुना गया है। जिनमें से 30 छात्र व 30 छात्राएँ ली गई हैं। स्मार्ट फोन के उपयोग से संबंधित डाटा संग्रहण हेतु डॉ. विजय श्री एवं डॉ. अंशारी द्वारा निर्मित "स्मार्टफोन की लत" मापनी का प्रयोग किया गया है तथा सामाजिक क्षमता के मापन हेतु डॉ. लतिका शर्मा एवं पुनीता शर्मा द्वारा निर्मित मापनी का प्रयोग किया गया है। अध्ययन में सर्वेक्षण विधि का प्रयोग किया गया है। प्रस्तुत अध्ययन में संकलित दत्तों के सांख्यिकीय विश्लेषण के पश्चात् उच्च माध्यमिक स्तर के निजी विद्यालयों के छात्रों की सामाजिक क्षमता तथा स्मार्टफोन के उपयोग के मध्य सकारात्मक सहसंबंध पाया गया जबकि छात्राओं की सामाजिक क्षमता तथा स्मार्टफोन के मध्य नकारात्मक सहसंबंध पाया गया।

पुनर्निर्माण शिक्षा प्रणाली के लिए बहुआयामी शिक्षा

निकिता गर्ग

सहायक आचार्य, एस. एस. जी. पारीक स्नातकोत्तर शिक्षा महाविद्यालय, जयपुर

शिक्षा एक ऐसी संज्ञेय एवं विचारपूर्ण प्रक्रिया है, जिसमें एक व्यक्ति दूसरे पर इसलिए प्रभाव डालता है कि दूसरे का विकास और परिवर्तन हो सके। शिक्षा शक्ति का विचार है कि शिक्षा एक परिवर्तन है। यह व्यक्ति के व्यवहार एवं आचार-विचार में परिवर्तन लाती है। जन्म के समय बालक असहाय, अव्यावहारिक एवं अशिक्षित होता है। शिक्षा ही उसे व्यावहारिक, शिक्षित, सत्य, सुसंस्कृत एवं परिष्कृत बनाती है। प्राचीन भारतीय शिक्षा दो वर्गों में विभाजित हो जाती है वैदिक कालीन शिक्षा और बौद्ध कालीन शिक्षा। वैदिक काल में वेदों की प्रधानता रही। वैदिक काल में शिक्षा जीवन के मूल लक्ष्य 'मोक्ष' की प्राप्ति का एक साधन था। मध्यकाल में जहाँ एक ओर शिक्षा को प्रोत्साहन मिला वहीं दूसरी ओर शिक्षा की व्यापकता का अभाव था। प्राचीन भाषाओं की उपेक्षा की गई। 19वीं शताब्दी के प्रारम्भ में अंग्रेजों द्वारा प्रचलित देशी शिक्षा व्यवस्था की जाँच की गई। जिसमें अंग्रेजों द्वारा अनेक आदेश / परिवर्तन किये गये। अंग्रेजों की स्वार्थपरायणता, घन लोचुपता एवं व्यापारिक एकाधिकार और राजनीतिक स्वामित्व को चिरस्थायी बनाए रखने की अभिलाषा ने आर्थिक संकटों से आवृत्त देशी शिक्षा का गला घाँट दिया। देशी शिक्षा का पतन ब्रिटिश शिक्षा नीति के परिणाम स्वरूप हुआ। उसके बाद अनेक आयोग आये समितियों गठित हुईं तथा नीतियाँ घोषित की गईं, कार्यक्रम बने जिन्होंने शिक्षा को अपने-अपने अनुसार परिवर्तित किया। शिक्षा के उद्देश्यों में अन्तर आया। शिक्षा व्यवस्था में अंतर आया। उच्चतर शिक्षा के बारे में राष्ट्रीय शिक्षा नीति 2020 का मुख्य जोर उच्चतर शिक्षा संस्थानों को बढ़े एवं बहु-विषयक विश्वविद्यालयों, कॉलेजों और एचई आई कलेजों / गॉलेज हबों में स्थानांतरित करके उच्चतर शिक्षा के विखंडन को समाप्त करना है।

शिक्षा एवं शैक्षिक अनुसंधान की प्रासंगिकता

ममता शर्मा

शोधार्थी, जैन विश्व भारती संस्थान, लाडनू

डॉ. गिरिराज भोजक

सहायक आचार्य, शिक्षा विभाग, जैन विश्व भारती संस्थान, लाडनू

शिक्षा एक प्रक्रम से है और जब भी हम वातावरण से सामंजस्य स्थापित करने का प्रयास करते हैं, शिक्षा प्रारंभ हो जाती है। सृष्टि के प्रारंभ में ज्यों ही इस धरा पर मनुष्य का आगमन हुआ होगा त्यों ही उसे इस बात का अनुभव हुआ होगा कि वह अपने चारों ओर के वातावरण से स्थापित करे बस उसी समय शिक्षा का प्रारम्भ हो गया होगा जब प्रथम मनुष्य संसार में आया होगा तो उसे बुझा एवं पिपासा को शांत करने के लिए भोजन एवं जल की आवश्यकता प्रतीत हुई होगी वह इन सब को खोजने कि तृप्ति व प्रयास करता रहा होगा वह अपनी आवश्यकता की पूर्ति के लिए प्रयत्न करता रहा होगा अपने प्रयत्न में वह अपनी बुद्धि

का भी प्रयोग करता रहा होगा यह सब शिक्षा के अंतर्गत आता है इस छोटे से जीवन में व्यक्ति को सदा समंजस्य की आवश्यकता पड़ती है। माता के गर्भ में जब वह चेतनशील होता है तो गर्भ ही उसका वातावरण होता है। और इस वातावरण में वह समंजस्य स्थापित करने का प्रयास करता है यदि सफलतापूर्वक संतुलन स्थापित कर लेता है तो ठीक है, अन्यथा जन्म से पूर्व ही वह काल-कवलित हो जाता है। जन्म लेने के उपरांत उसे बिल्कुल ही नया वातावरण मिलता है अब उसे पुनः संतुलन स्थापित करना पड़ता है संतुलन या समंजन स्थापित करने की क्रिया शिक्षा के अंतर्गत ही आती है अतः शिक्षा निरंतर चलती रहती है। सामान्य रूप से शिक्षा को विकास की प्रक्रिया मानते हैं और सभी विषयों के अध्ययन-अभ्यास परिस्थितियों को शिक्षा कहते हैं शिक्षा प्रणाली में सुधार करने के लिए समय और परिस्थितियों को ध्यान में रख नए- नए अनुसंधान किए जा रहे हैं अतः शिक्षा के क्षेत्र में किए गए अनुसंधान शैक्षिक अनुसंधान कहलाते हैं

हिन्दी कथा साहित्य में आदिवासी विमर्श

डॉ. रामेश्वर प्रसाद मीना

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

भारत में जनजातीय समय आज भी जंगलों एवं पहाड़ों में निवास कर रहे हैं या जंगलों के पास और पहाड़ों की तलहटी, नदियों के किनारे निवास करते हैं। जनजातीय समुदाय भारत के समाज की संरचना का प्रमुख भागीदार है जिनकी जनसंख्या लगभग नौ प्रतिशत है। मुख्यधारा से अलग रहने वाला समुदाय एक अलग भू-भाग जहाँ कोई भी सुविधा नहीं है। वहाँ रहता है। एक समान भाषा बोलना, विवाह, व्यवसाय, सामाजिक रीति-रिवाज में कुछ समाज द्वारा निषेध किये गये नियमों का पालन करता है। इस जनजातीय समाज को विद्वानों द्वारा अलग-अलग नामों से सम्बोधित किया है जैसे - आदिवासी, पहाड़ी जनजातियाँ, जंगली आदिवासी, प्राचीन जनजाती, जंगल निवासी, पिछड़ा हिन्दु, विलीन मानवता आदि। किन्तु भारतीय संविधान में इस जातीय को अनुसूचित जनजाती कहा गया है। आजादी के पूर्व आदिवासी समाज मुख्यतः समस्या मुक्त एवं आत्मनिर्भर जीवन व्यतीत करता रहा है। परन्तु औपनिवेशिक कालीन नीतियों और ब्राह्मण समाज के मेलजोल या सर्पक की वजह से कुछ समस्या, अशिक्षा, ऋणग्रस्ता, स्वास्थ्य भूमि हस्तांतरण की समस्या जो वर्तमान समय में औद्योगिक दौर भी एक सबसे जटिल समस्या बन गयी है।

वर्तमान में शिक्षा के क्षेत्र में नवाचार की भूमिका

सुमन देवी शर्मा

सहायक आचार्य, एस.एस.जी. पारीक स्नातकोत्तर शिक्षा महाविद्यालय, जयपुर।

शैक्षिक नवाचार शिक्षा की विकासात्मक रहने वाली प्रक्रिया को प्रदर्शित करने वाली एक नवीन अवधारणा है। नवाचार शब्द का प्रयोग वैज्ञानिक विकास के युग में शैक्षिक तकनीकी के नवीन प्रावधानों के कारण शैक्षिक नवाचार का महत्व बढ़ गया है। अन्तरराष्ट्रीयता, वैश्वीकरण और जनसंचार के आधुनिक संसाधनों ने इसे आज के युग की एक आवश्यकता के रूप में स्थापित कर दिया है। नवाचार परिवर्तन तक सीमित नहीं होते। समाज में भी प्रतिक्षण परिवर्तन हो रहा है। पुरानी मान्यताओं के स्थान पर नवीन मान्यताएँ जन्म ले रही हैं। पुरातन विचार जा रहे हैं नूतन विचार आ रहे हैं। जल स्थिर रहेगा तो सड़ेगा ही। जल का प्रभाव जारी रहेगा अर्थात् पुराने जल का स्थान नया जल लेता रहेगा तो जल शुद्ध रहेगा। इसी प्रकार जो समाज स्थिर यथावत स्थिति में बना रहना चाहता है। नवीन विचारों को ग्रहण नहीं करता वह जीवित नहीं रह सकता है। नये-नये विचारों को ग्रहण करने से समाज को नया जीवन प्राप्त होता है। उसी प्रकार अपेक्षित परिवर्तनों से शिक्षा में नवीन चेतना आती है। नयी सफूर्ति आती है। ये परिवर्तन शिक्षा में नवीनता लाते हैं और शिक्षा आगे की ओर बढ़ती है। शिक्षा प्रगति पथ पर अग्रसर होती है।

DAY - 2
JANUARY 07, 2023

TECHNICAL SESSION - III

(Environment, Women Empowerment & Social Sciences)

CHAIRPERSON



PROF. (DR.) MANVINDER S. PAHWA

Professor & Dean
School of Business, The Assam Kaziranga University
Jorhat, Assam

ADDITIONAL CHAIRPERSONS



PROF. (DR.) KSHAMA AGARWAL

Former Head, EAFM
University of Rajasthan, Jaipur



PROF. (DR.) K. A. GOYAL

Jai Narain Vyas University, Jodhpur



DR. ANUKRATI SHARMA

Department of Commerce & Management
University of Kota, Kota

KEYNOTE SPEAKERS



DR. K.S. GUPTA

Director
KSG Center for Quality Minds
Bangalore



DR. SURYA PRAKASH

Shri Ram College of Commerce, Delhi



DR. MANEESHA KAUSHIK

Swami Keshvanand Institute of Technology, Management & Gramothan
Jaipur

MARRIED FEMALE STUDENTS' EDUCATION DURING COVID-19 IN SOUTH HARYANA
Dr. Anita

Associate Professor of Geography, Government College for Girls, Sector-14 Gurugram

With a few exceptions Marriage has been a breaking point time for further education especially Higher Education around the world. Present paper is to study the continuation and Completion of Post Graduate Level Education in South Haryana during Covid 19 Environment. Educational Institutions were closed and Education Department of Haryana and other states in India had directed the faculty and students to work from home. Subsequently, idea of online education started and both types, negative and positive of online mode, started coming up via media (Newspaper, WhatsApp, Facebook chats, Video, audio recording etc.) For this data has been collected by way of Google forms and observation method on various aspects such as married before joining course or after, difficulties faced after marriage in online education, expenditure etc. Attempt was done to collect data from where ever it could be collected. But, most of the data has been received from south Haryana. Analysed by way of graphic method (Pie charts, Bars etc) and simple statistical techniques such as average for married female students. It has been found that majority of the continued and completed their education.

A CRITICAL REVIEW OF ENVIRONMENTAL ACCOUNTING PRACTICES IN BHARAT PETROLEUM CORPORATION LIMITED
Dr. (CA) Nikhar Goyal

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

The destruction of the territory and thusly of mortal life is definitely however step by step occurring. Researchers have justified that during 1860 to 1960 the extent of carbon dioxide in the air has gone up by 10 and inside coming century becoming by 7 to 8 percent is frightfully expected. The climatic temperature is likewise rising. This is causing destruction like weighty waterfalls; worldwide warming etc. There is a grave entanglement of lowering island under the seawater. These threats and dangers which are gripping the mother earth from all sides have shaken and awakened both the high elite class and also the man on the street. The nature has given to India adequate water, sun over the course of the time, support of thousands of kilometer, huge mineral assets and smart individuals. In the event that we use them cunningly and looked for the record of value it won't require a long investment to trim as a world's super power. That's what it's seen at any rate of cornucopia of ethics and rules, expanded care among singularities and weight from the tree handgrip, the regular issues have not gotten a colossal spot in the yearly reports of destructions. The quality and measure of openness is at this point compelled and routinely it appears in 'boss' report' as opposed to the essential financial outlines. It's thusly, expected to deliver extended care among attention and open all over about the regular products of progress system and help in specifying a compelling procedure for recognizing urgent districts, assessing execution and adjusting obstruction watched. In this paper an endeavor has been made to examine and decipher the ecological record and detailing done by the named organization for example BPCL.

WOMEN EMPOWERMENT IN LEGAL SCENARIO
Dr. Rangnath Singh

Principal, Shri Chintamani Smarak Vidhi Mahavidyalay, Godey, Pratapgarh, UP

Sudhir Kumar Dubey

Research Scholar (Faculty of Law), Kumaun University, Nainital

In the first place, gender equality is a fundamental human right. A woman has the right to live with dignity and independence. Additionally essential to furthering development and eradicating poverty is the empowerment of women. Women who are empowered increase the prospects for the future generation as well as the health and productivity of their entire families and communities. The fact that gender equality is one of the eight Millennium Development Goals emphasizes how important it is. The other seven goals are recognized to depend on establishing gender

equality. Women now coexist with males in many fields, making the term "women empowerment" the rage. Whether they are residing inside their home or working outside, they claim to have an independent mindset. They are progressively taking charge of their lives and making their own decisions about their lifestyle, occupation, career, and education. With astonishing harmony and ease, they are juggling the numerous duties of a mother, daughter, sister, wife, and working professional. Women empowerment is not limited to urban, working women but women in even remote towns and villages are now increasingly making their voices heard loud and clear in society. They are no longer willing to play a second fiddle to their male counterparts. Educated or not, they are asserting their social and political rights and making their presence felt, regardless of their socio-economic backgrounds. But what I think in true sense women's empowerment won't take place until society as a whole changes its attitude toward women, treating them with the respect, dignity, justice, and equality they deserve. The majority of the country's rural parts have a feudal and mediaeval mindset, refusing to give women an equal voice in decisions about their careers, marriage, dress code, and social contacts.

BRICK KILN INDUSTRIES' ANALYSIS OF DEFAULTING COMPLIANCE WITH THE POLLUTION CONTROL BOARD'S GUIDELINES IN BASSI TEHSIL OF JAIPUR
Dr. Abhishek Baldwa

Assistant Professor Geography, Government College Surajgarh, Jhunjhunu

Dr. Krishan Mohan

HOD, Department of Geography, LBS PG College, Jaipur

Raw and paved bricks have been used since ancient times for housing construction in India. The manufacturing of clay bricks is counted as a small scale or cottage scale industries in Rajasthan. There are one hundred brick kiln industries operating in Bassi tehsil, though, these industries have contributed significantly in social and economic development in the study area. But there is also the challenge of environ degradation by them, so it is a challenging task to environ friendly development. Proper compliance of environmental rules and regulation or guidelines is necessary for sustainable development. Rajasthan State Pollution Control Board (RSPCB) issued the guidelines under the Air Act, 1981 for establishment and operation for brick kiln industries in the state.

WOMEN STATUS IN ANCIENT INDIA
Dr. Namita Sharma

Assistant Professor, Department of History, S.S.G Pareek P.G. Girls College Banipark, Jaipur

The main purpose of this study is to understand the status of women in ancient India. In ancient times, women were treated with respect and dignity. During this period there were female rishis and they were highly regarded. In the royal family, women were treated with respect and even made important contributions in decision making and administrative affairs. They were sensitive in all areas and played an important role in politics. In the economically weaker segments of society, the birth of girls was not valued and boys were preferred. The role of women in ancient India, the Hindu dharma, the idea of female infanticide and female foeticide, the male to female ratio, ancient women and education, and ancient women and politics are the primary topics that have been considered in this research paper.

ENTREPRENEURIAL CAPABILITIES OF WOMEN LED BUSINESSES IN INDIA: A SPECIAL CASE OF RAJASTHAN
Dr. Aarti Chopra
Dr. Pradeep Singh Soni

The entrepreneurial environment in the present times is booming at a fast pace. The role of women in this context cannot be ignored. There has been a rise in the number of women leading the way of entrepreneurship. There are certain start-up sectors dominated by women entrepreneurs. However, it is observed that there are a number of women led businesses across the country which still fall in the unorganized sector. The study here would focus on understanding the situation of women led

businesses in the state of Rajasthan in the varied areas of textile, food and other art-based aspects. Following a quantitative method of research and investigating a total of 230 women engaged in self-led businesses, the study includes tests such as t-tests, ANOVA and multiple linear regression. The study shows a number of factors having an impact on the intention, success and profitability of these women entrepreneurship organizations such as perceived risk, potential opportunities, social influence and financial benefits.

3WE MODEL: AN IMPACT ON WOMEN EMPOWERMENT TOWARDS SOCIAL ISSUES

Ashvinbhai A Patel

Principal, Commerce & Management, Commerce College, Gandhinagar, Gujarat

We can use words for a variety of purposes, but the most precious and rewarding words we can use are words that empower girls and women everywhere. Women Empowerment is a social issue more than a legal issue. Change in the existing mind set of society is the need of an hour. Need of women empowerment is needed due to the demand for natural justice and as a tool for nation building. In a democratic country like ours, the protection of human rights and natural justice form an integral part of the constitution. The issue of women empowerment is very complex and multidimensional. As we know that now everywhere in all levels, like; Social, Political, Individual and Economical, is the demand of women empowerment. There are number of issues related to all levels of demand, and so there is a question that why there is the demand of women empowerment in India. Here, in this research, researcher wants to develop a '3WE Model' to explain the impact of Women Empowerment towards Social issues and what would be the outcomes in relation to impact of Social issues towards Women Empowerment. This research work is basically with secondary data collection along with descriptive research design. The study is carried out to describe the Impact and its relationship with women empowerment with 3WE Model. The objective of this research is to give wise wisdom to womanhood with exquisite eternal energy with the help of identifying the impact of social issues on Women Empowerment.

PROTECTING AND EMPOWERING WOMEN MIGRANT WORKERS - A CASE STUDY ON THE WOMEN MIGRANT WORKERS OF RAYAGADA A DISTRICT OF ODISHA

Aparajita Pandey

Department of Personnel Management and Industrial Relations, Utkal University, Bhubaneswar,

Sumitra Murmu

Department of Personnel Management and Industrial Relations, Utkal University, Bhubaneswar

This paper discusses the case of women migrant workers of Rayagada in Odisha, a district which has had a long history of migration in and out of it. Seasonal Unemployment, predominant agricultural loss and devastating effects of natural disasters like cyclone, floods, droughts exerts a great impact on the livelihood of the people of Rayagada. This acts as one of the major reason for people to search for alternate sources of livelihood and hence migrate outside of their districts and also to the neighbouring states. Out of these migrating workers, the ratio of women stands to be considerate in comparison to that of men migrant workers. Women workers of Rayagada are found to be migrating to Vishakhapatnam, Chennai, Hyderabad and Surat frequently. Drawing from different data sources, this paper analyses on the women migrant workers who choose to move both in and out of the districts and are placed in occupations like textile industry, Brick kilns and construction sites. The focus will be on specific sectors with high concentration of women migrant workers as well the challenges and issues faced by them. This study aims to broaden the access and to amplify the positive effects of migration on women's income, skills, autonomy and self efficacy. The goal of this report is to support programmes and measures that will enable more beneficial migration options for women both in the workplace and home. This study draws attention towards the unavailability of adequate job opportunities in the district. Also, the women Migrants migrant workers are largely limited to low paid and poor status occupations or earning less pay than men

doing the same work. This research argues that job skill education should be incorporated so as to empower young women migrants workers at intrapersonal, interactional levels. The study emphasizes on the strategies for proper maternity protection and safety from risk of exposure to health hazards. The final section provides some recommendations for public policy for migration and suggestions for some initiatives to empower women workers through various developmental programs. Thereby, helping them to negotiate the rural urban or interstate transition.

SOCIAL SUSTAINABILITY IN INDIA; ROLE OF ARCHITECTURE

Ar. Kamlesh Kumhar

Assistant Professor, Department of Architecture & Town Planning, MBM University, Jodhpur

As a guiding principle for future development, sustainability is now one of the key issues in all areas, especially urban space and architecture of social neighborhood. Balance can be achieved by three adjacent economic, ecological and social factors. In this study, the first section discusses the factors that influence social sustainability in architecture. A second section examines the constituents from the perspective of the professional community of architects and urban developers, allowing their analysis to help extract effective indicators of social sustainability in architecture. The research methodology used included the analysis, description and extraction of results from questionnaires, a detailed investigation of effective indicators within the architecture, and an exploration based on a final evaluation of these indicators in order of importance from an expert's point of view. research. In the next step, characteristic urban locations, such as city halls, were designed to reflect the found indicators, and the results were determined after evaluating the extracted components.

CYANOBACTERIAL DIVERSITY IN FRESH WATER

Dr. Anuradha Dubey

Assistant Professor, Department of Botany, Director, School of Science & Technology, Vardhman Mahaveer Open University, Kota

Kota is well known as Coaching Hub and famous for Kota sarees, Kota Kachories & Kota stones. It has Chambal River that is the only perennial fresh water river of Rajasthan which is used for drinking, irrigation and power generation. It is a tributary of Yamuna River and four dams are constructed on this river - Gandhi Sagar Dam, Rana Pratap Sagar Dam, Jawahar Sagar Dam and Kota Barrage. Besides being the lifeline of Kota city, Chambal River is also rich in aquatic flora and fauna. The river hosts excellent flora and fauna of which freshwater flora is of much importance because of its basic position in the food chain. Cyanobacteria are the most primitive, thallophytic, photosynthetic, prokaryotic organisms. Cyanobacteria play important role in ecosystem and have multiple uses in the biotechnology. These are the first oxygenic photosynthetic organisms that made today's aerobic environment to live in by releasing oxygen. Most of the research work has been targeted on water pollution and water quality of Chambal River only some stray reports are available on its cyanobacterial diversity.

EMERGENCE OF SOCIO-ECONOMIC ENVIRONMENT DURING PANDEMIC COVID 19 (A CASE STUDY OF DELHI NCR)

Anita

Government College for Girls' Sector-14, Gurugram, India

Vijay Wanti

D.A.V. College, Geography Department, Faridabad, India

Rekha

D.A.V. College, Geography Department, Faridabad, India

COVID 19 pandemic has created havoc on the minds of people all over the world. The Indian government, as well as governments from other countries of the world, worked following WHO guidelines to save the population. In some situations, it could achieve success while in others it became like a mess. Many published articles and newspapers throughout the world have revealed the result in unimaginable alarming situations such as unemployment, economic deterioration, marital problems, and family breakup in society due to extraordinary interference in the natural

processes; i.e., a lab experiment in China as reported in media reports. Individuals and category wise groups, encountered challenging difficulties during the lockdown period. Many other challenges such as social distancing, shutting down of educational establishments, cancelling of events and social gatherings, hand-hygiene, body temperature scan, the use of personal protective equipment is also a record. Imposed restrictions, such as face masks, hand sanitizers, and internet facilities added additional expenses on the individual and family. The study highlights some of the challenges that have arisen as a result of the pandemic. This study is based on primary data collected through Google forms questionnaire in NCR, Delhi. The change in lifestyle associated with the pandemic influenced the people economically, socially, emotionally and spirituality. The majority of the respondents lacked most of the basic resources and even those who had a suitable home environment sometimes failed to fulfil the basic facilities. Some of the respondents had no resources to work at home, many people faced psychological stress, depression, regardless of family bonding experienced during stay at home.

MARRIED FEMALE STUDENTS' EDUCATION DURING COVID-19 IN SOUTH HARYANA

Anita

Associate Professor of Geography, Government College for Girls, Sector-14 Gurugram

With a few exceptions Marriage has been a breaking point of time for further education especially Higher Education around the world. Present paper is to study the continuation and Completion of Post Graduate Level Education in South Haryana during Covid 19 Environment. Educational Institutions were closed. Saving of one year of students had become a challenge for students, parents and government and private educational institutions as well. Education Department of Haryana and other states in India had directed the faculty to work from home and students to study from home. Subsequently, implementation of idea of online education started and both the types, negative and positive opinion of online education mode, started coming up via media (Newspaper, WhatsApp, Facebook chats, Video, Audio recording etc.). Some took it as an opportunity at local and global level, National and International Conferences, Workshops, Trainings started by the Government Institutions, NGO's Groups to educate and make aware of the pros and cons of the online mode of education. With this background of transformation of society, data has been collected from Post Graduate level students by way of Google forms and observation method on various aspects such as married before joining course or after, difficulties faced after marriage in online mode education, expenditure etc. Attempt was done to collect data from where ever it could be collected. But, most of the data has been received from south Haryana. Analysed by way of graphic method (Pie charts, Bars etc) and simple statistical techniques such as average for married female students. It has been found that majority of the continued and completed their education degree.

WOMEN EMPOWERMENT WITH SPECIAL REFERENCE TO 73RD AND 74TH CONSTITUTIONAL AMENDMENT

Dr. Kakuli Chowdhary

Associate Professor in Chemistry, Government College, Bibirani, Alwar

Dr. Sucheta Gupta

Associate Professor in Political Science, Government College, Bibirani, Alwar

Women empowerment means that women should have their due and legitimate position in the society. It is a great irony that women who constitute nearly fifty percent of total population is still struggling to have their just share in home, society and nation at large. Women empowerment should be made at three levels: first- financial independence, second- to have say and involvement in the decision making process at home and finally to hold political offices. The 73rd and 74th is the landmark in the direction of women empowerment in political sphere. These amendments introduce self governance at local level through three tier system of panchayat. The highlighting feature of these acts is to reserve thirty three percent seats for women in reserved and unreserved categories and in the offices of chairperson on rotation basis. Initially people were skeptical about reservation of women in this act and

argued that they would serve as dummy for their male counterparts. People even coined terms like Sarpanch Pati and Pradhan Pati. After initial years of challenges and struggle, women began to assert their power and position. It has slowly and surely made an impact on grass root governance and position of women. These acts have contributed in increasing awareness among women of their potential and are slowly gaining confidence.

CLIMATE CHANGE AND ITS IMPACT ON FOOD SECURITY

Dr. Shrichand

Assistant Professor, Department of Geography, S.M.J. College, Bharatpur, Rajasthan

Foods security is that situation when all people at all the time have physical, social and economic access to sufficient safe and nutritious food to meet their dietary requirements to live a healthy and active life as per the definition given by Food and Agriculture organisation. There are several factors which affect food security but climate change is a very crucial factor. Climate change impairs all parts of the global food system-starting from the food production to its transportation to consumption. It destroys land and crop and live stock and also depletes fisheries. It also cuts off transport to markets which further impact food production, availability, diversity, access and safety. In present scenario where climatic conditions are not much predictable, there is a dire need of rapid agricultural research which focuses on production of new variety of the existing crops which can sustain the climate conditions and can also give good yield to meet the global food demand.

SIGNIFICANCE OF ENVIRONMENTAL EDUCATION IN SUSTAINABLE DEVELOPMENT

Dr. Maya Agarwal

Assistant Professor, Business Administration, SPC Government College, Ajmer

Environmental education has an important contribution in the sustainable development of the country. Environmental education is a process that allows individuals to explore environmental issues, engage in problem solving and take actions to improve the environment. We all are human being live in society; it is our responsibility towards society to keep his environment clean. Today the needs of human being are increasing day by day, as a result of the environment getting polluted, so it is necessary that people should be made aware through environmental education. It can helpful in increase public awareness about environmental issues, better understanding and can help to develop a sense of responsibility to protect environment. It is an organized effort to empower people and communities to work together towards a more sustainable future through environmental education. In this paper highlights the importance of environmental education in sustainable development.

IMPACT OF SOCIO-CULTURAL FACTORS ON WOMEN ENTREPRENEURS IN INDIA

Dr. Masha Sandeep

Associate Professor, Sri Guru Tegh Bahadur Khalsa College, University of Delhi

Women entrepreneurs drive global business environment with stability and strength. Unfortunately, their contribution to economic progress has been overlooked for long despite the fact that women work significantly more than men. Many reports have indicated that women work longer and harder with higher achievement rate as compared to men. But entrepreneurship has proved to be a challenge for women as they struggle lot more than their male colleagues to get recognition and position in the corporate world. among the opinions leading to the importance of women entrepreneurship for the better economic growth we have a counter set of opinions backed by stereotypes, societal and family bindings, existing success business models led by men, etc. as well which restrict the women to choose entrepreneurship as a career. The present paper is an attempt to understand the various social and cultural issues along with economic issues that support or restrict the women while making entrepreneurship as their career choice. It also analyses the opportunities available to women, access to these opportunities and problems faced by

them. The study concluded that socio-cultural factors significantly affect women entrepreneurs and their contribution towards economy. Many of the socio-cultural factors are identified as highly influential on entrepreneurship.

VIOLENCE AGAINST WOMEN: THE INDIAN SCENARIO

Dr. Mahesh Nawria

Head & Assistant Professor, Department of Sociology, SSG Pareek PG College, Jaipur, India

This paper attempts to violence against women which emanates from the social hypothesis of superiority of men over women. Insubordination of women legitimizes gender violence and grants social sanction to the ignoble treatment meted out to women. Manifestations of violence encompass physical aggression, such as blows of varying intensity, burns, sexual abuse and rape, psychological violence through insults, humiliation, coercion, blackmail, economic and emotional threats and control over speech, action and behavior. In extreme cases the result of this violence is death. The incidence of violence prevalent in male-female relationship takes place in the context of the family state, and society. In most cases the male aggression towards women and girls remains tacit, hidden or unrevealed.

WATER POLLUTION: THE STRUCTURAL NEEDS FOR CONTROL OF WATER POLLUTION

Dr. Sujit Kumar

Assistant Professor Department of Zoology, Allama Iqbal College, Bihar Sharif, Nalanda

Water pollution is a big problem in India. Contaminated water is the main reason of several diseases. Contaminated water influence not only current generation's life but also influence coming generation's life as its impact lasts for long time. As example, Bhopal gas tragedy can be taken, Bhopal gas tragedy is world's most horrific industrial disaster. Pollutants also can brought down and influence underground water deposits. After the pollution, water pollution is the second most important environmental issue. Water Bodies pollution interrupt the ecosystem as a whole. Foul water is not only unsecured to drinking and other consumption objectives, but it is also inappropriate for farming and industrial uses. The results of pollution are harmful to the people's groups, plants, animals, fish and bird. Using it to drink is the main reason for water borne diseases such as diarrhea, dysentery and typhoid. Without water human survival is not possible. Without water man cannot live. Clean and pollution free water is essential for a healthy life. If water is contaminated in an area, people or other organisms are constrained to drink polluted water because they have no other choice and they cannot live without it. Water pollution is serious problem around the country in recent years, mainly due to the presence of untreated effluents, pesticides or chemicals. Many reasons are here for water pollution. These reasons can be overcome and at least people can be controlled by strong implantation of awareness and legislative measure. The basic cause of many diseases is contaminated water. There are several reasons responsible for polluted water. Contaminated water does not come from a one source. Under article 47, duty of the state to increase the nutrition's level and level of life including improving people's health. The research work undertaken in this study is highlighting the fact that how pollution has spoiled the entire world ecology and how water pollution is creating the world's worst future. We will also discuss how this all could be protected to make a safer world and pollution free water availability to everyone.

GLASS CEILING IN IT SECTOR: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO WOMEN EMPLOYEES

Dr. Gayatri M. P

Faculty in Commerce, Smt. Allum Sumangalamma Memorial College for Women, Ballari, Karnataka, India

Women are graduating with managerial expertise and technical knowhow, and entering the corporate with much ease, but their push to progress in the higher corridors of the management is much slow. The paper focus to identify and evaluate the most common barriers responsible for Glass Ceiling. To reach this objective, the study focused on five

dimensions such as Individual, Family, Socio-cultural, Organisational and Corporate climate factors with few items. The study was carried out using a structured and administered questionnaire distributed to 525 women employees' working in middle and junior level in Information Technology sector in Bengaluru and secondary data was gathered by going through existing and recent literature and reports which focused in the context of Glass Ceiling. Sampling method such as Convenience sampling was used to collect the data. Statistical tests such as multiple regressions were used to test the key hypotheses in order to analyse the data SPSS software was used. It was found from the outcome that there is statistical significant impact of glass ceiling barriers on turnover intention and the proposed model is a good fit.

CONSTITUTIONAL MEASURES AND GOVERNMENT POLICIES FOR WOMEN EMPOWERMENT IN INDIA

Dr. Anuradha Nagia

Assistant Professor in Political Science, KVADAV College for Women, Karnal, Haryana

Women empowerment and gender equality are two sides of the same coin. Each has a number of parameters that together produce a wide range of indicators. It implies a parity-based exchange system. In India, which is ranked as the fourth-most hazardous country in the world for women, gender discrimination is one of the least concerning issues. It causes problems with things like illiteracy, poverty, inefficiency, ignorance, a lack of social control abilities, timorousness, etc. Women's status is closely related to their country's economic condition, which depends on their access to opportunities for economic activity involvement. Currently, it is considered that a society's economic standing is a good measure of its level of progress. By examining the social, economic, political, and religious privileges that women enjoyed, one may determine their true standing. This study examines the numerous programmes put out by the Indian government to empower women there. Numerous programmes are being carried out by the Indian government to increase access to jobs, education, healthcare, infrastructure development, etc. Some of these are flagship initiatives like the National Rural Health Mission, the Integrated Child Development Scheme, the Sarva Siksha Abhiyan, and the Mahatma Gandhi National Rural Employment Guarantee Scheme. The social standing of women in India is rising as a result.

ECONOMIC GROWTH, ITS SECTORAL COMPOSITION AND POVERTY IN HARYANA

Ms. Meghna Jaglan

Senior Research Fellow, Department of Economics, Panjab University, Chandigarh

The present paper examines the relationship of poverty in Haryana with economic growth and its sectoral composition at district level. Per-capita Gross District Domestic Product (GDDP) is seen to have a negative relationship with rural poverty if inequality in consumption expenditure is taken into account. Per-capita GDDP ceases to have any significant effect on both rural and urban poverty if the sectoral composition of economic growth is taken into account. The growth in primary GDDP and rural Gini coefficient were seen to have a direct relationship with rural headcount ratio. Whereas, growth in tertiary sector GDDP contributed towards reduction in rural incidence of poverty. Growth in secondary sector GDDP was found to have a positive relationship with urban poverty while, growth of tertiary sector GDDP had an inverse relationship with it. The major poverty reducing effect was of decline in inequality in rural areas and growth of tertiary sector in urban areas of Haryana.

ROLE OF TEACHER IN ENVIRONMENTAL EDUCATION AND PROTECTION

Dr. Ritu Sharma

Associate Professor in History, Government PG College, Sambharlake, Jaipur, Rajasthan

Our planet is currently in dire need of monumental efforts to protect its environment. We can no longer overlook the devastating effects of human activities on the environment, such as; Massive reduction in

biodiversity due to deforestation, pollution and environmental imbalance. Climate change has a drastic effect on the whole of the planet resulting in erratic weather and rainfall. Rise in temperature, resulting in heat waves, more forest fires and melting of polar ice caps. Given the situation, environmental education is a modern-day necessity. The aim is to make individuals aware of the importance of nature and everything that encompasses it. In this regard, schools are the perfect place to begin environmental education. Likewise, teachers play a huge role in creating environmental awareness amongst kids and nurturing the new generation for more respect and responsible behavior towards the environment. The teachers play a pivotal role in environmental education and they are essential in creating morally responsible individuals with a mature and respectful attitude towards the environment. Environmental education is now an essential part of all education stages. The objective is to achieve environmental awareness, reduce ecological footprints, develop respect for nature and take actions that help preserve the environment. The primary responsibility lies with teachers. They are the ones with an immediate and long-lasting impression on a kid's life. Therefore, the role of teaching in protecting the environment is crucial. A teacher's role is to transfer knowledge and act as the facilitator, a role model, and a mentor. Teachers promote behavior directed towards environmental protection and lead to transformation that overcomes that reality, both in its natural and social aspects. Teachers help their students develop an awareness of creative, dynamic, effective, and efficient environmental protection and management responsibilities. The most challenging part of environmental education is to teach students the values of the environment in a way that is easy to understand. Therefore, special attention is needed towards the teaching methodology for a better understanding of environmental issues. To begin with, at the primary level, the visual and creative learning approach can be highly effective for children to understand the basic concepts of the environment. And therefore the connect with nature is very essential. A visit to the countryside, mountains, lakeside, and natural parks can hugely impact young minds. The little minds will acquire the awareness of nature and understand the need for a clean environment.

AN ANALYSIS OF INDIA'S COMMITMENT TO CLIMATE CHANGE

Mukta Dheer

Assistant Professor (Geography), S.S.G. Pareek PG girls College, Jaipur

Climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change, primarily due to burning fossil fuels like coal, oil and gas. Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat and raising temperatures. Greenhouse gas concentrations are at their highest levels in 2 million years and emissions continue to rise. As a result, the Earth is now about 1.1°C warmer than it was in the late 1800s. The last decade (2011-2020) was the warmest on record. India now stands committed to reduce Emissions Intensity of its GDP by 45 percent by 2030. This research paper is going to analyse India's commitment in Conference of Parties (COP 26 & COP 27) and performance as per its commitment, According to Climate Action Tracker (CAT), which is an independent scientific analysis produced by two research organizations tracking climate action since 2009.

EFFECT OF CLIMATE CHANGE ON BIODIVERSITY

Krishan Kumar

Assistant Professor in Zoology, Government College Bibirani, Alwar

Biodiversity is the variety of life on earth. It is closely linked with its surrounding environment and climate. The latter has a great effect on biodiversity. After the origin of life new species arises and some old species vanished due to change of climate. The species adapted to climate but climate change poses a threat to biodiversity but well sustained ecosystem has the capacity to reduce the effect of climate change. Rising temperature also has effect on biodiversity. Due to climate change the intensity and frequency of fires, storms or periods of drought increases which also reduces the biodiversity. Due to climate change global warming taking place which also poses a threat to biodiversity. It is now widely recognized that climate change and biodiversity are interconnected. Biodiversity is affected by climate change, with negative consequences for

human well-being, but biodiversity, through the ecosystem services it supports, also makes an important contribution to both climate-change mitigation and adaptation. If the threats of biodiversity loss and climate change are tackled together, the prospects for adapting successfully to the challenges of the coming decades will be very much improved.

INDIAN ADOLESCENT GIRLS AND QUEST FOR PERSONAL IDENTITY IN THE SELECTED NOVELS OF MITALI PERKINS

Jenet Maria Rodrigues

Lecturer in English, Don Bosco PU College, Karnataka

Indian-English writing has given rise to a diverse group of female writers who have explored many parts of girls' and women's lives and shed light on their struggle to discover identity in a culture that is predominately male. In conventional and patriarchal Indian society, how does it feel to be a girl and a woman? How difficult is it for a girl/woman to maintain her femininity? These are issues that are addressed in Mitali Perkins' works. A girl/woman expected to manage several tasks, even continue to be submissive to the male culture, and play the duties that have been assigned to her by the society. The female heroines of Perkins' works come from traditional, low-income homes and are torn between tradition and male dominance. To be heard and have their ambitions come true, they must work incredibly hard.

FUNDAMENTALS OF ORGANIC DYE SENSITIZED SOLAR CELL (DSSC)

Huma Parveen Mansuri

Research Scholar, Department of Physics, Bhagwant University, Ajmer

Oil, natural gas, and coal provide the bulk of the energy for most of the world's demands. Many finite resources are being used up, making their restoration either financially or ecologically prohibitive. Solar energy is the most competent method for sustainable energy supply. The sun provides the vast majority of the world's renewable energy. The durability and dependability of photovoltaic cells (PVCs) stem from their ability to directly convert sunlight into power without producing any pollution. The power conversion efficiency of dye-sensitized solar cells is equivalent to that of conventional solar panels, and they can be produced at a fraction of the price. Due to its broad study over two decades, dye-sensitized solar cells (DSSCs) have opened a new vista in energy research by being more efficient, cost-effective, and easier to produce than their inorganic counterpart. Titanium oxide (TiO₂), a common DSSC material, is cheap, plentiful, and environmentally friendly. Plants, flowers, fruits, barks, petals, roots, leaves, and beans are mined for their bio natural colours. Their extracts can be used as organic dyes. They are widely suited for DSSC due to their nontoxicity, low cost, abundance, ecological friendliness, and ease of extraction. There is need for shift from limited non-renewable source of energy to vastly available renewable source of energy. It is necessary that deep research into more potential sources for fabrication of solar cell be done in order to meet the demand for cheaper and easily available energy source.

A STUDY ON SOCIAL AWARENESS OF COLLEGE STUDENTS STEMMED FROM EXTRACURRICULAR ACTIVITIES

G.V.V. Lalitha Manojna

Bhavan's Vivekananda College of Science, Humanities, and Commerce, Sainikpuri, Secunderabad, India

Social awareness is the ability to understand and feel the people around you, as well as interact with them in the most effective and appropriate ways. Social awareness is one of the four main components of emotional intelligence which can broadly be studied by approachability, curiosity, empathy, active listening and non-judgemental attitude. Despite being technically competent due to their early exposure to the digital world, Gen-Z college students nevertheless struggle to be emotionally resilient and survive the corporate environment. This paper focuses on each aspect of social awareness that students can learn through extracurricular activities. This study uses primary data gathered from 400 students through convenient sampling techniques to understand the social awareness that college students have attained from various extracurricular activities. The data set showed a significant Cronbach Alpha reliability test result of .70 and above. The study has proven that the gender of the

students affects their choice of extracurricular activities. Five out of the thirty-four elements were extracted using exploratory factor analysis. All the five components were subjected to logistic regression analysis, and it was discovered that students who are open minded, empathic, active listeners and approachable are 1.331, 1.880, 1.224 and 1.275 times more likely to be socially aware respectively.

REPRESENTATION OF WOMEN IN RAJYA SABHA NOMINATIONS: AN ANALYSIS

Harshita Sharma

Research Scholar of Political Science, Vivekananda Global University,
Jaipur, Rajasthan

This research paper is an analytical study of the nomination process of the Rajya Sabha, which is the upper house of the Indian Parliament, under which the position of women in nomination is to be found. India is a country of traditions where women have been worshiped as goddesses since ancient times, but the reality is that women were kept behind curtains and kept like slaves, so their place in governance was negligible. Although education and democracy have increased the rights of women, but at present what percentage of representation has been given to women. In the Rajya Sabha, where the process of nomination was adopted to get the representation of all the subjects, but whether women have been given a place or not, since India became independent till now, what percentage of women were there and what was their contribution in the Rajya Sabha nominations. This has to be known. So that the current actual situation can be known. Accordingly, some measures should be adopted to increase the representation of women in the present time and in the future and the representation should be increased.

FOSTERING SOCIAL CHANGES TRANSFORMS THE MODERN INCLUSIVE SOCIETY FROM SOCIAL EXCLUSION TO SOCIAL INCLUSION

Fr. Baiju Thomas

Research Scholar, Ramakrishna Mission Vivekananda Educational and
Research Institute, Faculty of Disability Management and Special
Education, Vidyalyaya Campus, SRKV Post, Coimbatore

The contemporary study fosters social changes (SC) and transforms the modern, inclusive society (IS) from social exclusion (SE) to social inclusion (SI). SE is a common strategy used in the community to prevent people away from one another in social networking and group activities. SE can be influenced by various factors, including age, gender preference, infirmity, unemployment, poverty, socioeconomic status, place of residence, and other situations that regularly overlap, converge, and vary over time. Caste, religion, ethnicity, language, and different cultural identities might also be important. SE affects both the excluded individuals and society as a whole. SE in social settings can be deliberate or institutional, impersonal or casual. In any case, it makes it harder for someone to carry out their social responsibilities. Social isolation does not always end with inclusion in society. This paper takes a sociological approach to look at the idea of SI. To see how the SI idea has changed throughout time. It contends that these inclusionary or exclusionary policies' repressive or liberating results have a great impact on society as a whole as the dominant force. The concept of transformation is incredibly broad. Even if the change is constant, almost all of it can be classified as social change. In an IS, people of all kinds are allowed and encouraged to participate in the political, social, economic, and civic activities that shape the structure of the society.

WOMEN EMPOWERMENT: PROGRESSIVE STEPS OF INDIAN JUDICIARY

Dr. Vibha Sharma

Associate Professor, Government Law College, Ajmer

Empowerment, in its truest sense, is a multipronged process, in which the society as a whole play the primary role. The policymakers and legislators may introduce the expectations and aspirations of the highest order in their policies and legislations but it is upon us, we the people, as a society, to imbibe and act upon them which will guide us towards the overall development of our nation. It will not be out of place here to point

out that our ancient scriptures and texts are full of examples which indicate that women in those times had similar rights which we generally refer to as "modern or western influence", and we are on our way to achieve them. The efforts of judiciary, entrusted with the duty to safeguard the interests of the citizens of the State are an important aspect of Women Empowerment. Since the adoption of the Constitution of India, judiciary has been playing the role of a catalyst, albeit with some exceptions, to bring about the equal status of women without losing sight of the equity principle, which is a right of every human being. The recent past has witnessed some of such path breaking judgements of the Honourable Supreme Court of India which have paved the way for the society to tread on the path of women empowerment and not let it be limited to the protective discrimination or affirmative action clauses of the Indian Constitution. The primary focus of this paper is on the changing contours of empowerment of women in India by the judgements pronounced by the Apex Court in the recent past, noticing the effects, if any, on the policies of the executive, enactments of the legislatures, the rights of women generally and to make suggestions from the insights gained therefrom.

CLIMATE CHANGE A GROWING CHALLENGE

Dr. Sumit Mehta

Assistant Professor, Government Arts College, Sikar

The average condition of weather at any place measured over a number of years is called climate. The change in the average weather conditions which is long term is called climate change. Climate change affects life on Earth in various ways. Due to this change, the temperature of the earth is increasing continuously, the consequences of which will prove fatal for mankind. Sudden change in weather, melting of glaciers, change in crop cycle, rise in temperature, rise in sea level etc. are indicators of climate change. Although both nature and humans are responsible for climate change, but humans are the most responsible. Increasing population, urbanization, deforestation, unlimited use of chemicals to increase the yield of crops, industrialization, etc. are man-made causes which are responsible for climate change. Climate change has a wide range of effects on the entire ecosystem. Many species of flora and fauna have become extinct and many are on the verge of extinction. Due to the luxurious life of human beings, the emission of greenhouse gases is continuously increasing which are responsible for global warming on the earth. Agriculture and environment are being adversely affected due to global warming. Due to the increase in the temperature of the earth, the amount of rainfall will increase in the monsoon areas, due to which problems like floods, landslides, land erosion will increase rapidly. Water quality will also decline. Due to the decrease in the quality of water, the production of food grains will also decline rapidly. Which will increase hunger and malnutrition and have long term effects on human health. Today every aspect of human life is affected by climate change. WHO has described climate change as the biggest threat facing humanity. Mankind has to take effective measures to avoid the serious problem of climate change. The areas of forests have to be increased and this problem can be overcome to some extent by making efforts to reduce the emission of greenhouse gases.

RURAL WOMEN ENTREPRENEURSHIP AND DIGITAL TRANSFORMATION

Dr. Suman Chaudhary

Assistant Professor, S.S.Jain Subodh PG College, Rambagh Circle, Jaipur

The participation of women work force in business, trade and industries has upgraded the economic health of developing country like India. Rural women entrepreneurship has been recognized as an untapped source of Rural economic growth during the last decade. With the digital technology and innovation, Rural women entrepreneurs has shifted from the traditional business approach to non traditional or digitally advanced approach to business. Digital technological development has provided rural women entrepreneurs with an access to valuable business information and has also enhanced their future endeavours and credibility. The Pandemic has witnessed rapid adoption of digital technology as a means of overcoming unprecedented economic shocks like the ongoing covid 19. The technological digital literacy has refined the rural women entrepreneur's ability to utilize digital plastic as e-commerce, digital marketing and digital payment services are a way for expanding customer base and growth of business especially in remote and isolated rural areas.

The present paper focuses on parameters of digital transformation to enhance the entrepreneurial skills of rural women and in turn their socio economic empowerment in society.

CRIMINALIZATION OF MARITAL RAPE IN INDIA

Prof. (Dr.) Megha Acharya

Professor, Faculty of Law and Governance, Jayoti Vidyapeeth Women's University

In India marital rape is not considered as crime. The Indian Penal Code, 1860 only recognize the offence of Rape under section 375 as "Sexual intercourse with a woman against her will, without her consent, by coercion, misrepresentation, or fraud or at a time when she has been intoxicated or deceived, or is of unsound mental health and in any case, if she is under 18 years of age. Marital Rape is an exception of rape as it is not a crime under the Indian Penal Code, as non – Consensual sex within marriage is not considered rape in India. In this paper we will pivot on Article 14 & 21 of the Constitution of India and marital rape is wholly unconstitutional. Further we note the safeguards for women against marital rape and we conclude on the note that criminalisation of marital rape is wholly necessary and there is dire need of changes.

ANALYSIS OF CHALLENGES FACED BY WOMEN ENTREPRENEURS: AN EVIDENCE OF SIKKIM

Sweata Gurung

PHD. Research Scholar, Department of Tourism & Hospitality, Amity Institute of Travel & Tourism (AITT), Noida, Uttar Pradesh

The purpose of this paper is to analyze the challenges faced by the Women Entrepreneurs in Sikkim and to suggest the measures to overcome the problem encounter by Women Entrepreneurs. An entrepreneur accumulates and then integrates all the necessary sources such as the funds, the people, the business model, the legal system, the risk-taking capacity to transfer the idea into a viable business (Pallvi, 2020). An entrepreneur is a individual who are confident to start up a new business or businesses, bears most of the risk, innovative, a source of new ideas and create the employment opportunities in the society.

NINETEENTH CENTURY AND THE RISE OF BRITISH WOMEN NOVELISTS

Paramba Dadhich

MA English, University of Delhi, Delhi

Nineteenth century is the age of women novelists marked by transitions in spheres both economic and social. The intellectual developments of the 'long century,' as it is often referred to as, coincide and are affected by the newer forms of life and communication such as the onslaught of telegraph, the introduction of journalism, the expansion of railways and the idea of a growing market. As these forms grew they interplayed themselves with social lives of individuals. Newer and richer mediums of entertainment came into the fora like music halls, coffee houses, art galleries, museums and libraries. Developing alongside these strands is the gradual but thriving coming into force of the novel. The idea of the need for leisure for the now existing middle-classes catalyzed the growth of the novel. The thought that long narratives could now be read in solitary settings by individuals instead of group recitals for the benefit of all led the novel to advance as a radically distinguished form of writing. But this happened gradually. Beginning with the epistolary tradition of Samuel Richardson and Henry Fielding, the novel took a more specialized function as a vehicle of social criticism. Among others, George Eliot is highly associated with this movement wherein her novels like Middlemarch (1871), The Mill on the Floss (1860), Scenes of Clerical Life (1857) depict lives of individuals being informed by their social circumstances. George Eliot is also credited with drawing psychological sketches of women and men while satirizing traditions and institutions. Also more particularly, women in her novels strive towards intellectual freedom amidst social constraints and they are more ambitious as opposed to what is traditionally expected of them. Therefore, the growth of the novel and women occur simultaneously both in the real world and in the world of fiction.

MARKETING STRATEGIES FOR FEMALE CONSUMER: A STUDY OF FEMALE BEHAVIOR IN MARKET

Sarswati Choudhary

Assistant Professor, SSG Pareek PG Girl College, Jaipur, Rajasthan

Current time in term of market is time of women buyer. Modern women possess a variety of information, intelligence and talents they strive for self-worth fulfillment and are financially independent. The article main focus on how today's marketer's adapt their marketing strategies following careful observation and academic research on the psychology of female buyer with regard to the three key points

- Products
- Price
- Communication

Marketers develop goods that completely satisfy consumer physical and emotional needs. Set price to attract women, satisfy customers demands and then communicate effectively with female clients in order to building a long-lasting and reliable relationship. The article's goal is to combine case studies and marketing theory to determine that customer research in the fiercely competitive. There will be a trend of business strategy the looking at female consumer in the market.

RURAL WOMEN'S PERCEPTION TOWARDS BARRIERS TO FINANCIAL INCLUSION – AN EXPLORATORY STUDY

Rashi Alagh

Research scholar, School of Commerce, SRT Campus, Tehri, HNBGU- (A Central) University Srinagar Garhwal (Uttarakhand)

Prof. A.B. Thapliyal

Professor, School of Commerce, SRT Campus, Tehri, HNBGU- (A Central) University, Srinagar Garhwal (Uttarakhand)

Financial inclusion of women has become the most debate issue owing to the persistent gender gap as far as access to and usage of financial products/services is concerned. The gendered nature of barriers pertaining to financial inclusion has been found in the literature many times but there is a dearth of studies addressing obstacles to successful financial inclusion of women. Hence this research article is a modest attempt to provide a comprehensive overview of the barriers and impediments to successful financial inclusion of women. This research study is qualitative in nature conducted by means of collecting data from 15 women through in-depth interviews, focus group discussions and key informant interviews using purposive sampling technique to explore the demand side barriers and supply side constraints. The results reveal that demand side factors like distance related issues, low financial literacy & awareness level, trust issues & Security concerns and patriarchal nature of Indian society and supply side barriers include low penetration of bank branches and alternative delivery channels, transaction cost, concentration and alternative delivery channels, reluctant attitude of bank staff and employees are of significance in explaining lower ownership and use of banking services among rural women inhabitants. However, the introduction of Aadhaar based E-KYC norms has done away with the documentation barrier earlier faced by majority of women to avail formal banking services. The findings suggest that financial inclusion policies shall be supplemented with a more gender based approach in order to ensure better inclusivity of rural women into the financial mainstream.

A WEED MAPPING FRAMEWORK FOR THE INDIAN WILD LIFE SANCTUARY REGION AT BHAINSRORGARH

Dr. Neelkamal Rathore

Associate Professor, Faculty of Botany, Government P.G. College, Kota, Rajasthan

Pushpendra Singh

Research Scholar, Research Center, Government P.G. College, Kota, Rajasthan

As agriculture plays a significant role in Indian Economy, it is very important that farmers are provided with all necessary information and support to maximize their yield. In this regard, weed management plays a significant role in enhancing the quality of the yield. Weeds compete with the crops for space, nutrients from the soil, water and space which are the

primary factors for growth of crops. The objective of this study is to analyse the weeds in the Bhainsrorgarh wild life sanctuary region situated in the Chittorgarh district in South East Rajasthan. The people living in more than 20 villages in this region are dependent on agriculture for their livelihood. The occurrence of weeds depends on the season, life span and the location. The study incorporates morphological analysis of 15 types of weeds for their diversity indices, richness index, frequency, relative density and importance value index. The findings of the study will benefit the forest department and the local community in understanding the impact of these weeds on their harvest and thereby help the decision makers towards an effective and efficient control on weed management.

REVIEW ON HOSPITAL MANAGEMENT SYSTEM

Vidya Gopan

Research Scholar, Department of Management, Bhagwant University,
Ajmer, Rajasthan

Dr. P.R. Dadhich

Bhagwant University, Ajmer, Rajasthan

Hospital is an industry, organization and premises governed by the noble profession of health care. People in India treat doctors as a God and hence hospital must be act as temple for a needy and sick people. So, all parameters related to health care must be practiced in a professionally artistic and scientific manner. This is more influenced by using HRM practices and hence hospital management is a skilled operation which help to build the reputation of the hospital and to develop brand image in the patients' mind and ultimately profitability. It is the interesting to see the idea of Human Resource Management and its role in health care system in India.

ECOSYSTEM SERVICES AND POTENTIAL OF CCA'S (COMMUNITY CONSERVED AREAS) OF GANGAPUR CITY TEHSIL OF SAWAIMADHOPUR DISTRICT

Dr. Neelkamal Rathore

Head of Department of Botany, University of Kota, Kota

Shallesh Kumar Shakyawar

Research scholar of Department of Botany, University of Kota, Kota

Gangapur city is a town and tehsil of Sawai madhopur District of Rajasthan, located in the Eastern part of Rajasthan in Sawai madhopur. It stretches 26.47171 0 north latitude and 76.71594 0 east longitude covering an area 572 sq km. The view that biodiversity rich areas partially or broadly controlled by local residents and livelihood sometimes called Community Conserved Areas (CCAs). This paper seeks to offer an overview on the theme of " landscapes and indigenous community conserved areas." It also aims to discuss recent developments in conservation , particularly related to governance of protected areas and the emerging recognition of " Indigenous and community conserved areas " in Gangapur City Tehsil of Sawai madhopur District. This paper shows that these " livelihood and living landscapes " play an important role in sustaining agro-biodiversity as well as intellectual values , ensuring ecosystem function and supporting livelihoods and food security. These livelihoods and indigenous community and their management systems have much to teach us about sustainability and resilience in the face of global changes. Key words :- CCAs , landscapes, livelihoods, indigenous and sustainability.

ROLE OF MICROBIAL BIOTECHNOLOGY IN SUSTAINABLE DEVELOPMENT

Anitha Devi. U

Department of Botany, Govt. Degree College Nampally Hyderabad

Ugandhar.T

Department of Botany, Govt. Degree College Mahabubabad

Over the period of several centuries, biotechnologies have been an essential component in the evolution of various food items. These "modern biotechnologies," which include molecular biology and gene technologies, have played an increasingly important part in the cereals industry over the past few years, contributing to the achievement of

sustainable development goals that incorporate ecological, social, and economic requirements. In addition, biotechnology needs to be seen as only one device amongst a broader arsenal of technical choices; it ought to be utilized in circumstances in which it is required and in circumstances in which it presents the most viable choice for resolving certain issues. Biotechnology plays a vital part in contributing to the fulfillment of the required nutritional requirements of the rapidly growing population across the world. Microbial biotechnology is one of the most innovative and labor-productive industries, and it is projected that it will have a constant economic growth rate. This leaves room for the upgrading of current value chains as well as the establishment of new sectors. In addition, the chemical business cannot compare to the environmentally friendly practices of the biotechnology sector. Despite this, the contribution that biotechnology makes to the environment is sometimes evaluated in a contentious manner, and social concerns are routinely disregarded. As people get a better grasp of the intricate web of relationships between the myriad complicated effects of human actions, the environmental, economic, and social viability of diverse bioprocesses will become an increasingly pressing concern. If the challenges of sustainability are ignored during the process of developing innovative solutions, this might result in sub-optimal biotechnological production, which in turn would cause negative environmental and societal consequences corresponding to the production volumes.

GROUNDWATER SCENARIO MANAGEMENT IN JHUNJHUNU DISTRICT

Dr. Sunit Meel

Assistant Professor, Department of Geography, Shri Radhshyam R.
Morarka Rajkiya Mahavidyalaya, Nawalgarh

Various developmental activities over the years have adversely affected the groundwater regime in the state. There is a need for scientific planning in development of groundwater under different hydrogeological situation and to evolve effective management practices with involvement of community for better ground water governance. Jhunjhununu district comprises of 5928 sq km geographical area having 535 sq km(9 %) is hilly area considered not suitable for recharge, 5393 sq km is mappable inclusive of 120 sq km saline area. Depth to water level varies from 16.45 to 73.29 m during pre-monsoon, 2015 (Figure 7) and 15.23m to 75.67m during post-monsoon, 2015. Deeper water level i.e. more than 40 m is constituted by 70.84% stations and rests in entire north eastern part of district covering entire Surajgarh, Buhana blocks, most part of Chirawa, Nawalgarh and Jhunjhununu blocks. Depth to water level between 20 to 40 m is constituted by 20.83% of stations covering most part of Aلسار, Udaipurwati and Khetri blocks. 8.33% of stations forms water level less than 20m which rests in isolated pockets falling in Khetri and Udaipurwati blocks. 85.70% of stations exhibit negative seasonal water level fluctuation (pre versus post-monsoon, 2015) has been noticed in major part of the district. Amplitude of negative fluctuation ranges from less than 0.08 m to 4m. Positive fluctuation (ranging from 0.57m to 1.53m) has been observed at local pockets falling in Khetri block.

WOMEN'S EMPOWERMENT, DEPRESSION AND STRESS MANAGEMENT

Anamika Verma

Research Scholar, Department of Home Science, University of Rajasthan,
Jaipur

Dr. Reshma Boolchandani

Professor, Department of Home Science, University of Rajasthan, Jaipur

Women constitute the family, which leads to society and nation. Social and economic development of women is necessary for overall economic development of any society or a country. Woman has competed with man and successfully stood up with him in every walk of life and business. Women managed to survive and succeed in this competition with their hard work, diligence and perseverance. Depression can impact every area of a woman's life- including your physical health, social life, relationships, career, and sense of self-worth -and is complicated by factors such as reproductive hormones, social pressures, and the unique female response to stress. Stress has been identified as one of the most common perils of modern times. Stress can be positive and motivate

women to achieve notable goals. But stress can also be negative and destructive, taking its toll in many life areas. When stress becomes chronic or excessive, it becomes harder to adapt and cope. Chronic stress builds up so that stress seems like a normal way of life for some women. Oftentimes women are so busy that they do not take time to slow down long enough to think about how stress is negatively affecting them. Women have higher rates of these conditions and other psychological disorders including panic disorder and obsessive compulsive disorder than men. Women's empowerment is associated with more positive health and nutritional outcomes for women and children, evidence around the relationship with mental health or subjective well-being remains relatively limited. We recommend conducting more awareness sessions, recreational activities and meditation sessions for effective stress management skills to women micro entrepreneurs.

FLORISTIC DIVERSITY IN THE WETLANDS OF KARAUJI DISTRICT, RAJASTHAN, INDIA – A SURVEY OF PANCHANA DAM

Ram Singh Meena

Department of Botany, Government PG College, Karauli, Rajasthan

Neelkamal Rathore

Associate Professor, Government PG College, Kota, Rajasthan

The present work embodied the results of intensive survey of the aquatic and wetland vegetation of Panchana dam and the surrounding area. This work gives the recent and relevant information and identification of the hydrophytes and wetland plants of the region. In addition, the terrestrial vegetation of the area surveyed was of mixed deciduous forest with *Anogeissus pendula*, *Butea monosperma* and *Diospyros melanoxylon* as the dominant plant species. Other species of importance were *Acacia catechu*, *A. nilotica* and *Ziziphus nummularia* along with an obnoxious and exotic tree species *Prosopis juliflora* spreading rapidly in the area since last few years. The main grass species were *Dactyloctenium indicum*, *Apulda mutica* and *Dichanthium annulatum*. The aquatic and wetland flora comprised of 112 species of Angiosperms belonging to 101 genera and 50 families. The ratio of monocots to dicots was 1:2.6 for families. The five dominant families of hydrophytes were Poaceae, Cyperaceae, Asteraceae, Scrophulariaceae and Fabaceae. Besides this, two species of aquatic ferns (Pteridophytes) observed were *Marsilea minuta* and *Azolla pinnata*.

A STUDY RELATED TO CHALLENGES AND PROBLEMS FACED BY RURAL WOMEN ENTREPRENEURS

Lt. Bharti Tiwari

Assistant Professor, Jabalpur

In India, women-owned businesses are becoming more significant as a result of economic liberalisation and globalisation. The institutional and policy framework for offering vocational education and training, as well as for developing entrepreneurial abilities, has expanded the possibilities for women's economic development. Women business owners typically exhibit strong levels of motivation, self control, and self-direction. The whole economic development of society and the country depends on the social and economic advancement of rural women. The number of rural women who own their own businesses is rising, yet little attention is paid to their entrepreneurial potential, managerial skills, and socioeconomic contributions. Women's empowerment is achieved through the growth of female entrepreneurs. Self-fulfilment is a result of empowerment through entrepreneurship, which also educates women about their rights, status, and place in society. Through business ownership, women are gaining social and economic empowerment in the modern day. On the other side, rural women's empowerment is also quite important. The economic empowerment of rural women will contribute to the growth of our nation, and in order for our nation to truly advance in all fields, it is crucial to pay close attention to this issue. Women's economic development will contribute to the advancement of the family, the community, and the nation. Women's entrepreneurship is crucial for the status of women in society. It creates fresh options for both men and women to find work. The goal of the current study is to improve rural women's business skills, which will lead to their empowerment.

INFLUENCE OF MICROFINANCE ON WOMEN'S EMPOWERMENT - AN EMPIRICAL ANALYSIS WITH SPECIAL REFERENCE TO GUDIVADA, KRISHNA DISTRICT, ANDHRA PRADESH

Dr. R. Padmaja

Assistant Professor (Selection Grade), Department of Commerce & Business Management, Krishna University, Rudravaram, Machilipatnam, Krishna District, A.P.

Ms. P.K. Madhooha

Research Scholar, Department of Business Management, Krishna University, Rudravaram, Machilipatnam, Krishna District, A.P.

The field of microfinance is rapidly developing into a promising instrument for advancing women's economic independence. The phrase "micro finance" describes the business activities of lending and investing tiny amounts of money. Microfinance in India is a form of banking aimed at helping the country's economically disadvantaged citizens. It's a tool for improving women's standing in society, the workplace, and politics. Women will benefit from the program's ability to ensure their nutritional needs are met, as well as their health and safety. Because of this, the current research examines how microfinance has helped to empower women and how satisfied those women are with microfinance services. This research, conducted in the Gudivada region of Krishna district, is an empirical examination of the female respondents' preferences about the various forms of microfinance. The survey also illustrates how female customers of microfinance institutions feel about the services they have received. In addition, several methods and strategies were proposed to boost the influence of microfinance programmes on women's empowerment and to raise public knowledge of microfinance among women of the common folk.

RIGHT TO REPAIR (REPLACEMENT)-THE BURNING POINT

डॉ. सुरेंद्र कुमार नागिया

एसोसिएट प्रोफेसर, पीसीएलएस राजकीय महाविद्यालय करनालए हरियाणा

हमारे देश में संविधान के अनुसार नागरिकों के लिए विशेष अधिकार प्रदान किए गए हैं। उन्हीं अधिकारों के तहत सूचना का अधिकार अपने आप में उपभोक्ताओं के लिए काफी फायदेमंद साबित हुआ है। वाणिज्य क्षेत्र की यदि हम बात करें तो बहुत सी कंपनियां महंगे इलेक्ट्रॉनिक उपकरण बनाती हैं किंतु वस्तु खरीद के बाद ही जाने वाली सेवाओं को लेकर आज का उपभोक्ता असमंजस में है। यदि कोई उपकरण खराब होता है तो उपभोक्ता उसकी सविस को लेकर काफी परेशान रहता है कि उस उपकरण की मरम्मत करवाई जाए या फिर उसको बदला जाए। ज्यादातर उपभोक्ता अपनी शिकायतों को न्यायालय तक ले जाने में संकोच करते हैं। यह समस्या केवल भारत देश में ही नहीं बल्कि दुनिया के बहुत से विकसित देशों में भी गंभीर बनी हुई है। महंगे उपकरणों की मरम्मत को लेकर अमेरिका ने राइट टू रिपेयर कानून को मान्यता देकर इस समस्या के निदान के लिए बहुत बड़ा कदम उठाया है। राइट टू रिपेयर बाइडेन ने राइट टू रिपेयर विधेयक पर दस्तखत करके उन लोगों को राहत देने की दिशा में एक बहुत बड़ा कदम बढ़ाया है। जो ग्राहक महंगे इलेक्ट्रॉनिक उपकरण खरीद लेते हैं और खरीदने के बाद उनमें आई समस्या या मरम्मत को लेकर के कंपनियों के साथ वार्तालाप करने या उस उपकरण को कंपनी की वारंटी के अंतर्गत बदलवाने में काफी मशक्कत करनी पड़ती थी। आजकल मोबाइल, ए.सी, टीवी, वाटर आर.ओ, वाशिंग मशीन जैसे घरेलू उपकरणों को बनाने की होड़ लगी हुई। कंपनियां इन सभी इलेक्ट्रॉनिक उपकरणों को बाजार में उतारने के बाद उनकी सेवाओं के लिए खरी नहीं उतरती हैं। इन सभी समस्याओं को ध्यान में रखते हुए उपभोक्ता को राहत देने के लिए राइट टू रिपेयर जैसा कानून भारत में लाना अति आवश्यक है।

महिलाओं के लिए फ्लैगशिप योजनाएं- उज्ज्वला

नीतू कुमारी

शोधार्थी, राजस्थान विभवविद्यालय, जयपुर

अवैध व्यापार को रोकने के लिए 4 दिसंबर 2007 से उज्ज्वला नाम से एक व्यापक योजना शुरू की गई। इस योजना के 5 विशेष घटक हैं- रोकथाम, रिहाई, पुनर्वास, पुनःएकीकरण और स्वदेश भेजना।

- रोकथाम- सामुदायिक निगरानी दल/ किशोर दल बनाना, पुलिस सामुदायिक नेताओं को जागरूक करना, आई ई सी, सामग्री तैयार करना और कार्यशाला का आयोजन करना आदि।
- रिहाई- शोषण किए जाने वाले स्थान से सुरक्षित रिहाई।
- पुनर्वास- चिकित्सक सहायता, कानूनी सहायता, व्यवसाय प्रशिक्षण और उत्सर्जन गतिविधियों की भी व्यवस्था करना।
- पुनः एकीकरण- पीड़ित की इच्छा अनुसार उसे परिवार ?समुदाय में एकीकृत करना।
- स्वदेश भेजना- सीमा पार चले गए पीड़ितों की सुरक्षित वापसी।

महिला साक्षरता राष्ट्र विकास का प्रथम सोपान है

डॉ. ऋचा गुप्ता

सहायक आचार्य, इ.ए.एफ.एम.विभाग, राजकीय कन्या महाविद्यालय, मगरा पूंजला, जोधपुर

कोई भी राष्ट्र सन्धी के लिए समान होता है अर्थात् सभी नागरिक राष्ट्र के साधनों व अवसरों में समान अधिकार रखते हैं व जिस प्रकार हमें अधिकार प्राप्त होते हैं उसी प्रकार राष्ट्र विकास में सक्रिय योगदान देना भी हमारा कर्तव्य होना चाहिए व विकास वह प्रक्रिया है जो घनात्मक परिवर्तन लाता है अथवा आर्थिक, सामाजिक, जनसंख्यिकीय व नैतिक घटकों में वृद्धि करता है व विकास के मुख्यतः पांच प्रकार होते हैं जो कि भौतिक, बौद्धिक, पर्यावरणीय, सामाजिक तथा नैतिक है व विकास सभी संभव है जब देश के सभी नागरिक चाहे वह पुरुष हो या महिला, दोनों ही स्वयं का सम्पूर्ण विकास करने में सक्षम हो व शिक्षा वह पुल है जिसने महिलाओं को विश्वता से साक्षरता की ओर अप्रसर किया है व किसी भी राष्ट्र की आय में प्राथमिक, द्वितीयक व तृतीयक क्षेत्र का योगदान होता है व हमारे देश में प्राथमिक क्षेत्र में तो महिलाओं का योगदान पाया जाता था लेकिन उनमें बढ़ती शिक्षा से द्वितीयक व तृतीयक क्षेत्र में भी उनका योगदान दिनोंदिन बढ़ता जा रहा है व प्रस्तुत पत्र में महिला साक्षरता, राष्ट्र विकास में उसका महत्व, महिला साक्षरता का महिला सशक्तिकरण में योगदान, महिला साक्षरता में आने वाली समस्याओं व उनका निराकरण तथा वर्तमान परिदृश्य में इसकी प्रासंगिकता को भारत के सन्दर्भ में विशेष रूप से बताया गया है तथा निष्कर्ष रूप में यह पाया है कि कितनी ही योजनाएँ एवं कार्यक्रम चला दिए जायें, लेकिन जब तक जनता का महिलाओं के प्रति व्यक्तार में बदलाव नहीं आया तथा जब तक महिलाएँ अपने लिए जागरूक नहीं होंगी, तब तक हम राष्ट्र विकास का यह जरूरी सोपान नहीं चढ़ पाएंगे।

भारत में पर्यावरण एवं हरित अर्थव्यवस्था

डॉ. नीरज कारगवाल

सहायक आचार्य-भूगोल, राजकीय महाविद्यालय बीबीरानी, अलवर

हरित अर्थव्यवस्था यानि ग्रीन इकोनॉमी में विकास के साथ पर्यावरण को भी संरक्षित रखा जाता है। हरित अर्थव्यवस्था में कार्बन के निम्नीकरण, संसाधन प्रबंधन कुशलता एवं सामाजिक रूप से समावेशी अर्थव्यवस्था पर जोर दिया जाता है। ग्रीन ग्रोथ में आर्थिक उन्नति और विकास के साथ में प्राकृतिक स्रोत बेहतर बने रहते हैं। सतत विकास के मुख्य लक्ष्य की प्राप्ति के लिए पर्यावरण संरक्षण और संसाधनों का संयोजित उपयोग आवश्यक है। वर्तमान समय में मानवता के समक्ष जलवायु परिवर्तन, जैव विविधता में कमी, आर्थिक एवं सामाजिक असमानता में वृद्धि जैसी अनेक अन्य गम्भीर चुनौतियाँ उत्पन्न हो रही हैं। ये वैश्विक संकट पृथक रूप में हल नहीं किए जा सकते हैं क्योंकि ये सभी परस्पर अंतर-सम्बन्धित हैं। हमारा आर्थिक तंत्र अभी इतना सक्षम नहीं है कि वह सामाजिक तथा पर्यावरणीय लक्ष्यों के मध्य संतुलन स्थापित कर सके। इन समस्याओं के समाधान के लिए नए आर्थिक दृष्टिकोण 'हरित अर्थव्यवस्था की अवधारणा' की आवश्यकता है। हरित अर्थव्यवस्था एक लचीली अर्थव्यवस्था है, जो पृथ्वी की पारिस्थितिक सीमाओं के भीतर सभी को समृद्धि और गुणवत्तायुक्त जीवन प्रदान करती है। यह पर्यावरणीय संतुलन एवं सतत विकास की अवधारणा के अनुरूप एवं अनुकूल है। अतः सामाजिक सहभागिता द्वारा पर्यावरणीय खतरों और पारिस्थितिकीय असंतुलन को कम करने के लिए ग्रीन इकोनॉमी को बढ़ावा देना आवश्यक है। भारत में विकास सम्बंधी परियोजनाओं, पहलों, पर्यावरणीय उत्पादों में वित्तीय निवेश तथा सतत विकास को प्रोत्साहित करने वाली नीतियों को हरित अर्थव्यवस्था संदर्भित करती है।

भारत में महिला सशक्तिकरण

डॉ. अशोक मूलवानी

सहायक आचार्य, राजनीतिशास्त्र, डॉ. भीमराव अम्बेडकर राजकीय स्नातकोत्तर महाविद्यालय, निम्बाहेड़ा।

पंडित जवाहर लाल नेहरू ने कहा था कि लोगों को जागृत करने के लिए महिलाओं का जागरूक होना जरूरी है, क्योंकि एक बार जब कोई महिला अपना कदम आगे बढ़ा देती है तो न सिर्फ उसका अपना परिवार आगे बढ़ता है, बल्कि गाँव, समाज और संपूर्ण राष्ट्र भी आगे बढ़ता है। भारत में महिलाओं को सशक्त करने के लिए सबसे पहले समाज में उनके अधिकारों व मूल्यों की रक्षा की जाकर उन्हें पतन के गर्त में धकेलने वाली कुप्रथाओं यथा दहेज प्रथा, अशिक्षा, लैंगिक असमानता, कन्या भ्रूण हत्या, वैश्यावृत्ति, घरेलू हिंसा एवं मानव तस्करी आदि का समाप्त किया जाना आवश्यक है। भारत में गत वर्षों में महिलाओं के प्रति जो हिंसा बढ़ी है, उसके बाद तत्कालीन सरकारों ने महिला सुरक्षा के मद्देनजर कठोर कानूनों का निर्माण किया है लेकिन दुःखद पहलू यह है कि इन कानूनों के क्रियान्वयन को लेकर जो कोटाही बरती गई है उसने इन कानूनों की जमीनी हकीकत को उजागर कर दिया है, जरूरत इस बात की है कि हम अपनी मानसिकता को बदलें और महिलाओं को सशक्त करने हेतु अपनी व्यक्तिगत जिम्मेदारी को समझे, तभी हमारा समाज और देश आगे बढ़ सकेगा।

वैलनेस एण्ड हैपीनेस कोशेंट इन युमन

डॉ. आरती शर्मा

सहायक आचार्य, एसएसजी पारीक स्नातकोत्तर शिक्षा महाविद्यालय, जयपुर

आप सन्धी इंटेलेजेंट कोशेंट यानी(IQ) और इमोशनल कोशेंट यानी (EQ) इत्यादि के विषय से सामान्य परिचित होंगे, इसी प्रकार आज हम महिलाओं में स्वास्थ्य और खुशी के कारक हैपीनेस कोशेंट को विषय में चर्चा करेंगे। हैपीनेस कोशेंट (HQ) एक

अवधारणा है जो प्रत्येक व्यक्ति द्वारा अपने जीवन में प्राप्त की गई खुशी की लगभग मात्रा को मापता है, एक प्रकार से इसे खुशी को मापने वाला पैमाना कह सकते हैं। यह किसी के भी हैपीनेस कोशेंट को बढ़ाने के लिए एक खाका प्रदान करता है, यह एक सकारात्मक दिमागी स्थान के निर्माण का वर्णन करके शुरू होता है जो खुशी को बढ़ाने वाली सकारात्मक भावनाओं का पोषण करता है। हैपीनेस कोशेंट एक ऐसा मॉडल है जो लोगों के लिए कई पहलुओं पर निष्पक्ष रूप से खुशी का आकलन करना आसान बनाता है। इन पहलुओं को सुख कारक कहा जाता है जो कि 7 बिंदुओं में वर्णित है और जब यह 7 बिंदु एक साथ मिलते हैं तो हैपीनेस कोशेंट बनाते हैं

महिला सशक्तिकरण

कुसुम लता टीलावत

शोधार्थी, वनस्थली विद्यापीठ, टोंक, निवाड़ी, जयपुर

महिला सशक्तिकरण से तात्पर्य महिलाओं की क्षमता से है। जिससे वे अपने जीवन से जुड़े प्रत्येक फैसले स्वयं ले सकती हैं तथा परिवार एवं समाज में अच्छी तरह से रह सकती हैं। शिक्षा महिला सशक्तिकरण के लिए महत्वपूर्ण भूमिका निभाती है शिक्षा का सशक्तिकरण प्रारूप आवश्यक है। महिलाएं एक देश की सांस्कृतिक, राजनीतिक, ग्रामिक, आर्थिक एवं सामाजिक जीवन में महत्वपूर्ण भूमिका निभाती हैं व सशक्तिकरण में शिक्षा की भूमिका केवल उनमें अधिगम का विकास नहीं करना है बल्कि उनमें जागरूकता विकसित करना, विभिन्न संरचनाओं का आलोचनात्मक विश्लेषण तथा सभी स्तरों पर सशक्तिकरण के लिए ज्ञान प्राप्त करना इसमें शामिल है। शिक्षा में केवल औपचारिक शिक्षा ही नहीं बल्कि कौशल प्रशिक्षण तथा कार्यात्मक साक्षरता भी शामिल होने चाहिए। महिलाओं के लिए प्रशिक्षण एवं कौशल विकास के लिए शिक्षा की सशक्त भूमिका को समाज के द्वारा स्वीकार किया गया है। अंततः हम कह सकते हैं कि शिक्षा महिलाओं को अधिक आत्मविश्वास से बनाते हैं तथा जो व्यक्ति उनका दमन करते हैं उन अधिकारियों या व्यक्तियों को चुनौती देने का सामना करने के योग्य बनाते हैं। शिक्षा महिलाओं को आत्मनिर्भर बनाने के लिए सशक्त करती है।

हरित ग्रह प्रभाव का पर्यावरण पर प्रभाव

डॉ. विक्रम सिंह

असिस्टेंट प्रोफेसर (भूगोल विभाग), एस्.एस.एस. पी.जी. कॉलेज जमवाचामगढ़, जयपुर

वायुमण्डल में गैसों के असन्तुलन से पृथ्वी द्वारा सूर्य की किरणों का अवशोषण अधिक मात्रा में होने लगता है। जिसके चलते पृथ्वी तेजी से गर्म होने लगी तथा उच्चतापन से जलवायु परिवर्तन हुआ है। जो हरित ग्रह प्रभाव का परिणाम है। हरित ग्रह प्रभाव वह प्रक्रिया है जिसमें पृथ्वी से टकराकर लौटने वाली सूर्य की किरणों को वातावरण में उपस्थित कुछ गैसों अवशोषित कर लेती है। परिणामस्वरूप पृथ्वी के तापमान में बढ़ोतरी होती है। हरित ग्रह प्रभावक गैसों में कार्बनडाई ऑक्साइड, मीथेन, क्लोरोफ्लोरो कार्बन, नाइट्रस ऑक्साइड तथा क्षोभमण्डलीय ओजोन आदि गैसों हैं। पर्यावरण में इनकी निरन्तर बढ़ती मात्रा से वैश्विक जलवायु परिवर्तन का खतरा दिनोंदिन बढ़ता जा रहा है। पृथ्वी की सतह का औसत तापमान 15 डिग्री सेल्सियस है। हरित ग्रह प्रभाव के ना होने पर जो तापमान होता यह उससे करीबन 33 डिग्री सेल्सियस अधिक है। इन गैसों के अभाव में पृथ्वी सतह का अधिकांश भाग .18 डिग्री सेल्सियस औसत तापमान जमा हुआ होता जो कि जीवन के लिए उपयुक्त नहीं होता।

जल ग्रहण विकास कार्यक्रम के उद्देश्य

डॉ. ललितेश जॉगिड़

प्रवक्ता-भूगोल

श्री रमेश चन्द कुमावत

प्रवक्ता-भूगोल

विशेषकर ग्रामीण क्षेत्र में मृत्ति, जल, एवं वन का बेहतर तथा उपयुक्त प्रबन्ध वर्तमान क्षेत्रीय पर्यावरणीय दशाओं के लिये एक बाध्यता बन चुका है। इसी को ध्यान में रखते हुए सरकार ने हनुमंथराव कमेटी का गठन करते हुए सभी क्षेत्र विशेष कार्यक्रमों को एकीकृत करते हुए जल ग्रहण विकास कार्यक्रम योजनाएँ तैयार का। जिसके प्रबन्धन का उद्देश्य मिट्टी तथा क्षेत्रीय उपलब्ध जल स्रोतों का क्षेत्रीय विकास हेतु अनुकूलतम/कुशल उपयोग करना है। जल ग्रहण विकास कार्यक्रमों को क्रियान्वित करते हुए निम्न उद्देश्य या उपलब्धियाँ प्राप्त करते हुए क्षेत्रीय विकास कि योजनाएँ तैयार करना होता है।

भारतीय समाज में युवाओं में बढ़ती नशा खोरी

डॉ. अम्बरजय वर्मा

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

भारत में ही नहीं वरन विश्व के सभी देशों में युवाओं में नशा खोरी बढ़ती जा रही है। नशे के लिए केवल शराब का ही प्रयोग नहीं किया जाता है। वरन् अन्य वस्तुएं जैसे अफीम, गांजा, मारिजुआना, मांग माजून, मारफीन, पैथोडिन आदि का भी सेवन किया जाता है। इन सब मादक पदार्थों एवं दवाओं का प्रयोग व्यक्ति आज ही नहीं कर रहा है। बल्कि हजारों वर्षों से व्यक्ति इनका सेवन कर रहा है। 8वीं एवं 9वीं सदी में नशीली वस्तुओं का निर्माण ईशान के रूप में किया जाता था। एवं आर्य लोग सोमरस का पान करते थे। वर्तमान में शराब

एवं नशीली दवाओं का प्रयोग सामाजिक एवं धार्मिक क्रीडात्मक उत्साह, त्यौहारों, अतिथि-सत्कार मित्र की विदाई विवाह के अवसर पर दुल्हन के लिए शुभ कामना प्रकट करने के लिए नामकरण करने एवं नववर्ष को मनाने आदि अवसरों पर किया जाता था। शराब और नशा केवल व्यक्ति के लिए ही नहीं वरन् उसके परिवार और व्यापक रूप से समाज के लिए भी हानिकारक होते हैं। विश्व स्वास्थ्य संगठन की एक विशेष कमेटी ने इसकी परिभाषा इस प्रकार दी है। नशे की आदत कमी-कमी या लगातार नशा करने से पड़ती है। जो व्यक्ति और समाज दोनों के लिए हानिकारक है। यह आदत बार-बार नशीली वस्तु खाने या पीने से बनती है। यह नशीली वस्तु प्राकृतिक रूप में (किसी पेड़ की पत्ती या फूल) हो सकती है। या बनाई हुई शराब इत्यादि हो सकती है। नशे की आदत व्यक्ति को मजबूर कर देती है। कि वह नशा करे इस लिये शराबी व्यक्ति किसी भी साधन से नशीली औषधि प्राप्त करने की कोशिश करते हैं। नशे में एक प्रवृत्ति यह भी होती है कि इसकी मात्रा लगातार बढ़ती जाती है।

महिलाओं के लिए प्लेगशिप योजनाएं—आईजीएम एसपी

अभिता कुमारी

शोधार्थी, राजस्थान विश्वविद्यालय, जयपुर

2010-11 में प्रसूता एवं स्तनपान कराने वाली माताओं के लिए प्रायोगिक आधार पर 52 जिलों में यह नई स्कीम शुरू की गई इससे अंतर्गत 19 वर्ष से अधिक आयु के गर्भवती महिलाओं को उनके पहले दो जीवित बच्चों के छह माह की आयु तक तीन किस्तों में रुपए 4000 की सहायता दी जाती है। इसका उद्देश्य गर्भावस्था के दौरान छुट्टी की वजह से होने वाली वेतन होने की प्रतिपूर्ति करना है ताकि उन्हें आर्थिक कारणों से गर्भावस्था के अंतिम दिनों तक अथवा उसके तुरंत बाद काम पर न जाना पड़े इस साथ ही मां और शिशु के स्वास्थ्य का भी ध्यान रखा जा सकता है। यह स्कीम देश 52 जिलों में चलाई जा रही है।

करीली जिले में रासायनिक उर्वरकों का बढ़ता उपयोग: एक भौगोलिक विश्लेषण

डॉ. दिनेश कुमार सिराधना

व्याख्याता भूगोल, सेठ आनंदीलाल पोद्दार रा.उ.मा. विद्यालय, भवानीमंड़ी, झालावाड़। (राज.)

किसी भी क्षेत्र में फसलों के औसत उत्पादन में कमी होने के प्रमुख कारणों में उस क्षेत्र की मृदा में पोषक तत्वों की अल्पता हो जाना भी अहम भूमिका रखता है, जिनकी पूर्ति विभिन्न प्रकार के उर्वरकों का उपयोग कर की जाती है। कृषि वैज्ञानिकों ने पौधों की वृद्धि एवं विकास के लिए अब तक लगभग 16 प्रमुख तत्वों को ज्ञात कर लिया है, जो कि पादप विकास के लिए आवश्यक हैं, उनमें कार्बन, हाइड्रोजन, पोटैश, नाइट्रोजन, फास्फोरस, ऑक्सीजन केल्टियम, मैग्नेशियम, गंधक, लोहा, मैगनीज, बोरान, ताम्बा, जस्ता क्लोरिन, आदि शामिल हैं। एक निश्चित क्षेत्र में नियमित फसलें पैदा करते रहने से मृमि की उर्वरा शक्ति क्षीण होती जाती है। जिसको बनाए रखने तथा वृद्धि करने हेतु खाद एवं उर्वरकों का उपयोग आवश्यक हो जाता है। अधिक उत्पादन देने वाले बीजों से अधिकतम लाभ तभी प्राप्त किया जा सकता है, जब उसमें उतम जल प्रवन्धन के साथ-साथ उर्वरकों का भी अनुकूलतम उपयोग किया जाता रहे। वास्तव में उर्वरक केवल सिंचित क्षेत्र में ही उत्पादन नहीं बढ़ाते है अपितु असिंचित क्षेत्र की फसलों के प्रति हैक्टियर उत्पादन की वृद्धि में भी सहायक रहते हैं। करीली जिला एक कृषि प्रधान अर्धव्यवस्था वाला क्षेत्र है और यहाँ की एक बड़ी आबादी कृषि सम्बन्धित कार्यों पर निर्भर है, लेकिन भौगोलिक दशाएँ जिनमें शुष्कता, अल्पवर्षा, वर्षा का असमान वितरण आदि ने सूखा व अकाल की पुनरावृत्ति को प्राप्त किया है। इसी प्रकार बढ़ती हुई जनसंख्या वृद्धि ने खाद्यान्नों की मांग अधिक कर दी है। इसलिए कृषि उत्पादकता को बढ़ाना आवश्यक है जो कि मृदा की अधिक उर्वरकता के अभाव में सम्भव नहीं है। अध्ययन क्षेत्र में कृषि में आधुनिकीकरण से सिंचाई के साधनों के उपयोग में वृद्धि के साथ-साथ खाद एवं उर्वरकों के अनुकूलतम उपयोग से फसल उत्पादकता में वृद्धि हुई है।

कृषि क्षेत्र में फसलों से स्वरोजगार के अवसर

गिरजा शंकर

शोधार्थी, पी.के. विश्वविद्यालय, करैरा शिवपुरी, मध्य प्रदेश

डॉ. चंद्रकांत अवस्थी

अर्थशास्त्र विभाग, पी.के. विश्वविद्यालय, करैरा शिवपुरी, मध्य प्रदेश

कृषि क्षेत्र से सम्बन्धित स्वरोजगार से आशय है कि भारत में जितनी भी फसलें होती हैं। उनसे ग्रामीण व भादरी आम आदमी किस्त प्रकार से स्वरोजगार उत्पन्न कर सकता है। स्वरोजगार यानि की स्वयं सक्षम होना चाहे वह छोटे स्तर में हो या बड़े स्तर पर हो स्वरोजगार अति आवश्यक है। भारत एक कृषि प्रधान देश है। कृषि से ही यहाँ के लोगो की आजीविका चलती है। भारतीय अर्थव्यवस्था में कृषि का एक अहम योगदान रहा है देश की लगभग 65 प्रति त से भी अधिक ग्रामीण परिवार कृषि से अपना जीवनयापन कर रहे हैं। देश दुनिया में दुध दाल जूट जैसे उत्पादन का पहला स्थान है दूसरे स्थान पर थायलैण्ड, गन्ना मूंगफली सब्जियाँ फल कपास में स्थान है। बुन्देलखण्ड क्षेत्र की प्रमुख फसले-गेहूँ, चना, मटर, मूंगफली, गन्ना, जौ, बाजरा, मक्का, दाले-मूंग, अरहर, उड़द, मसूर सब्जियाँ-टमाटर, बैंगन, धनिया, मिर्च, लौकी, मैथी, भालजम, आदि। इन फसलो के उत्पादन से स्वरोजगार प्राप्त किया जा सकता सरकार इनको सही तरीके से उत्पन्न करने के लिए कई योजनाओं का लागू किया है। भारत देश की उन्नति और खुाहाली का रास्ता ग्रामीण क्षेत्र से जाता है भारत में आज भी लगभग 65 प्रति त जनसंख्या रोजगार कृषि के माध्यम से उपलब्ध होता है। पिछले कुछ वर्षों में भारतीय कृषि उत्पादन के क्षेत्र में अहम योगदान दिया है लेकिन मौसम और कीमत के झटकों के बावजूद उत्पादन को बढ़ाने का प्रयास लगातार जारी रहा है प्रारंभिक व आधुनिक

तकनीकों और कृषि उपकरणों की मौजूदगी के बावजूद खासतौर पर तंग हाल छोटे किसान और उनका लाभ सही से नहीं उठा पा रहे हैं वे घाटे की खेती करते हुए ऐसे दुश्चक्र में फंसे हुए कि ज्ञान और कौशल से वंचित रह जाते हैं इसलिए कृषि में उत्पादन बढ़ाने से फसलों के द्वारा किसानों की समता गुणवत्ता एवं तकनीक का प्रयोग को बढ़ाने का प्रयास किया जा रहा है जिससे कि फसलों की उत्पादकता एवं उत्पादन क्षमता तेजी से वृद्धि हो सके फसलों से हमें प्राप्त स्वरोजगार मिले कृषि फसलों पर आधारित स्वरोजगार प्राप्ता हो सके कृषक चाहे यह ग्रामीण हो या शहरी हो अपनी फसलों से उत्पादन बढ़ाने का कार्य पूर्ण कर सके और स्वरोजगार में तेजी से वृद्धि हो सके।

महिलाओं के साथ वेदभाव : हिंसा और उनकी प्रारिथिति

वीरेन्द्र प्रसाद यादव

शोधार्थी, पी0के0 विश्वविद्यालय, करैरा, शिवपुरी, म.प्र.

प्रो. (डॉ.) महालक्ष्मी जौहरी

समाजशास्त्र विभाग, पी0के0 विश्वविद्यालय, करैरा, शिवपुरी, म.प्र.

भारतीय समाज में कन्या जन्म को एक पुरोबत, एक अभिशाप माना जाता है तो इसके पीछे कई सामाजिक कुरीतियाँ और श्रातियाँ जिम्मेदार है। हमारा समाज पुरुष प्रधान है और यहाँ किसी लड़की को पालना-पोसना अपेक्षाकृत कुछ मुँ कल मरा होता है। हमारे यहाँ वहेज की परम्परा ने इतना विकराल रूप ले लिया है कि लोग कन्या का जन्म होने पर ही धरबा जाते हैं। कृषि भारतीय समाज पुरुष प्रधान और पितृसत्तात्मक है इसलिए बेटे को वंश चलाने वाला माना जाता है इसलिए प्रत्येक परिवार पुत्र जन्म को बरीयता देता है। यही कारण है कि बुबुर्ग लोग नवविवाहिताओं को पुत्रवती होने का ही आशीर्वाद देते हैं। हमारा समाज जो स्त्रियों के प्रति सर्वथा उपराम था, अब उन प्रश्नों पर बड़े गौर से विचार करने लगा है। स्त्रियों के बंधनों को काट देने के लिए अब चारों तरफ से आवाजें आने लगी हैं। प्रत्येक पढ़ा-लिखा आदमी स्त्रियों की आजादी के हक में सोचने लगा है। गरीब घरों के लोग भी लड़कियों को पढ़ाने लगे हैं। स्त्रियों की हमारे समाज में अब तक जो स्थिति रही है, उसके विरुद्ध प्रबल प्रतिक्रिया हो रही है और यह प्रतिक्रिया ऐसे आंधी के वेग से हो रही है कि पुराने विचारों को जड़ से उखाड़ फेंके दे रही है।

राष्ट्रीय कैबेट कोर-महिला सशक्तिकरण में सक्रिय योगदानकर्ता

रजनी जादीन

शोधार्थी, शिक्षा विभाग, राजस्थान विश्वविद्यालय, जयपुर

डॉ. श्रद्धा सिंह चौहान

शोध निर्देशिका एवं असिस्टेन्ट प्रोफेसर, श्री अग्रसेन स्नातकोत्तर शिक्षा महाविद्यालय, जामखोली, जयपुर

वर्तमान समय में महिला सशक्तिकरण वैश्विक पटल पर एक चुनौती के रूप में उभरता सामाजिक मुद्दा है। महिला सशक्तिकरण महिलाओं की गरिमा को संरक्षित तथा सुरक्षित रखने की शक्ति प्रदान करता है। यह एक वाक्यांश सम्पूर्ण सृष्टि की जननी शक्ति को और अधिक बल प्रदान करने का कार्य करता है। इससे महिलाओं की सामाजिक, राजनैतिक, आर्थिक तथा संवेगात्मक स्थिति और अधिक सुदृढ होती है। वे अपने जीवन से सम्बन्धित निर्णय ले सकती हैं। समाज, परिवार तथा स्वयं में उनके वास्तविक अधिकारों को प्राप्त करने के लिए उन्हें राजनैतिक, सामाजिक, आर्थिक तथा पारिवारिक आधार प्रदान करना ही महिला सशक्तिकरण है। शिक्षा का बढ़ता प्रयोग तथा तकनीकी ज्ञान इस आधार को बल प्रदान करता है। भारतीय इतिहास प्राचीन काल से ही महिलाओं के अधिकारों के प्रति जागरूक रहा है। प्रश्न वेदो की रचना का हो या राज्यकार्य संभालने का महिलाओं ने हमेशा कुशल नेतृत्व का परिचय दिया है। मार्गी, अपाला, मैत्रेयी, घोषा, सिकता, रत्नावती तथा विश्वआरा आदि प्रमुख उदाहरण वर्तमान समय में भी प्रेरणा स्रोत है। वर्तमान शिक्षा व्यवस्था भी महिलाओं को विशेष अवसर प्रदान करती है। भारतीय संविधान के अनु. 39 (घ) में सगान वेतन की अवधारणा महिलाओं को आर्थिक रूप से सशक्तिकरण प्रदान करती है।

वैवाहिक स्थिति में नारी शोषण: समाजशास्त्रीय अध्ययन

डॉ. नीना कुमारी

समाजशास्त्र विभाग, एस.एस.जी. पारिक पीजी महिला महाविद्यालय, जयपुर

कहा जाता है कि जहाँ नारी की पूजा होती है वहीं देवता रमण करते हैं। यह पति के लिए चरित्र, संतान के लिए ममता, समाज के लिए शील और विश्व के लिए करुणा संजोने वाली महाकृति है। एक गुणवान स्त्री कौटुंबिक शांति को भी सुवासित कर देती है और निर्वन से निर्वन परिवार को भी स्वयं बना देती है। वर्तमान भारतीय समाज का राजनैतिक नारा है 'बेटी बचाओ, बेटी पढ़ाओ'। मगर सामाजिक - सांस्कृतिक आकांक्षा है 'आदर्श बहू'। वैसे भारतीय शहरी मध्य वर्ग को 'बेटी नहीं चाहिए', मगर बेटीयों हैं तो को किसी भी तरह की बाहरी (यौन) हिंसा से एकदम 'सुरक्षित' रहनी चाहिए। हालांकि रिश्तों की किसी भी छत के नीचे, स्त्रियाँ पूर्ण रूप से सुरक्षित नहीं हैं। यौन हिंसा, हत्या, आत्महत्या, वहेज प्रताड़ना और तेजाबी हमले लगातार बढ़ते जा रहे हैं। विवाह को मुस्लिम वैयक्तिक विवाह कानूनों में एक कानूनी समझौता मात्र माना जाता है ये कानूनी समझौता कमी भी समाप्त किया जा सकता है। इसमें विवाह को कहीं पर भी संस्कार नहीं माना गया है जैसा कि हिन्दू विवाह अधिनियम में माना गया है कानूनी समझौता मूल रूप से अस्थायी प्रकृति का होता है जब कि संस्कार दो आत्माओं का मिलन माना गया है और ये जन्म - जन्मान्तर तक चलने वाला सम्बन्ध है इसको

किरी तरह से निमाने की प्रवृत्ति हिन्दू समाज में वर्षों तक चलती रही है पर अब अनेक बाहरी प्रभावों के कारण इसमें परिवर्तन आता जा रहा है अब न तो ये रिश्ता पूर्ण रूप से स्थायी प्रकृति का ही रह गया है और न ही यह पूर्ण रूप से संस्कारित ही रह गया है स्थायी प्रकृति और संस्कारित प्रकृति का उलाहना देते हुए महिलाओं का ज्यादातर कर्मी - कर्मार पुरुष का भी शोषण होता आया है। ज्यादातर महिलाओं का ही शोषण होता आया है परन्तु बदलते परिवेश और सशक्तिकरण ने मनोदशा को काफी परिवर्तित कर दिया है। धारा - 375 का एक मात्र अपवाद यह है कि पत्नी अगर 15- वर्ष से कम उम्र की नहीं है तो पति द्वारा अपनी पत्नी से किया जाने वाला संभोग बलात्कार नहीं है। गर्भवती होने , महावारी जारी होने या अस्वस्थता की स्थिति में पत्नी से उसकी गर्जो अथवा सहमति से सम्भोग का अधिकार सिर्फ उसके पति को है , पत्नी की व्यक्तिगत इच्छा का कोई अर्थ नहीं। पति जब चाहे पत्नी से अपनी काम पिपासा की तुष्टि कर सकता है। पुरुष को प्राप्त यह अधिकार निश्चय ही अमानवीय और पार्श्विक है।

CAPACITY BUILDING OF TEACHERS BY SPIRITUALITY

Praggya Jangir

Research Scholar, S.S.G. Pareek PG College, Jaipur Rajasthan India

Spirituality is an inevitable part of Education and also it is a necessity of teachers to know their capacity. Key element of a successful implementation in education system, are teachers. Our education system should provide the teachers an opportunity to rebuild their capacity to better knowledge and not just by providing them a year or months in service training. We must include the spiritual enhancement of the teachers in the education procedure. If the teachers are spiritually elevated they would be of great asset to students for understanding the real meaning of education and knowledge. Spiritually elevated teachers can enhance the wisdom of our students. Mentally and Spiritually fit teachers can explore and utilise their full potential. They can inculcate ethics and values in their student. Spirituality helps teachers to overcome their stress and provide them a sense of tranquility. Spirituality helps us to understand process and propose of life. Spiritual development brings growth in our mind, body and soul which helps teachers to identify their strengths and weaknesses. A weak and spiritually undernourished mind is a hindrance to know one's capacity. Teachings must incorporate values, morals and self-awareness. Spirituality helps us to understand compassion, forgiveness, patience and the truth and teachers must hold these characteristics to develop positive energies. Teachers can resolve their social, emotional, personal and professional problems. Spirituality should be an inseparable element in our education system so to keep our teachers in an equilibrium and harmonious state. Spirituality is important for strengthening and updating our teachers' skills in these fast changing times. As the light is essential for our eyes for vision likewise spirituality is essential for capacity building of teachers.

EFFECT OF THE FIVE-STEP LEARNING CYCLE MODEL ON STUDENT'S UNDERSTANDING

Dr. Kalpana Pareek

Professor, S.S.G. Pareek PG College of Education, Banipark, Jaipur

This study explores the effectiveness of the 5-step learning cycle model on students' understanding related to SHM. 103 students (53 experimental group and 50 in the control group) are taken as sample. The research is an experimental research design that is based on pre and post-test. Students' answers were analyzed based on qualitative and quantitative. First, the student's responses were analyzed by determining the number of students, who possess sound understanding, partial understanding and alternative ideas of concepts. According to pre-test and post-test results, it was observed that most of the students shifted their level of understanding from alternative conception to partial or sound understanding. In the second the student is analyzed quantitatively and compared with the students' mean score of the group. It was also found that the students understand most of the concepts except the concept of amplitude and frequency. The 5-e step learning cycle model is better than the conventional method.

GIRL EMPOWERMENT IN INDIA FROM THE PERSPECTIVE OF THE RICKSHAW GIRL BY MITALI PERKINS.

Janet Maria Rodrigues

Doctoral Research Scholar, Srinivas University, Mangalore, India

Kusuma D'sa

Professor, Srinivas University, Mangalore, India

Empowerment is required for every girl to be self-sufficient and successful in her work. An empowered girl possesses the ability, knowledge, talent, and self-assurance required to gain the independence and mobility she requires to successfully navigate her life in the home and in society as a mother, sister, wife, and daughter. Girl empowerment is critical to the development of our country. It is necessary for the development of society and

the economy. It has benefited a variety of disciplines in India, including medicine, defense, science, and technology. Girl empowerment has been ignored for a long time in India due to a variety of reasons, such as gender inequality, the narrow-mindedness of macho society, the restrictions placed on women's duties, the distance between homes and schools, and others. Without the empowerment of a girl child, development in India will remain a distant dream. The empowerment of females in India has been significantly influenced by a large number of Indian women writers. By exposing the patterns that connect today's women, particularly those relating to female education and the indomitable spirit of Indian girls, they have challenged society with their analytical works. In this study, The Indian author of young adult literature Mithali Perkins, as well as her short story The Rickshaw girl, is examined in this study in light of the value she places on girls' empowerment.

THIRD-GENDERS AND THEIR PERSPECTIVES ON EDUCATION

Kabita Pareek

Research Scholar, Department of Education, University of Rajasthan

Dr. Kalpana Pareek

Professor and Supervisor, S.S.G. Pareek PG College of Education

In 21st century there are many aspects of gender. But basically, we divided the term 'gender' in three main categories- male, female and third-gender. In India, total population of transgender is around 4.88 lakh as per 2011 census report. But one thought that surprise to us and makes us to think more and more that 'where do these peoples are comes from?', because, hardly any of us would have ever heard a parent saying that 'My child is a third or trans gender'. And also with it, hardly we can see third-gender students or teacher or doctor or lawyer or any other reputed position of them. While in our country more than 4.9 lakh people belong to the third-gender category. Through these article researchers try to explain two things-Firstly: They try to briefly describe the meaning of gender and also appearance of third-gender. Secondly: Third-genders perspectives about their life and also their education.

NEP 2020 – A NEW PARADIGM SHIFT IN TEACHER EDUCATION

Prof. (Dr.) Kalpana Pareek

SSG Pareek P.G.College of Education

Mr. Ravindranath Sanam

Research Scholar & Assistant Professor, MANUU – College of Teacher Education, Asansol

It is rightly said "Teaching is the one profession that creates all other professions". Teacher Education main aim is to produce capable and efficient teachers. Teacher education programs giving training in behavioral aspects and also in pedagogy. With this training, behavioral aspects like perception, appreciation, attitudes, value orientation and motivation also focused. Teacher education programs are changing their shape from ancient time to present time to make the quality teachers for the society. So, different aspects developing in teacher education are changing time to time to meet the challenges of the world. Teaching is the oldest and prominent professions of the world. So Teachers play a vital role in this process to change their roles to cater the society in various aspects. Technology plays a crucial role in this process and also modern teachers need to know the up to date changes of the world. Various aspects related to the present teacher educational programs which are going on are also discussed in this paper. The proposed NEP 2020 is providing some necessary changes which are changing the scenario of teacher education. The possibility of implementing the teacher education programs suggested by the new education policy on various levels, results after implementation of the new policy are discussed. What are the new aspects to be incorporated regarding the duration, pedagogical and non-pedagogical aspects recommended in new education policy. How their impact on the society either positive or negative and challenges in the way implementing the newly suggested teacher education programs of new education policy. Some suggestions/solutions are also mentioned in this paper.

TECHNICAL SESSION - IV

(Information Technology & Applied Sciences)

CHAIRPERSON



PROF. (DR.) ANIL MEHTA

Professor
Management & Legal Studies
Banasthali University, Vanasthali

ADDITIONAL CHAIRPERSONS



PROF. (DR.) ANURAG SHARMA

Director
Center for Entrepreneurship & Skill Development
University of Rajasthan, Jaipur



PROF. (DR.) KRISHNA GUPTA

Director, Infonet Centre
University of Rajasthan, Jaipur



DR. MUDIT GUPTA

Principal, LBS PG College, Jaipur
Convenor, BOS Chemistry
University of Rajasthan, Jaipur

KEYNOTE SPEAKERS



DR. O.P. GUSAI

Associate Professor, Motilal Nehru College
University of Delhi, Delhi



DR. SARIKA SHARMA

Motilal Nehru College
University of Delhi, Delhi



DR. NEETU KACHHWAHA

Department of Zoology
University of Rajasthan, Jaipur

INNOVATIVE E-HRM TRENDS IN IT BUSINESSES

Mrs. Nehal Choudhary

Research Scholar, Department of Management Studies, Jai Narain Vyas University, Jodhpur, Rajasthan

Mrs. Rinkusha Gehlot

Research Supervisor, Department of Management Studies, Jai Narain Vyas University, Jodhpur, Rajasthan

There has been a big change in how human resources are managed because of web-based applications and technologies. This is because, with the help of e-HRM systems, basic HR tasks have been automated. This makes the HR department of an organisation look more like a website than a person. e-HRM is also used by businesses in India, mostly in the IT industry. So, this study was done to talk about the different innovative e-HRM practices that IT companies use. There are a lot of e-HRM practices, like e-training, e-learning, e-selection, e-performance management, and e-compensation. Both in India and outside of India, the literature was looked at for ideas. In India, data was found on websites of IT companies, like Tech Mahindra and Wipro. These websites were secondary sources. All these companies use e-HRM software to run their HR departments. These apps include Ultimatix from TCS, Sparsh from InfoSys, Twingo from Tech Mahindra, My HCL from HCL, and People Soft from Wipro.

A RESEARCH ON ORDINARY DIFFERENTIAL EQUATIONS AND OPERATORS: ANALYTICAL APPROACH

Mrs. Pratibha Negi

Assistant Professor, Department of Mathematics, SSG Pareek PG Girls College, Jaipur

Ordinary differential equations assume an essential half within the displaying of some true procedures. To confirm dependable outcomes, show set up and examination should record for uncertainty furthermore as variability within the model data. The proliferation of uncertainty and variability through the model parts and their impact on the yield is contemplated by affectability examination.

REHABILITATING THE STORY FOR THE PHYSICS IN THE PHOTO ELECTRIC EFFECT

Mr. Omprakash Yadav

Assistant Professor, Department of Physics, SSG Pareek PG Girls College, Jaipur

The photoelectric impact is usually used because the introductory subject matter for the examine of quantum physics. However, there are numerous signs that a few academic substances and methods to the subject comprise deficiencies or even real errors. A most important element of education is the historic and clinical history for the photoelectric impact. In this paper, I define the important thing factors of the records of the invention of the photoelectric impact, of Einstein's light-quantum principle, and of the last recognition of the principle which can be vital for growing sound academic substances.

SECURE DATA SHARING SYSTEM USING CLOUD

Mr. Aakash Sahay

MCA, Department of Computer Applications, Dayananda Sagar University, Bangalore, India

Mr. Dhanush S

MCA, Department of Computer Applications, Dayananda Sagar University, Bangalore, India

Dr. G Sandhya Madhuri

Assistant Professor, Department of Computer Applications, Dayananda Sagar University, India

Now-a-days a lot of information is passing by internet. Hence the security of information has become an essential issue. Cryptography is the well-known practice to secure data over network. Steganography is a technique used to hide the message in digital media. The elliptical curve cryptography is more secure than the current cryptography models. Securing data encryption and decryption using Cryptography and

Steganography techniques. Due to recent developments in stego analysis, providing security to personal contents, messages, or digital images using steganography has become difficult. By using stego analysis, one can easily reveal existence of hidden information in carrier files. This project introduces a novel steganographic approach for communication between two private parties. The approach introduced in this project makes use of both steganographic as well as cryptographic techniques. In Cryptography we are using RSA. In Steganography we are using Image Steganography for hiding the data. And we also use Mutual Authentication process to satisfy all services in Cryptography i.e., Access Control, Confidentiality, Integrity, Authentication. In this way we can maintain the data more securely. Since we use RSA algorithm for securing the data and again on this we perform Steganography to hide the data in an image. Such that any other person in the network cannot access the data present in the network. Only the sender and receiver can retrieve the message from the data.

BIOLOGICAL ACTIVITY OF VARIOUS SUBSTITUTED BENZOTHAZOLE DERIVATIVES

Mahesh Kumar Gupta

Research Scholar, Department of Chemistry, Bhagwant University, Ajmer, Rajasthan

Dr. Priyanka Mathur

Bhagwant University, Ajmer, Rajasthan

The attractiveness of heterocyclic compounds in medicinal chemistry has increased significantly in past few decades as they have been proven to be highly active for a number of purposes. More specifically the benzothiazole – containing heterocyclic compounds have shown great promise in the pharmaceutical chemistry. Benzothiazole derivatives encompass an attractive heterocyclic class that exhibits exciting medicinal properties. The applicability of these heterocyclic structures includes positron emission tomography probes for monitoring Alzheimer's disease progression. The products were evaluated for their anti-inflammatory and analgesic activities. Structure of the basis of HNMR and Mass spectral data. The anti-microbial activity of these compounds' way evaluated by disc diffusion method. These derivatives are known to possess anthelmintic, antidiabetic, antitubercular, antiulcer, antitumor, antioxidant, analgesic.

BIOPESTICIDES: IN SUSTAINABLE AGRICULTURE

Dr. Ruby Singh Pamar

Associate Professor, Department of Botany, S.S.G Pareek PG Girls college, Jaipur

Use of Pesticides increases some of environmental concerns. Over 98% of sprayed pesticides and 95% of herbicides attain a vacation spot apart from their goal species along with non goal species, air, water, soil. According to the WHO the growing nations reveal in 3 million poisoning and 18000 deaths every 12 months from unwell impact of insecticides. Pesticides adversely have an effect on human fitness and inflicting deadly disease- most cancers, hypertension, excessive blood pressure, neurological disorders, beginning defects, fetal death, neuro-developmental disorders. A very stunning instance of the aforesaid may be visible within the numerous villages of Punjab. Poor most cancers affected person of Punjab are compelled to visit Bikaner, in Rajasthan for his or her treatment. Surprisingly, maximum of them are farmers who're in direct touch with the insecticides. According to the National Cancer Registry programme, out of 424cancer affected person from Bhatinda district, 328 have been being dealt with at Bikaner. The trouble is so critical that the educate among Muktsar and Bikaner is called the Cancer educate many of the neighborhood people. So it's miles the want of the hour that we transfer to a few exclusive techniques for pest control. Bio insecticides appear a higher choice on this situation. Bio insecticides are derived from herbal cloth like animals, plants, bacteria, and sure minerals. Extracts of garlic, mint, neem, papaya, calotropis, argemone, turmeric etc. had been discovered powerful as bio insecticides. Examples of bio insecticides are pyrethrins (pyrethrum), eugenol (clove oil), azadirachtin (neem), and plenty of more. Azadirachtin a limonoides produced with the aid of using the neem is a effective insect anti-feedent and boom regulator. It is powerful in controlling the system of metamorphosis because the bugs byskip from larva to pupa to adult. It

is efficiently used to manipulate white flies aphids, caterpillars and others. Bio insecticides are bio degradable, much less toxic, eco pleasant and a have to for a healthful and sustainable environment.

ROLE OF ARTIFICIAL INTELLIGENCE IN FINANCE

Monika Sharma

Research Scholar, Amity Business School, Amity University, Jaipur, Rajasthan, India

In financial management, the best part is that, an organization can adjust its AI powered solutions by writing unique algorithms built for specified tasks. When credits come to decision management, AI can also be applied. To establish such implementation, the officials from the officers to the junior employees should go from all the levels of organization. Artificial Intelligence has now become a clear trend in the current market. Now it is being implemented in different areas. The financial institutes apply artificial intelligence in various innovative ways. Apart from this, a study indicated that by 2035, the economy of 20 countries will double and will bounce in productivity. Living is the financial service industry by the super storm. Most of now a day of every financial sector is using AI to take advantage of the benefits of saving time, lowering costs and linking values. Recently, 7 most top and major American commercial banks have made the strategic technological progress by finding AI applications to consumers, improve performance and increase revenue. We cannot refuse the fact that AI has completely changed the financial sector. Everyone is now going toward the folk automation system for every work. AI has changed the banking sector to a large extent. AI has helped the banking sector by providing services like smart wallet, personal banking services, voice assisted banking, underwriting, data-operated AI applications, customer support etc. Banking and financial sector Also, it will also have a positive effect on its competitiveness.

IMPACT OF CLIMATE CHANGE ON AGRICULTURE AND FOOD SUPPLY

Dr. Gambhir Singh Chauhan

Department of Chemistry, D. A. V (PG) College Dehradun, Uttarakhand

Climate change is one of the most defining concerns of today's world and has greatly reshaped or in process of altering earth's ecosystems. Although climate change has been a constant process on earth, but in recent times, approximately last 100 years or so, the pace of this variation has increased manifolds. Due to the anthropogenic activities the average temperature has risen by 0.9 °C since nineteenth century, mainly due to greenhouse gas (GHG) emissions in the atmosphere. As per estimates this rise is expected to be 1.5 °C by 2050 or may be even more, the way deforestation is occurring, GHG emission is increasing and soil, water bodies and air are being polluted. The unprecedented hike in temperature has resulted in increased events of droughts, floods, irregular patterns of precipitation, heat waves and other extreme Climate change is very likely to affect food security at the global, regional, and local level. Climate change can disrupt food availability, reduce access to food, and affect food quality. For example, projected increases in temperatures, changes in precipitation patterns, changes in extreme weather events, and reductions in water availability may all result in reduced agricultural productivity. Increases in the frequency and severity extreme weather events can also interrupt food delivery, and resulting spikes in food prices after extreme events are expected to be more frequent in the future. Increasing temperatures can contribute to spoilage and contamination. The effects of climate change on agriculture can result in lower crop yields and nutritional quality due to drought, heat waves and flooding as well as increases in pests and plant diseases. The effects are unevenly distributed across the world and are caused by changes in temperature, precipitation and atmospheric carbon dioxide levels due to global climate change Agriculture contributes towards climate change through greenhouse gas emissions and by the conversion of non-agricultural land such as forests into agricultural land. In 2019 the IPCC reported that 13%-21% of anthropogenic greenhouse gasses came specifically from the Agriculture, Forestry, and Other Land Uses Sector (AFOLU). Emissions from agriculture of nitrous oxide, methane and carbon dioxide make up to half of the greenhouse-gases produced by the overall food industry, or 80% of agricultural emissions. Animal husbandry is a major source of greenhouse gas emissions.

WASTE WATER TREATMENT: CURRENT SCENARIO IN INDIA

Dr. Chanchal Karadia

Assistant Professor, Department of Chemistry, BBD Government College, Chimanpura, Jaipur, Rajasthan

Water, food and energy securities are emerging as increasingly important and vital issues for India and the world. Due to the simultaneous effects of agricultural growth, industrialization and urbanization current and future fresh water demand could be met by enhancing water use efficiency and demand management. Thus, wastewater/low quality water is emerging as potential source for demand management after essential treatment. Waste water is generated after the use of freshwater, raw water, drinking water or saline water in variety of deliberate applications or processes. Wastewater is used water from any combination of domestic, industrial, commercial or agricultural activities, surface runoff/ storm water and any sewer inflow or sewer infiltration. Generally wastewater is use for domestic or sewerage water. The water effluent from the treatment plants, often, not suitable for household purpose and reuse of the waste water is mostly restricted to agricultural and industrial purposes. However, there are higher risk associated to human health and the environment on use of wastewater especially in developing countries, where rarely the wastewater is treated and large volumes of untreated wastewater are being used in agriculture. Today, increasing population, urbanization and modernity have encouraged the use of water, day by day the amount of unusable water coming out from homes, factories etc is increasing. In view of the paucity of potable useful water, it has become necessary to convert the waste water into useful water. This will not only reduce the scarcity of water, but also the damage caused to the environment by dirty, smells and chemical-laden water can be avoided.

IMPACT OF MODERN TECHNOLOGY IN TEACHING & LEARNING

Dr. (CA) Megha Sharma

Assistant Professor, Department of Finance, Thakur Institute of Management Studies & Research (TIMSR), Mumbai

God gave us technology as a gift. It is possibly the greatest gift that God has given us after life itself. It is the source of all cultures, as well as the arts and sciences. We now live in a very different world because of technology. It has changed many aspects of life and redefined what it means to live. Technology unquestionably has a significant impact on all aspects of life. Technology allows for the automation of numerous manual chores. A lot of difficult and important activities can also be completed more easily and effectively with the aid of contemporary technology. Living has changed, and for the better, as a result of the application of technology. Education has undergone a transformation thanks to technology. It is impossible to overstate the value of technology in education. In fact, the introduction of computers into the classroom has made it simpler for both professors to convey knowledge and learners to learn it. The usage of technology has increased the fun factor of teaching and learning.

SYNTHESIS AND CHARACTERIZATION OF ZINC OXIDE MODIFIED CELLULOSE AND ITS PHOTOCATALYTIC APPLICATIONS

Deepthi Sharma

Assistant Professor, Department of Zoology, S.S.G. Pareek PG Girls College Jaipur, Rajasthan, India

Prakash Chand Sharma

Assistant Professor, Department of Zoology, S.P.C. Government College Ajmer, Rajasthan, India

One of the major problems of water scarcity is the pollution of water, caused by effluents of textile, paper, lather, food, plastic and electroplating industries. In textile industries, the synthetic organic dyes are extensively used for dyeing cotton and polyester fabrics due to their high solubility and large colouring values. The presence of these non-bio-degradable dyes was a matter of grave concern to all. Several methods like coagulation, flocculation or ozonation, oxidation, electrochemical precipitation, membrane separation and ultra-filtration have been utilized to remove these harmful pollutants from the effluents. However, these methods are not preferred because of their high cost. In contrast, adsorption and photo-catalytic technique were found to be versatile and

widely used methods because of the simplicity and cost effective nature [1] [2]. The focus of present investigation is to develop an adsorbent material with photocatalytic activity. Therefore, we have synthesised zinc oxide (ZnO) nanoparticles modified cellulose. Cellulose fibers were extracted from sugarcane bagasse and further modified with ZnO nanoparticles prepared in-situ from oxime modified Zn precursor. Modified cellulose fibers were characterized by X-ray diffraction (XRD), scanning electron microscope (SEM) and energy dispersive X-ray EDX analyses. The modification of cellulose with ZnO NPs has been done in different molar ratios. Degradation of methylene blue dye was tested in simulated water with ZnO modified cellulose under visible light. Samples were taken at various intervals and photo-catalytic activity was measured by UV-vis absorption spectroscopy. The results suggest that the zinc oxide modified cellulose act as a good adsorbent with photo-catalytic properties.

DISEASES PREDICTION THROUGH ANDROID APPLICATION

Deepika Nayak

II MCA, Department of Computer Applications, Dayananda Sagar University, Bengaluru, Karnataka

Pavithra. K

Assistant Professor, Department of Computer Applications, Dayananda Sagar University, Bengaluru, Karnataka

Disease Prediction using Machine Learning is the system that is used to predict the diseases from the symptoms which are given by the patients or any user. The system processes the symptoms provided by the user as input and gives the output as the probability of the disease. Naïve Bayes classifier is used in the prediction of the disease which is a supervised machine learning algorithm. The probability of the disease is calculated by the Naïve Bayes algorithm. With an increase in biomedical and healthcare data, accurate analysis of medical data benefits early disease detection and patient care. By using linear regression and decision tree we are predicting diseases like Diabetes, Malaria, Jaundice, Dengue, and Tuberculosis. Disease Prediction using Machine Learning is the system that is used to predict the diseases from the symptoms which are given by the patients or any user. The system processes the symptoms provided by the user as input and gives the output as the probability of the disease. Naïve Bayes classifier is used in the prediction of the disease which is a supervised machine learning algorithm. The probability of the disease is calculated by the Naïve Bayes algorithm. With an increase in biomedical and healthcare data, accurate analysis of medical data benefits early disease detection and patient care. By using linear regression and decision tree we are predicting diseases like Diabetes, Malaria, Jaundice, Dengue, and Tuberculosis.

RECENT CHANGES IN BUSINESS AND MANAGEMENT BY INFORMATION TECHNOLOGY

Mr. Sunil Kumar

Assistant Professor in Commerce, Pt. CLS Government College, Kamal

One important tool to survive in the competitive edge is to change according to the time. Every business organization survives in the society. The environment of the society effects by the various factors. If any business organization wants to survive in the long run then it must adjust itself according to the changing environment. Now the service sector business has become more important instead of goods business. So the management of service business has become more important. In few years ago the service business run by their own pattern but now the customers demand to run the business by their own expectations. Today's consumers affected more by information technology. The e-banking, e-business, e-marketing and e-supplying has become popular in every type of business organization. So the need arise to manage the service organization more effective way. The management of service organization can be made in effective with the help of the information and communication technology. By using this type of technology any service organization will be able to increase their value among the customers and can meet the expectations of the target customers.

ANTIDIABETIC ACTIVITY OF SUBSTITUTED BENZOTHAZOLE DERIVATIVE

Uday Suryawanshi

Research Scholar, Department of Chemistry, Bhagwant University, Ajmer, Rajasthan

Dr. Priyanka Mathur

Bhagwant University, Ajmer, Rajasthan

Benzothiazole is widely found in bio-organic and medicinal chemistry with application in drug discovery. It has higher potency and significant biological activities. Diabetes is major health concern for world hence there is a need to search for this disease. Symptoms are frequent urination, lethargy, excessive thirst and hunger. For treatment changes in diet, oral hypoglycemic and in certain cases daily injection of insulin is needed. The chloro and bromo substitutions of benzothiazole derivative are favourable for antidiabetic activity. Benzothiazole possess antidiabetic property and further exploitation of benzothiazole may offer choice of antidiabetic drug. Benzothiazole derive have extensively studied and found to have diverse chemical reactivity and broad spectrum of activity. Due to these biological activities, the synthesis of benzothiazole is a considerable area of research.

A COMPARATIVE STUDY IN PUBLIC AND PRIVATE EDUCATION SECTOR

Shalu Pareek

Assistant Professor (Computer Science), S.S.G. Pareek PG Girls College, Jaipur

This paper compares private organisations' growth, size, resources, standards, and operating procedures to those of public organisations. Excellent education is the main focus in private schools. It refers to more than just educational objectives or the teaching and learning process; it also refers to learning outcomes and exam preparation. When students participate actively in their learning programme, learning results become significant or joyful. The fastest-growing segment of higher education today is private schools and universities, and facts show that the public sector is in decline while the private sector continues to rise. India's private universities and schools have developed a national and international reputation. The research revealed that private schools and universities offered higher-quality education than did public ones.

PROSPECTS AND CHALLENGES IN ONLINE EDUCATION

Reetu Gupta

Research Scholar, University of Rajasthan, Jaipur

Technology has become an integral part of our education system with the introduction of new-age digital platforms enhancing the academic landscape in India. Considering the rapid change in technology, inevitable changes in education sector are going to happen. With a comprehensive literature review, in this paper, the research scholar has identified key factors which will boost online education in India. She has identified internet penetration, low cost of online education, ease of doing course, initiative by government, employer's recognition and bridging gap are the key factors for the growth of online education. There are certain factors which are creating a hindrance in the growth which include insufficient digital infrastructure, credibility and language used in online education. With the increase in number of internet users in India, the paper also looks into what opportunities are there in future in education sector.

COBALT COMPLEXES AS ANTIVIRAL AND ANTIBACTERIAL AGENTS

Rakhi Methi

Research Scholar, Department of Chemistry, Bhagwant University, Ajmer, Rajasthan

Dr. Priyanka Mathur

Bhagwant University, Ajmer, Rajasthan

Metal ion complexes are playing an increasing role in the development of antimicrobials. Metals have been used in the treatment of diseases of human since ancient times. Complexes containing cobalt,

lithium, iron, calcium, copper, zinc have all been used in medicine. More recently cobalt complexes-based ligand complexes have been found to possess both antiviral and antibacterial activities. The antibacterial properties of cobalt complexes have appeared in the literature, with Co(II) complexes being the most studied, presumably due to their igneous stability, availability and ease of synthesis. In general, it does not appear that Co complexes are toxic at moderate levels of exposure although some adverse effects of kidney function were reported. Cobalt is generally not considered to be very toxic element. Most toxicity studies have been concerned with Co(II) metal ions, surgical implants or cobalt metal dust, with one notable example of cobalt-induced mortality from drinking large quantities of beer that contained cobalt chloride or cobalt sulfate as foam stabilizer.

NUCLEAR MAGNETIC RESONANCE SPECTROSCOPY

Ms. Apurva Gupta

Assistant Professor, Department of Chemistry, SSG Pareek PG Girls College, Jaipur

Nuclear magnetic resonance (NMR) spectroscopy is an analytical technique used to identify and quantify chemical compounds. NMR spectroscopy first revolutionized organic chemistry and became indispensable tool for the structure elucidation of small soluble molecules. NMR can provide information on the 2-dimensional, 3-dimensional structure of small molecules in solution, high-molecular-weight complexes and the details of enzyme that can be used to aid in drug design. Therefore, this review is aimed at providing a general overview of the main principles, types of this technique and the advantages and disadvantages of NMR spectroscopy.

AGRICULTURE AND CLIMATE CHANGE

Pooja Pareek

Assistant Professor in EAFM, Government Shakambar PG College, Sambher Lake, Jaipur, Rajasthan

Climate change affects the social and environmental determinants of health – clean air, safe drinking water, sufficient food and secure shelter. Between 2030 and 2050, climate change is expected to cause approximately 250 000 additional deaths per year, from malnutrition, malaria, diarrhoea and heat stress. The direct damage costs to health (i.e. excluding costs in health-determining sectors such as agriculture and water and sanitation), is estimated to be between USD 2-4 billion/year by 2030. Areas with weak health infrastructure – mostly in developing countries – will be the least able to cope without assistance to prepare and respond. Reducing emissions of greenhouse gases through better transport, food and energy-use choices can result in improved health, particularly through reduced air pollution. Although it is unequivocal that climate change affects human health, it remains challenging to accurately estimate the scale and impact of many climate-sensitive health risks. However, scientific advances progressively allow us to attribute an increase in morbidity and mortality to human-induced warming, and more accurately determine the risks and scale of these health threats. In the short- to medium-term, the health impacts of climate change will be determined mainly by the vulnerability of populations, their resilience to the current rate of climate change and the extent and pace of adaptation. In the longer-term, the effects will increasingly depend on the extent to which transformational action is taken now to reduce emissions and avoid the breaching of dangerous temperature thresholds and potential irreversible tipping points.

SYNTHESIS OF BENZOTHAZOLE DERIVATIVES AND PHARMACOLOGICAL ACTIVITIES OF BENZOTHAZOLE DERIVATIVE

Neeraj Kumar

Research Scholar, Department of Chemistry, Bhagwant University, Ajmer, Rajasthan

Dr. Priyanka Mathur

Bhagwant University, Ajmer, Rajasthan

Heterocyclic chemistry plays a very important role in medicinal chemistry as well as in organic chemistry. Most of the drug molecule

formed and possess therapeutic activity due to the heterocyclic scaffold. Benzothiazole can serve as a unique and versatile moiety for experimental drug design. Benzothiazole and its derivatives are essential chemical compound with tremendous application in research area especially in synthetic as well as in pharmaceutical chemistry, its derivatives were found to be possessing and exhibiting a wide range of astounding medicinal properties some of them being anticancer antimicrobial, antidiabetic, anticonvulsant, anti-inflammatory, antiviral, antitubercular, anthelmintic and antifungal, anti-malarial, BT demonstrates such a wide spectrum of activity it for sure is very important for drug development.

IMPACT OF 2-AMINO BENZOTHAZOLE ON HUMAN HEALTH

Vijay Tambe

Research Scholar, Department of Chemistry, Bhagwant University, Ajmer, Rajasthan

Dr. Priyanka Mathur

Bhagwant University, Ajmer, Rajasthan

General benzothiazole structure is an important scaffold for drug development and corresponding derivatives have been extensively studied for pharmacological application. Benzothiazole are bicyclic ring system with multiple application. 2-Amino benzothiazole (ABT) derivatives are widely used as antimicrobial agents, and the activity of these compound varies the substituents on the ring vary. A number of 2-aminobenzothiazoles were intensively studied as central muscle relaxants. Amino benzothiazole (ABT) was incorporated in the backbone along with the chain extender as an antimicrobial agent. A series of some novel 2-amino benzothiazole derivative were evaluated for anti-inflammatory activity. BTA shows many biological activities like antitumor, antimicrobial and ant analgesic. The characterization of synthesized compound was done by elemental and spectral analysis. The antifungal activity of the synthesized compound was evaluated by disc diffusion method.

A STUDY ON THE DIGITAL BANKING UNIT: THE PAPERLESS BRANCH

Siddharth Derashri

Principal, Bhartendu College, Pali, Rajasthan

From barter systems to banking systems continuously upgrade themselves for the betterment of their efficiency and effectiveness. Banking and technology are relatively associated and have changed over the period. In this field of evaluation, a new concept of DBU means Digital Banking Unit is introduced by Finance Minister Sitharaman. Digital banking unit A digital banking unit is an innovative, customer-centric approach to banking that utilizes cutting-edge technology to provide customers with a faster, more convenient experience. It encompasses a range of digital channels such as mobile banking apps, digital banking websites, and automated customer service. Although the advantage of the Digital Banking Unit is very large but still with various limitations of security, awareness, and scalability which the author wants to address. It's simply a micro branch which gives a facility of 24 hours without bank person needed. Digital banking units are designed to streamline and enhance banking operations, allowing customers to manage their accounts, make payments, and transfer money with ease. They offer several features, including a secure, real-time view of customer accounts, and the ability to transfer funds from one account to another. Additionally, digital banking units are designed to be cost-effective, with lower costs associated with the implementation and maintenance of the technology. This paper gives insight into various advantages and challenges in the present scenario.

BIOTECHNOLOGY FOR SUSTAINABLE DEVELOPMENT IN PLANTS

Shweta Sharma

Assistant Professor - Botany, SSG Pareek PG College of Education

Emerging biotechnologies based on new scientific discoveries, offer novel approaches for striking a balance between developmental needs and environmental conservation. Biotechnology contributes a significant role to fulfill the desired nutritional requirement of the blasting population of the world. Various biotechnology techniques and strategies are being useful for sustainable development in plants like de-novo

domestication, genome editing, transgenic, RNA interference, odm, transgrafting etc. Modern advances in agricultural application of modern biotechnology show a significant potential of agricultural biotechnology to contribute to sustainable gain in agriculture productivity enhancing food security in developing countries.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN SIMPLIFYING THE LIFE IN VARIOUS FIELDS

Harshil Sharma

Student, SKIT, Jaipur

Artificial Intelligence is the most popular concept used in science and technology these days. When we think about Artificial Intelligence, first thing that comes to our mind are robots. But in reality, it has entered our routine lives in many ways. Machine Learning is a subfield of Artificial Intelligence. AI is a bigger concept to create intelligent machines that can simulate human thinking capability and behavior. Artificial Intelligence provides robots with adequate vision and motion control to better understand the environment and act accordingly. Nowadays, Artificial Intelligence is working in every field which is easing the work of human beings. The main applications of AI are voice assistant and face identification such as Siri, OK Google and face recognition kinds of techniques.

SUSTAINABLE DEVELOPMENT – AN ATTEMPT TO SAVE FUTURE

Prof. (Dr) Sudhir Rawat

HOD Zoology, Government Degree College, Kasganj, U.P.

Dr. Anjana Vashishtha Rawat

HOD English, Studies and Language, K A PG College, Kasganj, UP

A humid into the world climate has changed the weather of almost all localities and areas. Climate system has changed in such a way that it is warming it by 1°C every year. This includes the allocation & precipitation on surface of the earth, the frequency, severity & distribution of blizzards throughout entire earth, nature of thermal regimes, especially excessive heat & excessive cold. The change in human activities throughout the worldwide environment will undoubtedly change the activities of natural large-scale oscillatory aspect into Climatic method. Climate plays a very important role in our life, although we will imagine that world's climate change may be an underlying reason for interregional & worldwide environmental disputes. There are various changes in the weather and such changes are increasing very frequently. Climate change generally has a physical consequence upon the entire earth system. An oversized physical impact may need small effect: on the contrary a tiny low physical effect should have an awfully large impact. The latest studies have shown that the per capita carbon emission rates of such insufficient developing nations are gradually increasing upwards. In the perception of growth, the contribution of developing countries like India or China, have been examined by the world. The predictive increase & financial growth of such countries shall result focus of carbon radiation & influences of the developing countries as a bunch will rapidly shift the contribution to other countries. In such radiation, perspectives & position of India as a developing economy and more especially as a part of overall world is important to be calculated. This all makes a barrier in the development of the country during a consistent and sustained manner. Hence the foremost need of the country is to make sure that a joint effort shall be made to prevent global climate change.

डिजिटल युग में साइबर घेतना एक दृष्टि

कैलाश चन्द्र मीना

सहायक आचार्य, व्यावसायिक प्रशासन, स्व. राजेश पायलट राजकीय स्नातकोत्तर महाविद्यालय, बाँदीकुड़, दौरा

आधुनिक युग में जैसे-जैसे तकनीक विकास हो रहा है वैसे-वैसे साइबर अपराध भी बढ़ते जा रहे हैं। कभी मोबाइल पर लॉटरी-बोनस का मैसेज भेजकर तो कभी सरकारी योजना के तहत मुफ्त सामान वितरण का लालच देकर साइबर अपराधी लोगों को अपना शिकार बना रहे हैं। सरकारी आँकड़ों में भले ही साइबर अपराध के मामले तीन वर्षों में घटे हों, लेकिन असल में हालात परेशान करने वाले हैं। साइबर अपराध के पिछले 30 माह में ही 4.79 लाख मोबाइल कनेक्शन का इस्तेमाल हुआ। चिंताजनक बात यह है कि शुरुआती 24 माह में तो केवल 79 हजार कनेक्शन पकड़े गए, जबकि मौजूदा वित्तीय वर्ष के 8 माह में ही 4 लाख

कनेक्शन बंद करवाए गए हैं। प्रदेश में पिछले पाँच साल में 141.40 करोड़ रुपये की साइबर उगी हुई है। इसमें से केवल 13.53 करोड़ रुपये की रिकवरी हुई। यह राशि भी उन पीड़ितों को ही मिली, जो जागरूक रहे। अब जरूरत है सावधान रहने की।

परीक्षा के लिए आई.सी.टी. उपकरण और मूल्यांकन

डॉ. नंजू शर्मा

असिस्टेंट प्रोफेसर, श्री अग्रसेन स्नातकोत्तर महाविद्यालय, जामडोली, जयपुर

कृष्णा कुमारी

शोधार्थी (शिक्षा विभाग) राजस्थान विश्वविद्यालय, जयपुर

सूचना एवं संचार प्रौद्योगिकी (क) एक व्यापक क्षेत्र है, जिसमें सूचना के संचार के लिए हर तरह की प्रौद्योगिकी समाहित है। यह यो प्रौद्योगिकी है, जो कि सूचना के संचालन एवं सूचना के प्रसारण की सुविधा प्रदान करता है। यह लेख शिक्षा में परीक्षा एवं मूल्यांकन में आई.सी.टी. की भूमिका को केन्द्रित कर रहा है। शिक्षा के अवसरों को विस्तृत करने तथा शिक्षा की गुणवत्ता को बढ़ाने में आई.सी.टी. एक प्रभावशाली साधन है। शिक्षा की बढ़ती मांग को पूरा करने तथा छात्रों की शैक्षिक आवश्यकताओं की पूर्ति में आई.सी.टी. अत्यधिक महत्वपूर्ण है।

मूल्यांकन प्रक्रिया में आईसीटी की भूमिका

इन्दू पारीक

सहायक आचार्य, एस.एस.जी. पारीक स्नातकोत्तर शिक्षा महाविद्यालय बनीपार्क जयपुर।

आधुनिक युग विज्ञान एवं टेक्नोलॉजी का युग है। वैज्ञानिक आविष्कारों ने मानव जीवन के हर क्षेत्र के कार्य को प्रभावित किया। टेक्नोलॉजी ने प्रत्येक क्षेत्र में अपनी जगह बना ली है। इसके प्रभाव से शिक्षा भी अछूती नहीं रही है। आज शिक्षा के क्षेत्र ज्ञान की नवीन शखाओं का विकास हो रहा है। इस ज्ञान को आत्मसात करने ज्ञान का संचय, प्रसार, वृद्धि एवं सम्भोग के लिए विकसित तकनीकों के ज्ञान एवं उपयोग की आवश्यकता है। इस कमी की पूर्ति केवल इनफोरमेशन एंड कम्युनिकेशन टेक्नोलॉजी द्वारा ही संभव है।

वैश्विक महामारी के संदर्भ में ऑनलाइन शिक्षा की भूमिका

रेहाना उस्मानी

शोधार्थी, जैन विश्व भारती संस्थान लॉडनू, जिला - नागौर

डॉ. गिरीधर भोजक

निर्देशक एवं सहायक आचार्य, शिक्षा विभाग जैन विश्व भारती संस्थान, लाडनू, जिला - नागौर

वर्तमान वैश्विक संकट कोविड-19 या कोरोना महामारी ने मानव जीवन के हर पक्ष को प्रभावित किया है। शिक्षा भी मानव जीवन का एक ऐसा पक्ष है जहाँ इसका व्यापक असर देखने को मिला है। भारत एवं राज्य सरकारों द्वारा कोविड-19 की रोकथाम के लिए देश भर के लगभग सभी विद्यालयों, कॉलेजों एवं विश्वविद्यालयों एवं अन्य शैक्षिक संस्थानों को बंद कर दिया गया। देशव्यापी लॉकडाउन के नदूनजर सरकार ने शिक्षा व्यवस्था को कायम रखने के लिए ऑनलाइन कक्षाएँ चलाने का आदेश जारी कर दिया, क्योंकि ऑनलाइन शिक्षा प्रणाली को अपनाया ही एकमात्र विकल्प रह गया था। इस कठिन परिस्थिति में राष्ट्रीय स्तर पर विद्यालयों, कॉलेजों और विश्वविद्यालयों ने उत्तम समस्या को अवसर मानते हुए गूगल क्लासरूम, गूगल मीट, यूट्यूब, फाट्सएप आदि को ऑनलाइन शिक्षा के माध्यम के लिए वैकल्पिक रूप से अपना लिया गया। शिक्षण संस्थान शिक्षा व्यवस्था को सुचारु रूप से चलाने के लिए कटिबद्ध हैं। शिक्षक अपनी पूर्ण समता और दक्षता का परिय देते हुए ऑनलाइन शिक्षण एवं मूल्यांकन कार्य कर रहे हैं। इस लेख में ऑनलाइन शिक्षा की बढ़ती भूमिका उसकी विशेषताओं पर प्रकाश डाला गया है। कोरोना के दौर में शिक्षण गतिविधियों पर एक तरह का विराम लग गया था, लेकिन इसके बावजूद ऑनलाइन शिक्षण ने नए रास्ते खोले हैं। परिणामस्वरूप शिक्षा अब तेजी से ई-शिक्षा व ऑनलाइन शिक्षा की ओर अग्रसर है। ऑनलाइन शिक्षा में अपने स्थान या घर बैठे इंटरनेट व अन्य संचार माध्यमों (स्काइप, फाट्सएप ग्रुप, गूगल मीट, वर्चुअल क्लासरूम एवं जूम विडियो कॉल इत्यादि) द्वारा देश के किसी भी कोने या प्रांत से विद्यार्थी पढ़ सकते हैं। ऑनलाइन शिक्षा ने लॉकडाउन में चल रही इस मुश्किल को आसान कर दिया है। शिक्षक अब बच्चों को घर से ऑनलाइन पढ़ा रहे हैं ताकि उनकी शिक्षा में बाधा ना पड़े। संयुक्त राष्ट्र संघ (2020) के महासचिव ने कहा कि कोविड-19 महामारी शिक्षा में बाधा के रूप में अब तक का सबसे बड़ा कारण बना है जिसने विश्व स्तर पर 1.6 बिलियन विद्यार्थियों को प्रभावित किया। लगभग 23.8 मिलियन विद्यार्थी आर्थिक मंदी के कारण अगले वर्ष विद्यालय नहीं जा पाये। ऑनलाइन शिक्षा को बढ़ावा देने के लिए सरकार ने विभिन्न ई-लर्निंग कार्यक्रमों का समर्थन किया है। इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय भारत सरकार इसे बढ़ावा देने के लिए सक्रिय रूप से उपकरण और तकनीक विकसित करने पर बल एवं ई-शिक्षा पर केन्द्रित शोध एवं अनुसंधान परियोजनाओं को प्रोत्साहित कर रहा है। ऑनलाइन शिक्षा के प्रसार हेतु सरकार के निम्नलिखित स्तरों पर प्रयास तेज किए गये जैसे :- दीक्षा, स्वयं, स्वप्ना, राष्ट्रीय डिजिटल लाइब्रेरी, स्पोकन ट्यूटोरियल, शिक्षा के लिए निःशुल्क और ओपन सोर्स सॉफ्टवेयर, वर्चुअल लैब, ई-यंत्र आदि। ऑनलाइन शिक्षण को सामाजिक परिस्थिति को ऊपर उठाने हेतु सहायक है। ई-शिक्षा इंटरनेट और कंप्यूटर कौशल का ज्ञान विकसित करती है, जो विद्यार्थियों को अपने जीवन और करियर के क्षेत्र में आगे बढ़ने में मदद करेगी। कोरोना विभाग जैसी महामारी और महंगी होती शिक्षा व्यवस्था को देखते हुए कहा जा सकता है कि ऑनलाइन शिक्षण का भविष्य बेहतर ही होगा।

ENVIRONMENTAL TECHNOLOGIES AFFECTING GREEN GROWTH
Archana Sharma

Department of Chemistry, SSG Pareek PG College, Jaipur

Charu Gupta

Department of Chemistry, SSG Pareek PG College, Jaipur

Ritu Khandelwal

Department of Chemistry, SSG Pareek PG College, Jaipur

Deepshikha Sharma

Department of Chemistry, SSG Pareek PG College, Jaipur

Green growth is the new revolutionary development paradigm that sustains economic growth while at the same time ensuring climatic and environmental health issues. Although environmental technologies play a fundamental role in green growth, further investigations are required to understand whether and how environmental technologies affect green growth. Besides, energy consumption also deteriorates green growth through the use of fossil fuels. Ultimately, the inverse impact of environmental factors on energy consumption and the rapidly increasing burden of ENTs (Environmental taxes) appear. Therefore, this study explores the role of environmental technologies in green growth by controlling renewable and non-renewable energy consumption for BRICS countries. Empirical results show that environmental-related technologies positively contribute to green growth. Results also confirm that renewable energy promotes green growth, but non-renewable energy is detrimental to green growth.

EXPLORING THE USE OF PORTER'S FRAMEWORK IN RETAIL BANKING THROUGH COMPETITIVE STRATEGIES IN RETAILING
Anuradha Rathi

 Research Scholar, School of Commerce, HNBGU- (A Central) University
 Srinagar Garhwal (Uttarakhand)

Prof Puneet Saxena

Professor, D.A.V (PG) College, Dehradun (Uttarakhand)

The goal of this study is to create a framework for competitive bank strategy. In order to determine the fundamental components of competitive advantages that maximising profits to acquire in this industry area, managers of retail banking channels were questioned. This is a qualitative study research that gathered information from questionnaires given to 15 managers and 15 customers during an interview on Porter's competitive strategies at banks. The primary aspects of consumers' impressions of retail banks were examined in a second study based on customer interviews. Both analyses and evaluations for competitive advantage appear to be in favour in retail banks.

A STUDY ON RURAL MARKETING AND ITS INNOVATIONS
Dr. Deeksha Chandawat

Assistant Professor, SSG Pareek PG College, Jaipur

Dr. Ati Jain

Assistant Professor, SSG Pareek PG College, Jaipur

Mrs. Megha Sharma

Assistant Professor, SSG Pareek PG College, Jaipur

The Indian rural market has a massive demand base and offers great opportunities to marketers. Due to the diversity of India's rural consumers, the rural market offers a variety of opportunities and obstacles. 74.5 crore people make up the rural market, and this is what attracts marketers to this sector. Rural consumers must be understood by marketing corporations if they want to reach this market. As rural buyers' growth, literacy, and awareness levels rise and they want value for their money, there is a shift emerging from urban to rural marketing. When addressing consumer needs, marketers must build a relationship with them and engage in activities to better understand the rural population. The technique for marketing to rural markets has seen numerous improvements in recent years. This paper seeks to comprehend these developments and strategies as well as the rural Indian market. The future of rural marketing and development in rural areas looks bright for the growth of rural economies and a better life for the people who live therein. The paper attempts to highlight the impact of many projects, both government and private, such as ITC's echaupal, Coca Cola, Asian paints, Philips etc. and retail hubs such as Kisan Sansar (Tata), Haryali Kisan Bazar (DMC), and how they have changed the rules of the marketing game in rural India. The current most up-to-date research examined that the rural market offers marketers a great prospect, with the promise of a higher standard of living for the people who live in these rural areas.

CAPACITY BUILDING FOR TEACHERS AND ADMINISTRATORS
Gixy Joon

Research Scholar IIS (Deemed to be University), Jaipur

No prize for guessing how much the world around has changed. Homo sapiens have altered the environment they live in drastically. Today, we live in a technology-driven world. A nation's progress is not measured by how much land she has conquered but by how much progress she has made in the field of science & technology; and where they stand in the human development index. Post-independence, India has made a huge stride in educating her masses which came out of a thousand-year slavery.

A STUDY OF HYBRID WORK MODEL IN INDIAN COMPANIES : OPPORTUNITIES AND CHALLENGES
Dr. Rashmi R. Patel

Sir K. P. College of Commerce. Surat

The pandemic situation in India have changed the old conservative formal idea of workplace . New post – pandemic work model have been evolved and are accepted by many companies in India. It is now for sure that some of the arrangements during the pandemic are going to stay for ever in workplace. One of them is Hybrid work models. Hybrid work models are not found similar in all companies it depends all upon requirement and technical support available in the company. This paper focusses on study of present scenario of hybrid work model in businesses in Indian companies and the challenges the management faces as well as future better prospects of this model. The study is based on secondary data and observation collected from different sources. This study will be useful to researchers, students and others engaged in human resource activities in different firms.

EFFECTS AND AFTER-EFFECTS OF COVID-19 ON RAJASTHAN TOURISM AND PEOPLE LINKED
Dr. Neelam Joshi

 Associate Professor, Department of Geography, Government Girls College
 Ajmer

Welcome to Our Land, "Padharo Mahrey Des" It invites you to discover its extravagant splendor and unparalleled grandeur. One of the most well-liked and enjoyed travel options is Rajasthan Tourism, a journey into the opulent past of India's royal aristocracy. A true relic of the Thar Desert's royal, elegant, flamboyant, and heartwarming past, it promises more than you could ever imagine! This state, enchanted by the Aravalli Mountains, is home to magnificent palaces, guarded by majestic forts, and promises a fascinating experience to visitors. No matter where you go in the state, the royal splendor and appeal of Rajasthan will warm you up and fill your vacation with its enchanting charm. Whether you're a leisure traveler, a newlywed couple, a history buff, a thrill seeker, or a culture enthusiast.

ROLE OF PROTEIN DURING PREGNANCY IN MEWAR AND ARAWALLI ZONE OF RAJASTHAN: A COMPARATIVE STUDY
Dr. Smita Kulshrestha

Associate Professor, Apex University Mansarovar, Jaipur

Essentially, protein is the building block of life for humans. Proteins are essential constituents of protoplasm, muscles, tissues and vital body fluids like blood and also form part of a few other important functions in the body including production of enzymes, hormones and antibodies to defend the body against infection. Since a developing baby depends on his mother's diet for all of his nutritional needs, the expectant mother must eat a nourishing diet to support healthy growth and development of her baby. Protein is one of several essential nutritional requirements during pregnancy for the adequate bone and muscle development. Therefore the present study discusses the intake of protein by pregnant women and consequences of protein deficiency on mother and neonate. The sample comprised of 100 pregnant women each from two zones (Arawalli and Mewar) of Rajasthan. The data was collected through questionnaire and interviews were also conducted regarding the daily diet taken by pregnant women. Results indicated that the protein intake was directly related to birth weight of neonate. Women who consumed the recommended amount of protein during pregnancy had a higher birth weight babies than those whom did not consume and also they suffered from various health issues during pregnancy such as oedema, repeated infections, weakness, anaemia etc. Further recommendations were given to increase protein intake through locally available food and diet plan was suggested to pregnant women.

A STUDY ON THE FACTORS DETERMINING GREEN CONSUMPTION
Dr. Manita Matharu

Assistant Professor, Amity University, Sector 125, Noida, UP, India

It is essential, for both environmental and economic reasons, to be familiar with ecologically sustainable purchasing habits. The purpose of this research is to investigate the factors that influence consumer adoption of green products including consumer adoption of technologies that are marketed as green (eco-innovations). This study develops a comprehensive conceptual framework of consumer behavioral intentions in green consumption. This study contributes to the current body of knowledge by incorporating the environmental concern perspective of consumers, about the adoption of green consumption. Our findings will enable managers and future academics to appreciate how environmentally conscious consumer attitudes may be fostered through sustainable consumption practices. In addition, they will assist firms in recognizing potential prospects, innovations, and other benefits derived from adhering to green or sustainable consumption habits.

IMPACT OF FOREIGN DIRECT INVESTMENT ON ECONOMIC GROWTH IN INDIA
Dr. Lovenita Sankhala

Guest Faculty, Department of Business Finance & Economics, Faculty of Commerce and Management Studies, Jai Narain Vyas University, Jodhpur

The present research aims to the impact of foreign direct investment on economic growth and development on the Indian economy. The foreign direct investment has established with more deep rooted and long term impact on the economic growth of India. With the representative of globalisation, developing countries especially in Asia, the last two decades have seen a huge progress in FDI inflows. Even though India is a late entrant to the FDI scene compared to other East Asian countries, its considerable market potential and a liberal policy regime have retained its attractiveness as a favorable destination for foreign investors. The objective of this research paper is to examine the impact of FDI on the Indian economy, especially after two decades of economic reforms, analyze the global competition for FDI and the challenges to position itself favorably. The paper concludes that while FDI is necessary for the economy, FDI is more important for the economy and is therefore called an "engine of growth".

BIODIVERSITY CONSERVATION AND ECOTOURISM
Dr. Yogita Tyagi

Department of Botany, S.S.G. Pareek P.G. College, Jaipur, Rajasthan

Biodiversity is the life insurance of life itself because the quality of life of present and future generation is dependent on conserving biological diversity and using natural resources sustainably. Depletion of biodiversity is a serious concern for survival of human being and climate change is a major factor for depletion of biodiversity. Climate change is a serious global environmental issue and poses a threat and challenge to mankind. The climate change not only effect economic activities, but also makes adverse effect on biological diversity. Climate change arises due to the increasing concentration of greenhouse gases in the atmosphere, deforestation etc. The emission of carbon dioxide is still increasing by at an alarming rate of 3 percent each year and it is the main reason of irreversible climate change. Conservation of Biodiversity is a serious concern for today's Societies. The decrease of biodiversity in an ecosystem or in a order frequently threatens its health. Calculate approximately of the figure of species at present living on soil choice broadly, mostly because most living species are microorganisms and small invertebrates, but the majority estimates go down between 5 million and 30 million species. Around 1.75 million species have been formally described and specified taxonomic names. The quantity of under scribed species is certainly a great deal higher, though, now one assembly of animals without help, the insects, may account for an implausible 50 million species.

MARKETING PRACTICES IN E-COMMERCE
Dr. Krati Saxena

Assistant Professor (BADM), S.S Jain Subodh P.G Mahila Mahavidyalaya, Jaipur, Rajasthan, India

The growth of internet and Web has drastically changed the way business is conducted in India. The robust growth of e-commerce has sculptured new formats of conducting online business deals and so, the marketing strategies applied in the traditional slipup and mortar formats cannot be applied in the online marketing terrain. There's a need to study how the marketing terrain has changed in the last decade in India, how it has evolved, developed and enabled new business openings. The E-commerce deals are

conducted through different models – B2C, B2B and C2C. The top most challenge moment by thee-marketers is to elect the most suitable model that would grease them to grow their online consumer base. The study will hence, estimate as to which of the online models can be espoused to attract and increase the online presence. Moment E-commerce has come a veritably important element of business strategy, planning and profitable development in the arising global frugality. It's one of the popular aspects of spreading business on a large scale. E-commerce coupled with the applicable strategy and policy approach can enable a small and medium scale enterprise to contend with large and capital-rich businesses. Moment the consumers are well connected through the colorful digital platforms and are getting told by the community and the society; this is reflected with the exponential growth and fashionability of colorful social media platforms. Engagement with online social networking spots is proving to be a decreasingly important communication and creative exertion encyclopedically. The social media platforms like Facebook, Twitter have a great influence on shaping the preferences of the online consumers. The study will thereby examine the part and impact of these spots on generating implicit online business.

GREEN MARKETING, ENVIRONMENTAL ACCOUNTING, LAW AND SUSTAINABLE DEVELOPMENT
Dr. Sushil Verma

Assistant Professor (ABST), Department of Commerce, SSG Pareek PG College, Jaipur

Green marketing refers to selling products or services by highlighting their environmental benefits. Few people call it eco-marketing or environmental marketing and consumers recognize such brands by terms like "organic," "eco-friendly," "recyclable," or "sustainable". The world is becoming very crucial in concern of environmental matters. Environmental accounting is treated as the recent phenomenon that is connected with environmental eco-system and environmental information. Environmental accounting is a vital management tool for the conservation and sustainability of world environment, as environment and natural resources are very much affected by socio-economic development, so they must be regarded as economic assets and therefore incorporated into an accounting system and law that will facilitate sound, effective and sustainable management of these resources. The major Goals of green marketing are to implementing sustainable business practices, demonstrating social responsibility, reducing expenses like packaging, transportation, energy/water usage, etc. and demonstrating how safe and mindful products or services are the concept of green marketing appeared as the after-effect of humans' negative impact on our planet. Sustainability has become a term that put in all aspects of life. Ecology and sustainability are present today in all aspects of life, including in accounting for modern business organizations. The progress of society and industry leads to significant problems for the safeguarding of environment and ecological conditions of life. Therefore, it is the question of what people, companies and regulatory bodies can do to preserve the environment in the present but also in the future. One of such systems of measurement and recording of environmental protection, indexing, organization and management of data, the provision of environmental information through physical or monetary indicators is an environmental accounting system. The primary and main aim of this study is to point out how environmental marketing, green Accounting and law could contribute and ensure sustainable development so it is a explanatory study which has investigated about the environmental accounting and sustainable development from the available literature.

SHAKUNTALA: REDEFINED, FORGOTTEN OR MISINTERPRETED?
Ms. Shruti Pareek

Research Scholar, Department of English, Shyam University, Dausa & Assistant Professor, Department of English, Shri Digamber Jain Acharya Sanskrit College, Sanganer, Jaipur

"Abhijnanashakuntalam" written by great ancient Indian poet Kalidasa is one of the most famous literary works in the Sanskrit literature. It is the best play in the Sanskrit literature. Kalidasa has adopted the story of Shakuntala from the epic Mahabharata. But he added much to the epic tale of Shakuntala with a new dignity. But his use of the original story is remarkably microscopic and ornate with beautiful details. The development of the story reaches to its end in the same way as it described in the epic Mahabharata. Kalidasa made the story more appealing to the audience adding some new element in it. The play is a journey full of ups and downs and twists and turns. In a way, it is a view of life and a vision of love. Kalidasa projected Shakuntala as a submissive little lady, swayed by a string of misfortunes, Vyasa depicted her as a strong and independent woman with a mind of her own. It is this fiery woman that Patel resurrects for us in his debut novel, Shakuntala: The Woman

Wronged. Hindu mythological stories have seen drastic shift in the hands of different authors. "Whenever I asked the question: 'Who is the author of Shakuntala?' the most common reply is 'Kalidasa'. This is due to the popularity of his play, 'Abhigyan Shakuntalam', that it has been forgotten that Shakuntala is a character from the epic Mahabharata and one who was created by Sage Vyasa. Kalidasa in his famous Sanskrit dance drama Abhijnanashakuntalam, the truth is that Shakuntala was the first female character created by Vyasa for his Mahabharata. Kalidasa characterised Shakuntala as a helpless, lovelorn woman left crying over her fate. "But," says Utkarsh Patel, whose profession involves studying, analysing and comparing mythology, "That was not how Vyasa originally sketched her character. Vyasa's Shakuntala was a strong woman who fought for her right standing in court in front of King Dhushyant, who is also her husband." She was an independent woman, fully aware of her parentage, and in need of no male patronage, not father, not brother, not husband. And she asserted her right for justice. Today's woman is like that only, and if she is not then she should be.

A STUDY ON THE DIGITAL BANKING UNIT: THE PAPERLESS BRANCH

Siddharth Derashri

Principal, Bhartendu College, Pali

From barter systems to banking systems continuously upgrade themselves for the betterment of their efficiency and effectiveness. Banking and technology are relatively associated and have changed over the period. In this Field of evaluation, a new concept of DBU means Digital Banking Unit is introduced by Finance Minister Sitharaman. Digital Banking Unit A digital banking unit is an innovative, customer-centric approach to banking that utilizes cutting-edge technology to provide customers with a faster, more convenient experience. It encompasses a range of digital channels such as mobile banking apps, digital banking websites, and automated customer service. Although the advantage of the Digital Banking Unit is very large but still with various limitations of security, awareness, and scalability which the author wants to address. It's simply a micro branch which gives a facility of 24 hours without a bank person needed. Digital banking units are designed to streamline and enhance banking operations, allowing customers to manage their accounts, make payments, and transfer money with ease. They offer several features, including a secure, real-time view of customer accounts, and the ability to transfer funds from one account to another. Additionally, digital banking units are designed to be cost-effective, with lower costs associated with the implementation and maintenance of the technology. This paper gives insight into various advantages and challenges in the present scenario.

COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF SELECTED PHARMACEUTICAL COMPANIES OF INDIA

Praveen Singh

Research Scholar, Rai University, Gujarat

The main objective of this study is to analyze the financial performance of selected pharmaceutical companies of India. Financial performance is been analyzed on three parameters- Profitability, liquidity and solvency. Secondary source of data is been used for last five years from 2017-18 to 2021-22. Five pharmaceutical companies are been selected as the sample for the purpose of study. Accounting tool – Ratio analysis and Statistical tool – ANOVA test is been performed for the purpose of hypothesis testing. Profitability ratios – ROTA and ROCE, Liquidity ratio – Current Ratio and Solvency ratio – Debt to Equity ratio are been considered to evaluate the financial performance. Study concludes that there is a significant difference in the financial performance of selected pharmaceutical companies of India.

HEGEMONIC DISCOURSES, DEBILITATING AMERICAN IDENTITIES AND RHETORICAL PERSPECTIVE IN FICTION OF JACK KEROUAC: A POLYRHYTHMIC STUDY

Pragati Panwar

Assistant Professor, Department of English, D.A.V. College Sector 10,
Chandigarh

This paper audaciously attempts to study the debilitating identities, the quest for materialism and moral and spiritual facade that was prevalent in American culture in the 1950s. Beat Generation writers rejected the mainstream culture and showed an inclination towards experimentation in Eastern religions, psychedelic drugs, sexuality etc. The above quote by Kerouac depicts the fascination of Beat writers with exploring new vistas of life rather than being confined within esoteric philosophical spaces. The paper blatantly examines the fiction of Jack Kerouac for its socio-cultural connotations and diverse rhetorical perspectives which enthrall the reader. The Beat Generation writers were often

stereotyped into cartoon characters called Beatniks and were therefore used to promote consumerist culture at clubs and coffee houses. Their ideas were perceived as a reaction against the totalitarian way of life and were even classified as bohemian hedonists who strived to create their own culture by defying all norms of society. This paper disparages stereotypes associated with Beat writers and examines the nuances of counter-culture that was prevalent in American society at that time. Many critics consider this movement as a reaction to the Second World War because people started questioning the traditional ways of life and yearned for a better culture. At this point of time, the Beats introduced a bizarre culture which professed sexual freedom and therefore people started adopting it as it brought them respite from their mundane lives embroiled in drab routine. It spread like wildfire across the American cultural landscape and marked the breakdown of the traditional elitist white-dominated phase of American culture.

SOCIAL ENTREPRENEURSHIP IN INDIA: ISSUES AND CHALLENGES

Ms. Pooja Sahni

Assistant Professor, Department of Sociology, DAV College, Sector 10-D,
Chandigarh

Social Entrepreneurship has become a new concept for researchers because of its unique approach for finding solutions to the social problems. Social entrepreneurship is an innovative and pragmatic outlook to manage the challenges of poverty, marginalization and other social issues such as health, education, environment, livelihoods, human rights etc. As such there is no universally acceptable definition of social entrepreneurship and social enterprises because of the difference in legal framework of the different countries for defining social enterprises. Social entrepreneurship opens up with the new dimensions and solutions to various social problems. The main aim of the Social entrepreneurs is to establish and sustain the social values, to recognize social problems and uses entrepreneurial principles to organize, create and manage a venture to incorporate social change. Social entrepreneurship is a way through which a business may develop and implement more advanced and powerful forms of social responsibility. The paradigm shift of Social Entrepreneurship motivates from generation of profit for a social entrepreneur and to provide a better living standard to the society. The biggest boost was given by the Nobel Prize winner Dr. Mohammad Yunus when his brain-child Grameen Bank became so successful in one of the least developing countries, Bangladesh. Although profit making is necessary for the survival of the business but should not be the only aim rather serving society ensures the long term sustainability of a business. This paper focuses on social entrepreneurs and social entrepreneurship. The objective of this paper is to study the different issues and challenges faced by social entrepreneurship while doing something for the welfare of the society and it also discusses the successful examples of social entrepreneurs.

A STUDY RELATED TO CHALLENGES AND PROBLEMS FACED BY RURAL WOMEN ENTREPRENEURS

Lt. Bharti Tiwari

Assistant Professor in Commerce and Management, Mata Gujri Mahila
Mahavidyalaya Jabalpur (M.P)

Dr. Vandana

Assistant Professor (Human Resource Management & Economics), Department
of Commerce & Management, Banasthali Vidyapith

In India, women-owned businesses are becoming more significant as a result of economic liberalisation and globalisation. The institutional and policy framework for offering vocational education and training, as well as for developing entrepreneurial abilities, has expanded the possibilities for women's economic development. Women business owners typically exhibit strong levels of motivation, self-control, and self-direction. The whole economic development of society and the country depends on the social and economic advancement of rural women. The number of rural women who own their own businesses is rising, yet little attention is paid to their entrepreneurial potential, managerial skills, and socioeconomic contributions. Women's empowerment is achieved through the growth of female entrepreneurs. Self-fulfilment is a result of empowerment through entrepreneurship, which also educates women about their rights, status, and place in society. Through business ownership, women are gaining social and economic empowerment in the modern day. On the other side, rural women's empowerment is also quite important. The economic empowerment of rural women will contribute to the growth of our nation, and in order for our nation to truly advance in all fields, it is crucial to pay close attention to this issue. Women's economic development will contribute to the advancement of the family, the community, and the nation. Women's entrepreneurship is crucial for the status of women in society. It creates fresh options for both men and women to find work. The goal of the current study is to improve rural women's business skills, which will lead to their empowerment.

APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN PHYSICS

Mr. Amarjeet

Assistant Professor, Department of Physics, Chhotu Ram Arya College, Sonapat

Artificial intelligence (AI) is a branch of computer science capable of analyzing complex medical data. Their potential to exploit meaningful relationship with a data set can be used in the diagnosis, treatment and so on. This article explains the main concepts of the artificial intelligence especially deep learning method, and focusing on its history and applications in different fields including physics, industry, etc. Deep learning method employs non-linear functions to adjust the weight of the data wanted from the data background. By extracting meaningful data and fitting its shape with parametrized functions, deep learning method can capture main rules of the rude data, and make reliable predictions based on the tendency of the available data. Further more, this article focus on the applications of deep learning in solving physical problems with many concrete examples, and compare with the traditional methods to show the benefits and advantages of the artificial intelligence.

DAIRY COOPERATIVES AND INCOME OF MILK POURERS IN COOPERATIVES IN RAJASTHAN

Mr. Khemraj Choudhary

Research Scholar, Apex University, Mansarovar, Jaipur

Dr. Anita Vyas

Research Supervisor & Associate Professor, Apex University, Mansarovar, Jaipur

Rajasthan has 10.6% of livestock population of India where as it has 1.16% of surface water. The State has about 60% area under desert so livestock rearing is important source of livelihood for population living in that area. Dairying is more labour intensive than crop production. It provides a remunerative outlet for family labour. Ample labour and small land base encourage farmers to practise dairying as an occupation subsidiary to agriculture. Rajasthan Livestock sub sector has grown at much higher rates every year as compared to crop production sub sector. The growth rate in livestock sub sector has been higher than that in crop husbandry even during corona pandemic period. There is vast scope for improving the income of farmers through improving the productivity of milch animals and dairying activities. Rajasthan is the second largest milk producing State in India, still animal husbandry and dairying sector face numerous challenges, which hinder the optimum growth in this sector.

भारतीय समाज एवं महिला सशक्तीकरण

डॉ. सोमवती शर्मा

रह आचार्य, राजनीति विज्ञान विभाग, राजकीय कला कन्या महाविद्यालय, कोटा

महिला सशक्तीकरण को बेहद आसान शब्दों में परिभाषित किया जा सकता है इससे महिलाएँ शक्तिशाली बनती हैं जिससे वह अपने जीवन से जुड़े सभी फैसले स्वयं ले सकती हैं और परिवार एवं समाज में उचित प्रकार से जीवन यापन कर सकती हैं समाज में उसके वास्तविक अधिकार को प्राप्त करने के लिए उन्हें समर्थ एवं स्तम्भ बनाना ही महिला सशक्तीकरण है। इससे ऐसी ताकत है कि वह समाज और देश में बहुत कुछ बदल सकती हैं। प्रस्तुत शोध पत्र में मेरा मुख्य उद्देश्य महिला सशक्तीकरण से जुड़े सामाजिक, आर्थिक, राजनीतिक और कानूनी मुद्दों पर संवेदनशीलता और सरोकारों का पता लगाना है। इस सशक्तीकरण की प्रक्रिया में समाज को पारम्परिक पितृसत्तात्मक दृष्टिकोण को प्रति जागरूक किया जाता है जिसने महिलाओं की स्थिति को सदैव कमतर माना है वैश्विक स्तर पर नापीवादी आन्दोलनों, महिला संगठनों और यू.एन.डी.पी. आदि अन्तर्राष्ट्रीय संस्थाओं ने महिलाओं के सामाजिक समानता, स्वतंत्रता और न्याय के राजनीतिक अधिकारों को प्राप्त करने में महत्वपूर्ण भूमिका अदा की है। महिला सशक्तीकरण, भौतिक या आध्यात्मिक शारीरिक या मानसिक सभी स्तर पर महिलाओं में आत्मविश्वास पैदा कर उन्हें सशक्त बनाने की प्रक्रिया है।

विकासशील राष्ट्र की अर्थव्यवस्था के लिए जीएसटी का महत्व

आकांक्षा

शोधार्थी, पी.के. विश्वविद्यालय, करैरा, शिवपुरी, म.प्र.

डॉ. चन्द्रकांत अवस्थी

अर्थशास्त्र विभाग, पी.के. विश्वविद्यालय, करैरा, शिवपुरी, म.प्र.

किसी भी राष्ट्र की अर्थव्यवस्था के विकास के लिये धन अहम है। सरकार इस धन की प्राप्ति टैक्स के रूप में करती है। जीएसटी एक आधुनिक कर है जो वस्तु और सेवाओं की आपूर्ति पर लगाया जाता है। सर्वप्रथम टैक्स घोड़ी को रोकने के लिये फ्रांस ने 1954 में सबसे पहले जीएसटी लागू किया गया था। अमी करीब 160 देशों में जीएसटी लागू है। ब्राजील, कनाडा जैसे बहुत से देशों में दुबल-जीएसटी है भारत ने भी दुबल-जीएसटी को अपनाया है। भारतीय कर संरचना ब्रिटिश मंडल पर आधारित है। स्वतंत्रता प्राप्ति के बाद इसमें कोई विशेष परिवर्तन नहीं किया परन्तु मिश्रित अर्थव्यवस्था तथा

समाजवादी समाज के उद्देश्य से कर संरचना में मौलिक परिवर्तन करने की आवश्यकता है। भारत जैसे विकासशील अर्थव्यवस्था में आर्थिक विकास सर्वोपरि है। कर प्रणाली इस उद्देश्य की पूर्ति में तभी सहायक हो सकती है जब कर प्रणाली द्वारा बचत करने, काम करने एवं विनियोग करने की योग्यता तथा इच्छा पर अनुकूल प्रभाव पड़े। यही नहीं सरकार का उद्देश्य केवल कर से आय प्राप्त करना नहीं होता अपितु नियमान नियंत्रण रखना, आर्थिक स्थिरता के साथ विकास करना, भुगतान संतुलन के असाम्य को दूर करना, मुद्रा प्रसार को रोकना आदि भी होता है क्योंकि सरकार विभिन्न प्रकार के सार्वजनिक कल्याण के कार्य भी करती है। भारत में 1 जुलाई 2017 को जीएसटी एक राष्ट्र, एक बाजार, एक कर की धारणा पर सबसे बड़ा कर कर सुधार लागू किया गया। भारत जैसे विकासशील राष्ट्र में जीएसटी रोल आउट ने 1.3 अरब नागरिकों को एक बाजार में बदल दिया है। भारत में जीएसटी लागू होने के बाद टैक्स रूलिंग को 4 हिस्सों (5,12,18,28 प्रतिशत) में विभाजित किया गया। भारत में जेटली ने कहा था कि अलग-अलग टैक्स रूलिंग रखना जरूरी था विकसित देशों में लोग एक हवाई चप्पल और कार पर एक समान कर चुका सकते हैं लेकिन भारत में यह मुमकिन नहीं है, यहाँ लोगों के पास इतना पैसा नहीं है कि वे एक समान टैक्स चुका पाएँ इसलिए हमने लोगों की जरूरतों का ध्यान रखते हुए अलग-अलग टैक्स रूलिंग तैयार किया है। भारत के जीएसटी और एशिया में उसके समकक्ष देशों के जीएसटी का अध्ययन करने तो दोनों में जमीन आसमान का अंतर देखने को मिलता है।

नारी सशक्तीकरण के विविध आयाम

श्रीमती पन्ना शेरत

सहायक आचार्य (हिन्दी), एस्.एस्.जी.नारीक महिला महाविद्यालय, जयपुर

सशक्तीकरण एक प्रक्रिया है। जिसके माध्यम से जागरूकता, कार्यशीलता, बेहतर नियंत्रण के लिए प्रयास के द्वारा व्यक्ति अपने विषय में निर्णय लेने के लिए समर्थ एवं स्वतंत्र होता है। इस दृष्टि से देखें तो नारी का सशक्तीकरण एक सर्वांगीण व बहुआयामी दृष्टिकोण है। सशक्तीकरण के अंतर्गत महिलाएँ अपने आर्थिक स्वावलम्बन, राजनैतिक भागीदारी व सामाजिक विकास के लिए आवश्यक विभिन्न कारकों पर पूर्ण व नियंत्रण प्राप्त करती हैं। अपनी शक्तियों व सम्भावनाओं, क्षमताओं व योग्यताओं तथा अधिकारों व जिम्मेदारियों के प्रति जागरूक होती हैं। महिला सशक्तीकरण की दिशा में सबसे बड़ा रोड़ा, महिलाओं में शिक्षा और जागरूकता की कमी ही है। यदि महिलाओं को शिक्षित बना दिया जाए तो वे अपने सामाजिक व राजनैतिक अधिकारों के प्रति जागरूक हो जाएँगी और फिर ऐसी जागरूक महिलाओं को दबाना, किसी के लिए भी सम्भव नहीं होगा। महिला सशक्तीकरण को समझने के लिए इसके विभिन्न आयामों को समझना आवश्यकता है। इत धारणा के मूल में स्त्री-पुरुष को एक दूसरे का पूरक समझते हुए समतामूलक व्यवस्था विकसित करने की मान्यता निहित है। महिला सशक्तीकरण एक बहुआयामी दृष्टिकोण है, जिसमें आर्थिक, सामाजिक, राजनैतिक, विधिक, स्वास्थ्य संबंधी अनेक पहलुओं का समावेश है यह राष्ट्र निर्माण की मुख्य धारा में महिलाओं की पर्याप्त व सक्षिप्त भागीदारी में विश्वास रखता है। सशक्तीकरण एक प्रक्रिया है। जिसके माध्यम से जागरूकता, कार्यशीलता, बेहतर नियंत्रण के लिए प्रयास के द्वारा महिलाएँ अपने विषय में निर्णय लेने के लिए समर्थ एवं स्वतंत्र होती हैं।

महिलाओं के लिए फ्लैगशिप योजनाएँ- व्यवसायिक प्रशिक्षण

सुनयना पारीक

शोधार्थी, वनस्थली विद्यापीठ निवाड़ी, टोंक

बोर्ड ने विभिन्न ट्रेड्स में महिलाओं को प्रशिक्षित करने जो विपणन योग्य होते हैं एवं बदलते कार्य दशाओं की मांग को पूरा करने के क्रम में उनके कौशल में वृद्धि भी करते हैं, के लिए 1975 के दौरान व्यवसाय प्रशिक्षण योजनाएँ प्रारंभ की व्यावसायिक प्रशिक्षण कार्यक्रम का मुख्य उद्देश्य महिलाओं को रोजगार अवसरों की प्राप्ति हेतु सक्षम बनाना है। वर्तमान में बोर्ड स्वावलम्बन योजना के तहत वित्त प्राप्त करता है व केंद्रीय समाज कल्याण बोर्ड राज्यों से, जहाँ महिला विकास निगम स्थापित नहीं हुए हैं, प्रस्ताव स्वीकार करता है। स्वीकृत संगठनों की आवेदनों को संबंधित राज्य बोर्ड द्वारा प्राप्त किया जाता है एवं यह इस आवेदन को विवाह की प्रोजेक्ट अनुमोदन समिति द्वारा अनुदान की मंजूरी के लिए राज्य स्तरीय सशक्तीकरण समिति के समक्ष विभाग में जमा करने के लिए प्रस्तुत करते हैं।

भारत-पाक संबंध बदलते आयाम

शैलेष कुमार

शोधार्थी (राजनीति विज्ञान विभाग), जयनारायण विश्वविद्यालय, जयपुर

डॉ. सीमा हट्टीला

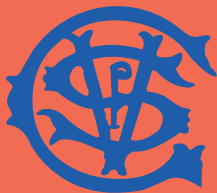
सहायक आचार्य (राजनीति विज्ञान विभाग), महिला पी.जी. महाविद्यालय, जयपुर

15 अगस्त, 1947 को ब्रिटिश शासन से मुक्ति के साथ ही एक ऐसे बंटवारे के साथ भारत आगे बढ़ा है जिससे न केवल भारत का वरन पाकिस्तान का भी सर्वांगीण विकास नहीं हो पा रहा है। युद्ध और समझौते दोनों ही भारत-पाकिस्तान के लिए इतिहास बन चुके हैं। बार-बार हारने पर भी पाकिस्तान न केवल प्रायश्च रूप से युद्ध करने के लिए तत्पर रहता है वरन आतंकवाद, अलगाववाद जैसे हथियारों का प्रयोग कर भारत को कमजोर करने में कमी पीछे नहीं रहा। ऐसे में 2014 के पश्चात् भारत-पाक संबंधों में जो बिखराव उपस्थित हुआ है वह आज भी वैसा ही है। प्रस्तुत शोध भारत-पाक संबंध बदलते आयाम के माध्यम से ऐतिहासिक तथ्यों को लेकर एक विश्लेषण प्रस्तुत करने का प्रयास किया गया है। तथा उन पक्षों को स्पष्ट करने का प्रयास किया है जिसके चलते भारत ने अपनी विदेश नीति में भी बहुत बड़ा बदलाव किया है। आज भी भारत-पाक संबंध सहज और सरल नहीं रह गय है।





ESTD: 1906



ESTD: 1906

S.S.G. PAREEK P.G. GIRLS COLLEGE

B-12, Opp. Power House, Jhotwara Road, Jaipur, (Rajasthan), INDIA

Contact No. : 0141 2204578 | +91-94605 52702 | +91-95301 53426



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

Published by:

INSPIRA

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

Mobile No.: 9829321067

Email: profdrssmodi@gmail.com

Printed at:

Shilpi Computer and Printers

6/174, Malviya Nagar, Jaipur

Mobile No.: 92148 68868

Copyright © publisher

Website : inspirajournals.com

₹725/-

ISBN : 978-93-91932-39-8



9 789391 932398



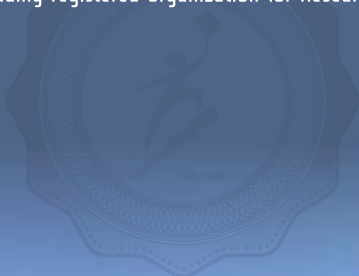
ESTD: 2011

INSPIRA-IRA

INSPIRA RESEARCH ASSOCIATION

Reg. No.: COOP/2020/JAIPUR/201363

[A leading registered organization for Research Development & Advancement]



Akrati Advertisers# 9829013246