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ROLE OF MINDFULNESS ON ORGANISATIONAL ROLE STRESS LEVEL OF ASSEMBLY LINE WORKERS

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Abstract:

Purpose: Research focus on role of mindfulness on organizational role stress level of assembly line workers. The paper begins with causes and consequences of job related stress and then reviews existing workplace models. Stress for workers is a growing concern at workplace. Stress is originated in literature since 17th century. Stress is due to role performance, the effect has to be resolved. Mindfulness helps in enhancing performance and effectiveness at individual and organizational level. It is an approach on workers health and wellbeing, Important about mindfulness is training the mind, being real, having comfort at work, focus, patience, acceptance, trust, beginner's mind, nonjudgmental, letting go, inspiring, respect and dignity. Workers need mindful approach for effective work and helps in reducing anxiety. This article aims at examining the relationship of mindfulness and organizational role stress and coping strategy.

Methodology: The study is descriptive and exploratory in nature. Both secondary and primary data will be collected and used for measuring the objectives of study. Primary data will be collected through standardized questionnaire method and secondary data for the study includes books, journals of various organizations and various websites.

Findings of the study: Based on the respondent samples of 770 assembly line workers, Research will analyze the role of mindfulness and level of stress on assembly line workers. Research examines the relationship between mindfulness and organizational role stress.

Organizational implication: The coping strategies provided in the study are made to measure the specific situation which can be adopted by the organization. The finding of the study can be implemented for stress management training program for assembly line workers; better work system and management system develop more friendly and supportive culture in organization.

Keywords: stress, organizational role stress, mindfulness.

I. Introduction

The word stress was coined by Hans Selye in 1963, was a revolutionary Austrian-Canadian endocrinologist of Hungarian source he is also known as the minister of stress. The term stress was rented from the ground of physics. In physics, stress explains elasticity that stretches an outer force, produces a quantity of twist or damage. Selye was the first to coin the term biological stress and carried out a sequence of wide research and revealed stress as a situation or feeling experienced when a person perceives demand, selye also defined stress as "The rate of wear and tear on the body".

An essential step in avoidance is to scrutinize and understand the causes of stress conditions that tend to cause stress are called **stressors**. **even a single stress may cause foremost stress.**

For instance: in case of an employee stress is caused for many reason such as long working hours, work load, performance evaluation, incentive, working place, political pressure by administration,

peer demands, age, are all the causes of stress faced by the employees at work individual differences are one of the stress factor.

Causes for stress are often concerned with the organizations culture, employee's ethics and organizational values. The excessive stress develops various symptoms such as, when employees are pressurized in the organisation they tend to undergo following symptoms which is related to health or mental stability of the workers. In turn lack the efficiency of work by employees at the organization; the following are the symptoms of stress.

- Emotional Instability
- Uncooperative attitude
- Sleeping problem
- Chronic worry
- Inability to Relax
- Nervousness and Tension.

Stress on the employees are classified into two kinds

- Psychological
- Behavioral

Psychological Stress

Again in the institution employees are psychologically stressed. Psychological stress gets its reflection in the form of anxiety, depression, helplessness, hopelessness, moodiness, tension and anger.

Behavioral Stress

Employees at work are stressed on the behavioral aspects which are visible behavioral symptoms such as sleeplessness, absenteeism, obesity; behavioral stress leads the academicians to take bad decision making, negative internal politics, reduced creativity, apathy and so on.

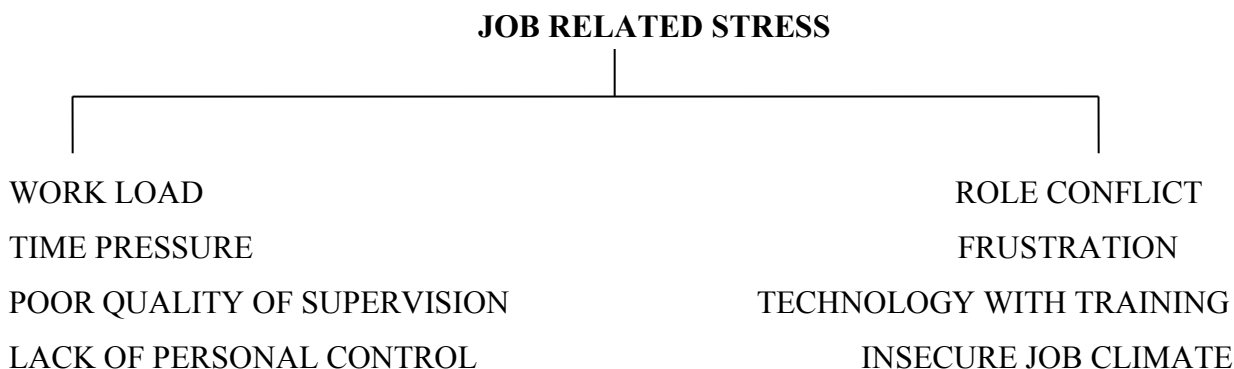
There is emerging evidence that in some situation an organization can be held legally liable for the emotional and physical impact of job stress on employee like poor working condition, sustained conflicts, traumatic events, intentional harassment of employees could claim benefit under work.

Job Related Stress

Employees are stressed more due to job related stress. Almost any job condition can cause stress, depending on the employee's reaction to it. It depends on the employees how they handle stress at work and how employees overcome work life balance.

One employee will accept a new work procedure and feel little or no stress, while another employee at work would experience overwhelming pressure from the same task.

Work overload and time deadlines put employees under pressure and lead to stress. Any stress related to management are an autocratic supervisor, an insecure job climate, lack of control over one's own job, and inadequate authority to match one's responsibilities.



Employees at work are expected to do more; it's difficult for an employee to meet all the expectations at work. Routine and repetitive work is greater stress in the organization. Stress at work is faced because of lack of status, resource shortage, and demand for the larger volume of error free work.

Mindfulness is a physiological procedure bringing one's concentration to the experience taking place in the current moment. The term "Mindfulness" was taken from Pali word sati, Sanskrit version of the word sati is smrti, which Means "To remember," "to recollect," "to bear in mind" it is an factor of Buddhist custom. The word mindfulness lately gained fame in the west, initiated by Jon Kabat-zinn.

"Sati Means"

Sati is a Buddhist background that captures present moment awareness. The word sati here means 'Remembrance' and 'Recollection'. Sati involve spotlight on the present moment.

Mindfulness is a conventional English word which has been around for over 300 years. Mindfulness was introduced by British scholar, T.H RHYS-DAVIDS, but the word mindfulness gained fame from John Kabat-zinn, Mindfulness based stress reduction program pioneered at the University of Massachusetts, during 1980s mindfulness has preached in the most primitive Buddhist schooling on sati patthana which is not recorded teaching of Buddha.

Mindfulness is the wonder by which we master and re-establish our self, mindfulness has to be proficient in order to buildup attention. The presences of mindfulness means the presence of life mindfulness freeze us of absentmindedness and dispersal. Mindfulness enables us to survive and to keep the mind free from straying. Mindfulness comprises two things bear attention and clear understanding bear attention refers to clear and single minded awareness, clear comprehension refers to right knowledge or wisdom based on right attentiveness.

Mindfulness helps in achieving peacefulness and insight, tranquility is a primary object which keeps the mind free from straying, whereas insight leads to understanding of perception.

Mindfulness based stress reduction has been all the time more helpful to cope with psychological and mental distress over the last 30 years, mindfulness based stress reduction develop unfasten and patient attitude within the present moment being non judgmental.

Mindfulness based stress reduction helps to reduce psychological and mental distress and promote well being.

Mindfulness refers to responsiveness of present condition or presence of mind with unambiguous and distinct mind consciousness which happen to all at the consecutive instant.

Organizational role stress:

Organizational stress has an impact on employees mental health. Work place stress has contributed to larger amount of negative impact on an individual's mental health. Stress experienced at different occupation might be in family, work place, business and economic organization. Stress has been since 17th century which is called then 'age of enlightenment'. Organizational role stress refers to role conflicts, work overload, role isolation. Organizational Role stress investigates the level of stress and dimensions of roles involved in the organization role related stress.

Need for the Study

- The inability to cope successfully with the enormous stress at work may lead to cascade of consequence at both a personal and professional level (Shauna L. Shapiro, Gary E. Schwatz, 1998 journal of behavioral medicine)
- Stress within the workers has a negative impact on health & wellbeing of individual at work. There is increasing literature to suggest that mindfulness is a useful intervention to address a verity of psychological problems (Eluned gold, Alistair Smith, 2010, journal of child and family studies)

- The potential influence of mindfulness on employee stress and CWBs could potentially decrease the effects of stress and CWBs in the workplace ((Wolever et al., 2012).
- Mindfulness is researched widely at university of Massachusetts medical school and Oxford university , London leading to a compelling evidence of stress reduction (Mindful magazine, October 2016)
- One third of all sick days taken by workers were stress related which affects worker’s behavior and may reduce their effectiveness in the work place.

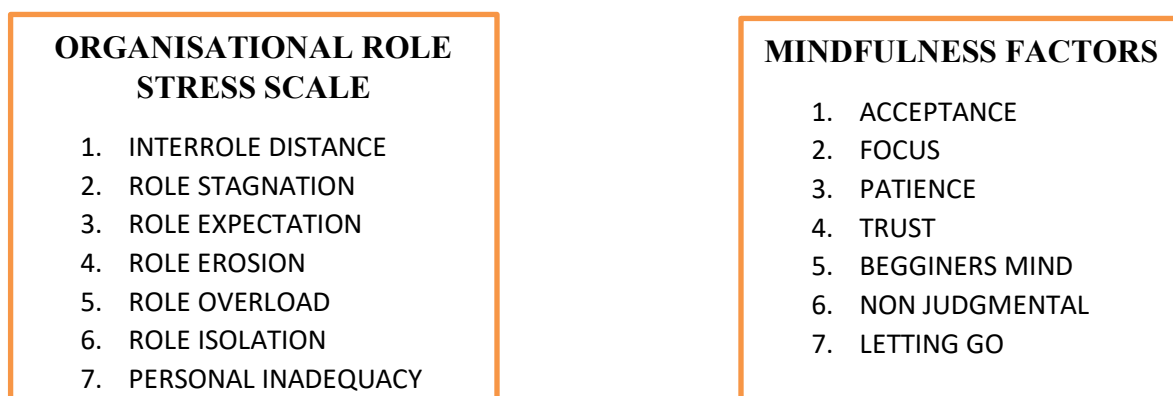
Based on previous findings there seems to be a connecting between mindfulness and stress. Hence it was considered to conduct the research to establish the effect of mindfulness on organizational role stress level of assembly workers.

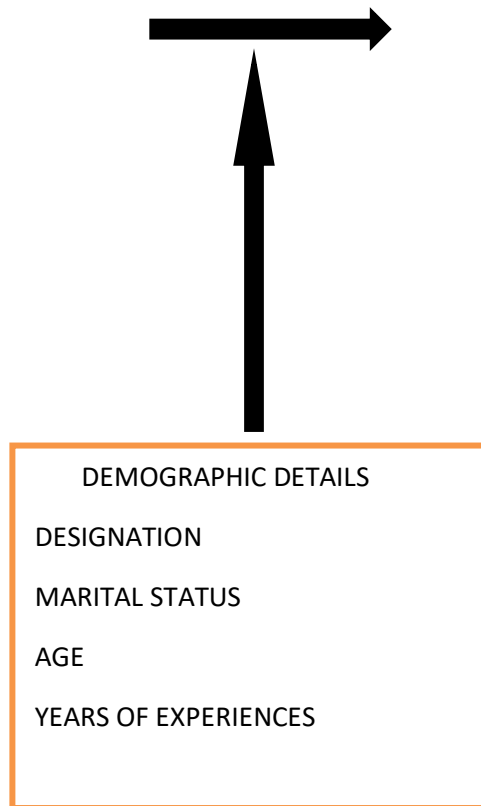
Operational Definition

Stress: Organizational role stress level of employees are enormous the main causes of stress in organization is due to inter role distance, role stagnation, role expectation, role erosion, role overload, role isolation, personal inadequacy, self role distance, role ambiguity, resource inadequacy.

Mindfulness: Mindfulness means maintaining a moment-by-moment awareness of our thoughts, feelings, bodily sensations, and surrounding environment. ‘Mindfulness is about observation without criticism. Mindfulness is awareness, attention, focus, presence of mind, patience, acceptance, trust, beginners mind and being non-judgmental.

Conceptual Model





Concept of Organizational Role Stress

Role is a position occupied by a person as defined by the expectation of the other. In performance of that role, there are inherent problems due to which stress is inevitable.

There are ten different role stress identified by Pareek(1983)

Inter role distance: stress is experienced when there is conflict between organizational and organizational role stress

Role stagnation; stress is the feeling of being stuck in the same role

Role expectation; stress arises out of conflicting demands originating from colleagues i.e., superiors, subordinates and peers in the organization

Role erosion: stress arises when a role has become less important than it used to be, or when somebody else gets the credit for doing what needs to be done in one's own roles.

Role overload: stress is the feeling that one is required to do too much or doing things of considerable important.

Role isolation; stress is characterized by the feeling that others do not reach out easily, indicative of the absence of strong linkage of one's roles.

Personal inadequacy; stress is depicted by the absence of adequate skills, competence and training to meet the demands of one's role.

Self role distance; stress arises from a gap experienced between one's concept of self and demands of the role.

Role ambiguity; stress is experienced when there is a lack of clarity about the demands of the role

Resource inadequacy; stress arises when the human or material resources are inadequate to meet the demands of the role.

MINDFULNESS FACTORS

Acceptance

Acceptance is eagerness as well as sincerity to observe the belongings the manner they are in the present moment performing aptly in all situations. We can develop acceptance through bearing in mind every instant as they appear would generate precondition for curing the situations, acceptance here means openness to see what is actually happening and self helping the judgments to promote unambiguous perception.

Focus

Dropping the mental distraction and improving the ability to focus is an essential task intended for our mind which continuously speculate. Mindfulness helps in investigate psychological progression and lead to focused attention on the moment, doing monotonous job and toughest assignment lower the focus, having a strong mind, building a flourishing judgment, raising a breathtaking goals is much better way to focus. Mindfulness helps in focused awareness on present moment which helps in dominate the upcoming actions and teach us to become alert of the judgment and engross in the present moment.

Patience

Acceptance and indulgent that the situation would acquire its own point in time to unfurl is called wisdom of patience. Mindfulness helps in enlightening persistence towards own mind and body, when a individual is absolutely unwrap to each moment and patiently remind we don't have to disrupt the moment and believe things can unfold in their own time.

Trust

Faith is paramount significant quality which every individual look at, knowledge and honesty of one's thinking is easier for us to trust. Budding faith in ourselves and thoughts through mindfulness help in achieve fundamental insight and kindness in every stroll of life, trusting personal mortal is the basic goodness to be cultivated.

Beginners Mind

Each and every instant and experience is distinctive. Every individual has to comprehend the simple truth; it involve considering every situation is being experienced for the first time. Mindfulness helps in learning, give transparency and strength in each moment to remind us the simple truth of beginners mind, it is important to develop beginners mind in daily life seeing everything with fresh eyes, beginning each day with clear and uncluttered mind with children, spouse, friends and co-workers.

Non Judgmental

Nonjudgmental describe an unbiased eyewitness to the knowledge, an individual ignore judgment and watching whatever come up and include them on own thoughts without acting on them is non-judgmental. When we pay awareness to the actions happening in our mind we produce judgment and sort the mind, it is vital to distinguish the judging quality.

To handle stress in an effective manner we need to be attentive of automatic judgments, through mindfulness it is important to identify the judging quality of mind and assume an impartial witness by reminding ourselves to just observe it.

Letting Go

Letting go means letting things be or accepting things, carrying nonattached thoughts in pleasant and unpleasant emotion is the key for successful mindfulness practice. It is complex to let go of something which is always stuck in our mind, when mindfulness has become a practice it helps in paying attention to moment by moment events and ultimately shows letting go attitude, we should remind ourselves to let go what's happening through judging our experience and letting go the judging thoughts.

Objectives: The objectives of the study are as follows

- To measure the level of role stress and mindfulness of assembly sector employees
- To determine the effect of mindfulness on organizational role stress level of assembly sector employees
- To analyze the differences in mindfulness on organizational role stress level of assembly sector employees across demographics (Marital Status, Age, qualification and Years of experiences)

- To validate the model constructed by the investigator and suggest strategies for coping stress using mindfulness

hypothesis

- **Hypothesis 01-** Mindfulness does not have significant influence on organizational role stress level of assembly line workers.
- **Hypothesis 02-** Socio Demographic variables does not have significant differences on Mindfulness and organizational role stress (Age, marital status, qualification and year of experience).
- **Hypothesis 02a-** Marital status of assembly line workers does not have any significant differences on mindfulness and organizational role stress.
- **Hypothesis 02b-** Age of assembly line workers does not have any significant differences on mindfulness and organizational role stress.
- **Hypothesis 02c-** year of experience of assembly line workers does not have any significant differences on mindfulness and organizational role stress.
- **Hypothesis 02d –** Qualification of assembly line workers does not have any significant differences on mindfulness and organisational role stress.
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Statement of problem

Research evidence has shown college lecturers are stressed. There is paucity of studies that investigated the relationship between job stress and mindfulness based stress reduction for college lecturers. There is need to investigate the relationship between job stress and mindfulness based stress reduction for college lecturers. Personal factors and organizational factors which cause stress have to be concentrated and how to bring mindfulness into practice for the college lecturers has to be studied.

II. Literature review:

The literature review considered for this exploratory research covers factors of organizational role stress and mindfulness.

Stress

[Elovainio M](#), et al (2005) Research showed the demographic details like age, income and health Behaviors of public sector employees were related to long sickness absence and these factors were associated on the basis of experienced work time & perceived changes at work.

[Helena M. Addae](#) et al (2008), The research investigated the relationship among role conflict, role ambiguity, and the three dimensions of organizational commitment were negatively associated with effective and normative commitment also there were negative relationship between the three dimensions of organizational commitment and turn over intentions, there were no significant relationships between employees role stressors and their commitment.

Uğur Yozgat et al (2013) [The study conducted among 424 public sector employees examine the relationship between job stress & job performance considering emotional intelligence as a moderating variable indicates that negative relationship was found between job stress and job performance and emotional intelligence had a positive impact on job performance and moderated their relationship](#)

Mindfulness

Frewen., et al (2008) Mindfulness involve a non-judgmental, non-conceptual and accepting form of awareness of one's mental and emotional experience playing a crucial role in facilitating individuals easily letting go of negative thoughts.

Christian Gaertner (2011) The research reviewed on application of mindfulness within organization study and shows how putting "new wine" (mindfulness) into "old bottles" (dynamic capabilities) contribute to the explanation of the nature and development of dynamic capabilities. The principles of mindful organizing can enforce practices and contradict the characteristics of mindfulness. This means that mindfulness enables an organization to reconfigure already available resources and to improve by integrating new resources in order to cope with changed conditions. Hence the research concludes that future research might refine the relationship between mindfulness and dynamic capabilities and validate or refute them empirically.

Glomb, et al (2011) Research argue that mindfulness and mindfulness practices In the workplaces enhance employee outcomes through improved self-regulation of thoughts, emotions and behaviors linking them to both performance and employee wellbeing in the workplace. Research also recommends for future research on mindfulness in the work place.

Priyanka vallabh and Manish Singhal (2014) Research suggest that Buddhist principle of mindfulness practice are relevant to decision making process. Adoption of mindfulness at group and organizational

level decision making process need to be explored and it also suggests rigorous research to support mindfulness initiatives, instruments and scales are need to be designed and developed for empirical studies and initiatives to train future managers at Business school level will encourage students to explore application of Mindfulness and compassion and also providing training programs in workshops brings potential ways of exploring, implementing and supporting practical wisdom rounded in Buddhist tradition in work environment.

Arvind K Birdie (2015) Research concludes that Mindfulness in workplace is relatively new area of application and research. Mindfulness enhances focus, attention, Increases self-awareness, raises levels of resilience, emotional intelligence and it is the need of the hour for leaders and executives and also Mindfulness helps in improving mental health.

Henna Inam (2019) Research observations show that, practice of mindfulness lowered physical symptoms of stress to better focus and their more creative and have better relationship and a better sense of wellbeing.

Research Gap:

The purpose of the present research is to empirically validate the relationship between effective Mindfulness and Organizational Role Stress of assembly sector employees.

- Majority of studies on mindfulness are covered in USA, Africa, European countries (excuriex, Brittany, F. (2013) proquest dissertation publishing. There are few studies in India that focus on stress coping strategies for assembly workers, as per the researcher's knowledge limited studies were found on mindfulness as a coping strategy especially in the context of assembly workers.
- There are very limited empirical researches conducted on mindfulness from a work place perspective (Erik Dane (2013)
- Published researches are not available on how mindfulness can be used as coping mechanism in organizational role stress.
- The previous research study does not focus on effect of mindfulness on organizational role stress level of assembly workers.
- Publication research articles are not available on organizational role stress level and mindfulness in management Research Erik Dane (2010)

Methodology

Variables under investigation

Predictor Variable – Mindfulness.

Criterion Variable - Organizational Role Stress.

Demographic Variables/ Background Variables - Designation, Age, Years of experience and Type of Educational Stream.

Sample Frame

The present study will only consider assembly sector employees in BEML; Sample was from the population consisting of assembly line workers of Public Sector at BEML. Pilot study was conducted on 50 respondents. Data collected is considered to be one year.

Sample Size

The sample size of 770 assembly sector employees at BEML was arrived at after computation of sampling size. The sample will be drawn after considering sample size formulae developed by Tabachnik, Fedell and Osterlind (2003).

This formula states that the minimum sample required for adopting any statistical tool should be greater than or equal to $8k + 50$. Where K = the number of items involved in the questionnaire and 'n' is the sample size.

Minimum sample size for this study is explained below:

Here, $K = 90$.

Thus, the minimum sample required for this study is

$$8 * 90 + 50 = 770.$$

The sample size considered is 786

Data Collection Techniques:

Research has been conducted through primary and secondary Data

PRIMARY DATA

Questionnaire

- A standardized valid questionnaire of organizational role stress consisting of 10 items is taken from Pareek U 1983.
- Questionnaire has been developed and standardized by the researcher for measuring the Role of Mindfulness.

SECONDARY DATA

- Journal
- Articles

- Web
- Previous Research Articles

Tools for Collecting Data

Two sets of questionnaires have been used for data collection:

1. ORS scale developed and standardized by Udai Pareek (1983) will be administered to collect the data. The ORS scale consists of 50 items, under 10 dimensions. The total organization role stress score in the range of 0-200. The scoring of the data was done strictly according to the guidelines and instructions provided in the manuals and keys of the respective items
2. Mindfulness scale is constructed by the researcher under guide consent, currently consisting of 7 factors of mindfulness with total of 35 items.
3. Focus group discussion was conducted to decide the dimensions of mindfulness.

Sampling Technique

Simple random sampling has been adopted to choose the employees in the organizations.

Motivation for research:

As a researcher, research helps to formulate questions and develop appropriate methodologies which in turn help to achieve intended outcome. As a researcher I was intricate to know about mindfulness.

Analysis and Results

Pilot Study was conducted on 74 assembly line workers. Cronbach's alpha to test the reliability of mindfulness and organisational role stress was conducted.

The results says that 0.842 of Mindfulness and 0.865 of Organisational role stress which is higher than the minimum acceptable value and the scale is reliable.

Content Validity & Face Validity of Questionnaire- 8 Psychologists have Face validated the questionnaire

Hypothesis 01- Mindfulness does not have significant influence on organizational role stress level of assembly line workers.

<i>Regression Statistics</i>	
Multiple R	0.79
R Square	0.62
Adjusted R Square	0.62
Standard Error	0.39
Observations	786.00

Multiple R is correlation of 0.79

R Square is 0.62 is coefficient of determination

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	5.56	0.07	74.62	0.00	5.41	5.70	5.41	5.70
MF	-0.77	0.02	-35.96	0.00	-0.81	-0.72	-0.81	-0.72

Regression Equation ORS = 5.56+(-0.77)

Mindfulness has got negative co-relation

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1.00	192.92	192.92	1292.93	0.00
Residual	784.00	116.98	0.15		
Total	785.00	309.90			

F=1292.9, P<0.05 indicates that regression of mindfulness analysis is a good split for researchers data

Ho- Hence we reject null hypothesis and accept alternate hypothesis

H1-There is sufficient evidence found to say that Mindfulness does have significant effect on Organisational Role Stress

Since P value in regression is less than 0.05 it indicates that there is a evidence

Conclusion

The study is limited to the assembly line workers in the district of Mysore and Bangalore, Trans-national studies across countries or economies can be done to understand the differences in the exhibition and management of stress in the assembly line workers across countries.

Research could be done in sectors with similar growth pattern like aviation, hospitality sector, education, etc. to map and mitigate the role of mindfulness and organizational

Role stress level among employees.

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Role of Librarians in Modern Library Management

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Abstract

All round the world organizations are remarking themselves as they respond to the challenges presented by the global economy. Success in today's competitive environment is increasingly a function of effective management. In the present era the information professionals have to change themselves as the information profession is being changed. ICT has changed the method in which library acquire and disseminate information to the user community. This paper discusses the role of library professionals in the management of the Modern Library in the information and communication technology environment.

Keywords: Digital Library, Knowledge Manager, Role of Librarian, e-learning environment.

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Abstract

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Keywords: Digital Library, Knowledge Manager, Role of Librarian, e-learning environment.

Introduction

The development in the information and communication Technology and its application in Library and information services have brought significant changes in the information collection, organization, consolidation, repacking and dissemination. Library and information profession is by public service and therefore require highest standard of honesty, integrity and character. Librarianship is a profession that thrives on collaboration. Librarians are constantly connecting and co-operating with others with a collaborative spirit that permeates the profession. The success of liaison in an academic library depends on how well the librarian maintains relationship with faculty, students, authorities, fellow librarians, publishers and book vendors. The Librarians are also in a dire need of having a well-developed and highly trusted relationship with the publishers and Book-Vendors to fulfill the core activity of the Library, i.e. the collection development.

Principles of Management

Management is a vital aspect of the economic life of man, which is an organized group activity. Under competitive economy and every-changing environment the quality and performance of management determine both the survival as well as success of any organization. Management occupies such an important place in the modern world that the welfare of the public and the destiny of the country are very much influenced by it. A service is an act of performance offered by one party to another.

According to Peter Ducker, Professional management is a function, a discipline, a task to be done; and managers are the professionals who practice this discipline, carry out the functions and discharge the tasks. Pattern of organizational system to be followed in a library should be examined from the point of its efficiency. If the aim is to achieve efficiency, then the pattern should be simple one. Librarians and administrators should be aware of those patterns which are expensive as well lead to inadequate services.

Four factors that distinguish services are:

- 1. Intangibility:** Services are not physical and cannot be possessed, because they can't be seen, touched or made tangible in some way, accessing their quality and value is difficult.
- 2. Inseparability:** Inseparability refers to the idea that in a user's mind, a service is essentially indistinguishable from the person providing it.
- 3. Heterogeneity:** Each and every service different in nature. We can say that heterogeneity mainly arises through interaction. Each interaction with a service is important to maintain the service level.
- 4. Perishability:** We can't store services for future use. Services are intangible and cannot be stored as inventory.

Prerequisites of collection Development

order to meet users needs within the constraints of the library
For this purpose library has to formulate a clear policy of
acquisition, periodic evaluation of the collection and systematic
weeding of documents.

Role of libraries

Library is the pulsing heart of the campus with various wings
into each department. It is social institution where every person
seeks every kind of information.

- Library is the most important intellectual resource of the academic community and helps the members of the institution individually as well as collectively for self development, fulfillment of curriculum requirements and promote study and research.
- It should help the lifelong education of one and all.
- It should work for continued social well-being of the agency in charge of all socialized resources through.
- It should contribute to productivity-drive by informing top-management of the latest trends in diverse enterprises, by ploughing back into the minds of researchers, designers and technologists every piece of relevant new thought, promptly and pin-pointedly.

To achieve its goals, the library will need:

- Staff
- Collections
- Design needs

- Entertainment
- Furniture and Equipment

role of library professionals

libraries in ancient times were considered as their department of libraries in ancient times were considered as their department of libraries and other departments and the librarian use through as the evolution of these departments with the passing of time and the rapid developments in information technology, the new ways of communication have taken effect, and the ways in which information was previously handled, stored and disseminated have been altered.

We can think of three important roles for a library manager

The library manager has to perform a set of managerial roles. He acts as a knowledge manager, content manager and content manager. Managerial activity may be divided into three groups:

1. **Inter-personal roles:** A manager represents his organization with outsiders. He performs the role of figure head. The library manager has to communicate with his associates, encourage them and make active them to work in motivation of preferred objectives.

2. **Informational roles:** The library manager contacts with the outside world and his leadership position make him a focal point of information. He functions as disseminator as well as monitor. He acts as a liaison man and a leader.

1 **Decisional role:** A library manager occupies a central place in his organization because of his unique position and authority.

Four decisional roles of a library manager:

- Entrepreneur's role by initiating change and taking the risk that is involved in introducing change.
- He has to assume the role of a discerning handler by taking charge whenever his organization is threatened.
- He performs the role of an allocator of resources when he decides how and where his organization will expand its efforts and resources.
- He also performs the negotiator's role on behalf of the organization.
- **Librarian as a guide:** Library professionals should teach information discrimination through personalized research assistance, guidance and instruction.
- **User friendly approach:** Library and Information Science professionals have to fulfill the needs of its user. This approach helps in achieving and providing satisfaction to its users.
- **Enhancing the quality of service:** The quality of services must meet the user's expectations. Quick and prompt services, proper shelf guides can help the users to reach to their desired materials at the right time and saves the time of the user.

To achieve the functions and objectives of a library, a librarian or director of library has to undertake the following functions with 100% efforts and manpower:

1. planning
2. Organizing
3. Staffing
4. Direction and Leading
5. Controlling

Conclusion

Dr. S R Ranganathan, has stated that "Librarianship is a noble profession. A librarian derives his joy by seeing the dawn of joy in the face of readers, helped by him to find the right book at the right time". The new era librarian will become the guardian of digital information and will be the vehicle to preserve democratic access to information. The modern library professionals add ethics and can make libraries accurately useful and user friendly. Library and Information Centers are service institutions and it is need to provide quality products and services for its customers with introducing innovative practices.

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Best Practices of Cauvery College Gonikoppal, Library and Information Science Centre

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Introduction

The concept of Library is not new but its role and functions have changed constantly. Information is a valuable resource in all types of libraries, but the ICT tools that are important to create, collect, consolidate and communicate information are not yet used in majority of libraries. The library is considered as the knowledge centre of an educational Institution. Well-equipped library helps in effective teaching learning process. It plays a central role in enhancing quality and research environment. A mandate of higher education of our times is to develop the community of students with information literacy while pursuing their education and enable them to further extent it to their future workplace. Librarians' role has been changed from information provider to facilitator of information, transition from print to electronic media, users have become 'Active Users' than 'Passive Users'. Emphasis in the libraries has been on access instead of 'Acquisition', Team work' rather than Individual Contribution' Solitary Environment to Networked Environment.

Automation of the libraries

The concept of automation was centered on the use of computer for housekeeping operations and information services by individual libraries. By the application of modern management techniques reduced response time and need for resource sharing are important elements to be noted by the Librarian and work on automation of their libraries with the using tremendous capabilities of computer. These are certain factors responsible for the automation of the libraries.

- Information explosion has increased user's demand.
- Labour intensive nature of work
- Changing concepts of documents.

The role of library and information center in a college is aimed at realizing the educational goals of the students and college as well. The college libraries not only provides stimulus to reading by procuring materials for study and research but also feeds the intellect of the student. It encourages the teaching and research needs of the faculty. The college library and information center acts as a vehicle for disseminating information and the related Information and Communication Technology.

Cauvery College Gonikoppal

The institution took its birth on 15 July 1968 with a conglomerate effort of a few philanthropists who foresaw the necessity of providing higher education to all the people of the land who cannot afford to move out of home, seeking greener pastures for a comfortable living.

Cauvery college Gonikoppal, with a long 49 years, has travelled many miles in its pursuit of excellence, ushering a qualitative growth in higher education. The emergence of NAAC and its quality drive in higher education has definitely brought a set change in our college campus in terms of expansion of academic programmes and additional infrastructure. The college is affiliated to Mangalore University and has excellent facilities for academic, sports and cultural activities. In an area of 22.2 acre campus has good infrastructure facility catering to the needs of all stakeholders of the institution. The vision of the institution " Education for self reliance and self realization".

Cauvery College Library

Library is one of the vital organs of the academy body, place a crucial rule in the development of education, through its multi disciplinary operational activities with this vision in view Cauvery College Library was established in the year 1968-69 under the University of Mysore. To start with 225 books were purchased in arts subjects like History , Economics, Political Science , Geography. And a few general magazines were subscribed.

In 1972, when the college started functioning in its own campus and its building. Even though, the establishment of Rao Bahadur Mandanna memorial Library building which was inaugurated by Late Field Marshal General K.M. Kariappa ,was done in 1974 costing 2 lakhs, the college suffered from acute shortage of accommodation. With the help of the gifts, donations and UGC grants the collection of library increased and the library has been shifted to the auditorium.

The College was admitted under grant- in-aid scheme in the year 1978-79. The UGC as sanctioned Rs. One Lakh during the fifth year plan period towards the purchase of books. The College has been receiving financial assistance towards library development during the 8th 9th 10th and 11th plans. The library saw a new dimension towards the purchase of books, subscription of Journals and equipments with UGC assistances. In a span five years many books were added. The Library collection increased quantitatively.

In the year 1969-70 B.A, B.com, courses were introduce to cater Educational needs. In 1973 B.SC. was introduce with CBZ combination and in the 1979 PCM was introduced. In the year 1996 BBM and in the year 2008 BCA was introduced.

Number of books on modern subjects like Computer science, Micro biology, Bio chemistry, the new world book science, Encyclopedia of Britannica, Encyclopedia of Americana, Encyclopedia of Humanities And Social Sciences and subject wise Dictionary etc. were purchased. The shortage of furniture in the library as the supplemented by the purchase of new once.

Library Automation

The automation and computing specialty have transformed our library as information center. The process data entry as been completed with the help of Easylib software (Version 4.3.3. 2009). Our Library operational activities are fully Computerization. Our library as a rich collection of 50725 volumes of books and journals on various subjects (2015-16). All the books have been technically processed with bar coding, card catalogs, maintained and books are classified as per Dewey Decimal Classification Schemes.

IT and other tools deployed to provide maximum access to the library collection

◆ OPAC

The catalogue is computerised using an integrated library automation package. The OPAC can be searched using the LAN of the library.

◆ Facilitated searching tools to search for articles in multiple Databases:

11000 e-books are available under INFLIBNET NLIST programme. Access to e-journals from NLIST is managed through user name and Password.

◆ Library automation

Library is automated using indigenously developed integrated **EASYLIB software** with OPAC (Online Public Access Catalogue) and Bar Code technology. The software includes modules such as Catalogue & Accessioning, Circulation, Membership, Digital Library and Reports.

◆ Institutional Repository

Institutional repositories deliver benefits to faculty and students and serve as a resource supporting classroom teaching.

◆ Content Management system for e-learning

The library has been consistently upgrading its structures and facilities in tune with the advances in ICT to make it learner friendly and maximally accessible. 11 computers connected through LAN are provided in the library for Internet access. Digital library contains Project reports, Journals, articles by the faculty, syllabi and question bank.

Very old editions and damaged books are removed from active collection and old newspapers are disposed off during the vacation, after collecting important clippings. The general periodicals are also weeded out each year.

Library Committee

The college library is an integral part of the college. For operational efficiency and the overall policies and objectives of the college library there should be functional administrative structure. Library committee is a body of an organization consisting of the Librarian, Heads of the Department each Discipline, Principle of the Institution and the office Manager of the college. The committee ensures a better understanding between the readers and library polices. The suggested membership of the committee is:

- | | |
|-----------------------------|--|
| 1. Principal | : Chair Person |
| 2. Vice Principal | : To chair the meeting in the absence of the Principal |
| 3. All Departmental H.O.D's | : Members |
| 4. Librarian | : Member Secretary |

Library Membership:

- All the students and faculty members who have joined the college can get membership of the library.
- Bar-coded and laminated Identity cards are issued to students/faculty
- The borrower's cards are not transferable.
- The student should produce Identity Cards for issuing/returning of books and for the reading of general magazines/journal/newspapers etc.

Collections of the Library: 2015-16: Degree Section

➤ Total number of Books	}	
❖ UGC books/Reference books		: 50725 volumes
❖ DVD/ CD		
❖ Donated/Gift Book		
❖ Book Bank		: 876 volumes
➤ Old periodicals Bound Volumes		
➤ Periodicals:		
Journals /Magazines: National and International		: 112
➤ News Paper: Daily/weekly /bio monthly/monthly: KAN/ENG		: 38

Best practices as well as specialized services provided by the library

The college extends the following specialized library services to its stakeholders.

- ❖ **Manuscripts:**
Accession registers, Book withdrawal register, Book deposit register, Bill payment register, Reprographic service register, Coaching class book issue register, Library User register, Books issued to old students and parents register, Library best user award register, Stock book registers etc.
- ❖ **Reference services:**
Using wide and updated reference collection students are guided to get the topics & materials required for their assignments, academic competitions, seminars, projects, etc.
- ❖ **Reprographic service:**
For both internal and external users.
- ❖ **Inter Library Loan(ILL)**
Nearly 500 text and reference books are used by the post graduate students through Inter Library Loan. Inter library loan services such as photocopy or scan materials, question banks are provided.
- ❖ **Information deployment and notification:**
This is done through new arrivals display rack, and display on the notice board.
- ❖ **Download services:**
These services are available to the stakeholders from subscribed e-resources, resources from N- LIST and open access resources. INFLIBNET services (NLIST) are made available to the user community for academic purpose.
- ❖ **Printing**
Printers are provided for student and public access.
- ❖ **Reading list/Bibliography compilation**
Automated bibliography generation service is made available by using the catalogue module of the integrated library automation package.
- ❖ **In-house/remote access to e-resources**
The access to the resources is managed through user-name and Password for in-house as well as remote use: (a) e-journals from NLIST (b) open access journals.
- ❖ **User orientation and awareness**
Regular awareness and orientation for fresh users for ensuring the efficient utilization of the library services. Book bank service facility is available to the meritorious, poor

- did involving students
- Assistant in searching Databases
 - The library would purchase reader magazines & books all electronic databases and resources in a search-friendly to be used
- Competitive Exam section
 - There are more than 100 exam stated - (UPSC, JRF, IAS, etc.) departments exam - (Railways, etc.) and other competitive examinations support all self & separate section for the concerned students and be marked separately in the exam.
- Bio Metric Attendance
 - Degree students have a maximum maximum 10 days limit of attendance & certificate. A biometric attendance device is placed in the library to record the entry and exit.
- Library Best User award
 - To motivate the students to make the efficient use of the library and its services, the Best Library User Award was first started from 2011-12. The students are selected from the boys and girls from the year 11 year degree course on the basis of the statistical data assessment of books reading aptitude of the students, utilization of other library resources and discipline.
- Drinking Water Facility
- Separate Reading Room for Female students
- User feedback Practice Through Questionnaire
- Books circulated to / At students & Parents
- CCTV cameras installed in the library
- Power back up in the Library

Conclusion

To conclude the best practices mentioned above might have been practiced by many of the college libraries. The library has a key role in supporting the academic activities of the institutions by establishing, maintaining and promoting library and information services, both quantitatively and qualitatively. The library offers a wide range of services from reference to electronic information services. Library professionals need to keep abreast of the latest developments in the field. Need to team up with other associated professionals & organizations technologies required for the libraries. Library being the heart of an educational institution needs a careful watch and nourishment to sustain and support the higher education in its region. The above mentioned description presents the situation in respect of Cauvery college library. The practices introduced by the library are striving to provide better services to its users.

Reference

and deserving student.

❖ **Assistant in searching Databases:**

The library faculty members render assistance to search and retrieve information from e-resources on request/demand by the user.

❖ **Competitive Exam section:**

There are more than 200 books related to KPSC, UPSC, KAS, IAS, Departmental Exam, NEET, SET, CEE and other competitive examination acquired and kept in separate section for the concerned students and the teachers preparing for the exams.

❖ **Bio Metric Attendance:**

Degree students have to maintain minimum 20 library hour of attendance in a semester. A biometric attendance device is placed in the library to record the library hour.

❖ **Library Best User award:**

To motivate the students to make the efficient use of the library and its services, the 'Best Library User Award' has been started from 2010-2011. Two students are selected one from the Boys and One from the girls of III year degree course, on the basis of the statistical data, accession of books, reading aptitude of the student, utilisation of other library resources and discipline.

- ❖ Drinking Water Facility
- ❖ Separate Reading Room for Female Students
- ❖ User feedback Practice Through Questionnaire
- ❖ Books circulated to Old students & Parents
- ❖ CCTV cameras installed in the library
- ❖ Power back up in the Library

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Social Networking Tools for Academic Libraries: An Overview

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Abstract - Social networking tools play an important role in access and dissemination of information to the users. From ancient Bharat to modern India, higher education has always occupied a place of prominence in Indian history. Internet is global information network of networks. Driven by computers, laser beams and optic fibers, the information juggernaut is triumphantly towards a 21st century. Information revolution is faster than industrial revolution. The changing role of technology in libraries has a significant impact on the changing roles of librarians. New technologies are dramatically increasing the accessibility of information and librarians are adapting to the evolving needs of users just emerge from the adoption of new technologies. The changing technology, explosion of information and the transition of academic libraries from print to electronic have influenced the user behavior. Most of the libraries, especially academic libraries are continued to be hybrid libraries. This paper deals with a concept of social networking and its application to Academic library services for a pro-active awareness and training to educate both the Library and Information Science professional and the Teaching Faculty, students and Research Scholars on the invaluable importance of utilizing social networking in digital environment.

Keywords: Social Networks, Academic Libraries, Social Bookmarking

I. INTRODUCTION

According to Prof. D.S. Kothari, Chairman of Indian Education Commission (1964-66), "A library should provide facilities and services that are necessary for formal education and which open the vast world of books to reads beyond their area of specialization so that, reading habits are encourages among the students and researchers for entertaining self-awareness, personal development and mental curiosity also encouraged among them". The library always ensures the access of information to future generation.

The advancement in internet and WWW has helped the libraries to reach to its users. Social networking sites are providing an innovative and effective way to the libraries to connect it with its users. As the visual information system in comparison to text-based information system is getting more and more popular these days, the traditional libraries are becoming hybrid libraries as they are currently doing digitization of their documents and moving towards to become digital libraries. Internet has become an unavoidable requirement for every educational institution of higher learning.

II. LIBRARY IN EDUCATION

A well-equipped and well managed library is the foundation of modern educational structure. The importance of library in education can be appreciated properly and precisely only if we try to understand the changing concepts of education. Education and library service are twin sisters and one cannot live apart from the other. Every educational programme must be preceded by the provision of library services if the national expenditure on formal education is to be utilized and justified in a hasty manner. The libraries are the main base of academic system and today they are treated as the heart of the educational organizations. It is essential for us to note that libraries are basically paternalistic, service-oriented and not-for-profit organizations. In this age of information technology, there have been so many opportunities for the librarians for involvement in an information-based society including electronic and multimedia publishing, internet based information services, global networking and web based digital resources etc.

III. SOCIAL NETWORKING

According to Computing Dictionary (2011), "Social Networking site as any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, matters, employers, employees just to mention a few". According to Boyd and Ellison (2007), define "Social networking sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of others users with whom they share a connection, to view and navigate their list of connections and those made by others within the system". According to Powell (2009), defines "Social networking as a community in which individuals are somehow connected through friendship, values, working relationships, idea and so on". Collaborative and social learning activities are an integral part of formal learning programmes. Social media has become an important source of information for students.

IV. OBJECTIVES OF SOCIAL NETWORKING

Social media networks are no longer an isolated marketing channel solely dedicated to communication and promotional efforts. Social media has provided measurable results with strategies such as lead generation and social selling in addition to useful points of contact between brands and consumers.

Social networking works as a medium of communication with one to another for sharing their experiences and information regarding their interest and helps to build up the field of Library and Information Science services. In libraries to disseminate information to promote their activities, resources and services. These sites are growing as tools to communicate information and extend library services to potential users. The use of social network of broadcasting messages, responding to inquiries and reach out to their users who may not have considered the library as a resource for their information needs.

4. Social Networking: Value for Libraries

- 1. Knowledge Distribution
Flickr, YouTube, TeacherTube, Second Life, Wikipedia, Pbase, Footnote, Community walk, SlideShare, Digg, Sumbled, pon, Daft Doggy
- 2. Knowledge Organization
Noblit, Delicious, Xerxes, Comora, Library Thing, Librarius

Information Communication
MySpace, Facebook, Ning, Blog, Meedo, LinkedIn, Twitter

The use in library and information services are services and students in the easiest way for academic library academic librarians to share information with Research to Social Networking. Social networking tools help an YouTube, Facebook, LinkedIn, MySpace, Google+, Orkut, etc. The various sites are Facebook, Flickr, whatsapp, etc. enable them where the individual interact with each to read the papers. There are many social networking provided a new college university and research institute of information. Now a day the internet and WIFI facility are used to access a large community of users within a social networking sites and they can provide a similar kind of information as well as library professionals can reach to

SOCIAL NETWORKING SITES

- 1. Facebook
- 2. MySpace
- 3. Twitter
- 4. LinkedIn
- 5. YouTube
- 6. Flickr
- 7. Second Life
- 8. Wikipedia
- 9. Pbase
- 10. Footnote
- 11. Community walk
- 12. SlideShare
- 13. Digg
- 14. Sumbled
- 15. pon
- 16. Daft Doggy

Providing link to library catalogues via social cataloging sites could serve as a useful marketing device for public academic libraries, since once a record for a particular authority files for the author and the assigned headings.

4. Library Catalogue on Social Media Site

This service enables the users to add, annotate, share bookmarks of web documents. The library can social bookmarking feature to provide lists of interesting links to patrons and can increase information sharing members.

3. Social Bookmarking

Social networking tools are not only being used for promoting services, programmes and new resources they are also used for reference service. Students tools like Ask librarian and twitter to ask questions, time and this is assisting in promoting the library relevant, efficient and helpful place. The use of networking tools enable librarians to identify library on the social cyberspace and proactively provide information that would normally result from the service.

2. Reference Services

The growing penetration of patrons and librarians use of social networking is an indication that the vehicle for marketing the services of libraries and librarians is an excellent marketing tool which could be used by librarians to sensitize the users on general services

1. Marketing of Library Services

The growing penetration of patrons and librarians use of social networking is an indication that the vehicle for marketing the services of libraries and librarians is an excellent marketing tool which could be used by librarians to sensitize the users on general services

Libraries have always been a vital part of the community. In order for this to continue, libraries are expanding their digital resources to keep the public happy.

VII. CHALLENGES OF USING SOCIAL MEDIA IN LIBRARIES

1. **Lack of Awareness:** Most Librarians in the developing countries are not aware of social networking services, even the few that are aware are still struggling to find out the productive uses of these sites for library service.

2. **Unreliable Power Supply:** The low supply of electricity discourages people from participating in the online forum.

3. **Bandwidth Problem:** Most institutions have limited bandwidth to support this practice. Poor connectivity can frustrate effective online participation.

4. **Lack of Training Staff/Technological Expertise:** Social media can require technological expertise, for example customizing applications to provide access to online catalogue.

5. **Limited Fund:** There are limited funds to support more advance social media usage and training that would be required to enable social networking.

VIII. CONCLUSION

Academic library user's social networking sites could be effectively used to disseminate information and promote pleasant professional relationship among librarians and library users. Although social networking tools hold great promises for academic libraries, it may take time for these tools to be fully utilized by librarians. There are challenges facing academic libraries exacerbated by the fact that they are already struggling with diminishing resources. The aim of using these tools is to connect with a staff and students also communication between within users and staff to share information, for marketing of library services and for communication between the users. The librarians have to study the benefits and drawbacks before opening an account on any social networking site and have to consider the condition of their use before exploring the possibilities of available features of social sites.

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The digital library is really a transition phase towards the library digital library, it was distributed information and have various accessible from anywhere with increasing number involving catalogue and summarization

Librarian in Digital Library

The librarian has a critical role in the digital library of future

Librarian as End-User Trainer/Educator

- As entrepreneur looking out for new ideas and adopts
- As communication connections, formulate useful queries in
- As database selection, establish
- As database of end-user trainer. Librarian is a person who
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Abstract: The purpose of this study was to investigate the Information Communication Technology (ICT) usage among distance learners. Structured questionnaire was prepared and administered to the learners disciplines, namely the Social Sciences, Science/Technology, and Commerce/Management. 180 questionnaires were distributed and 1435 completely filled questionnaires were received obtaining a response rate of 87.0%. It was found that, 1377 majority (95.96%) of the respondents use the Smartphone, because it has maximum mobility and convenience, 1244(86.78%) of them opted ICT facilities (communicating with course simultaneously, Quick Response with 1090(76.08%) response, Time saving with 1064 (74.15%) response, Learning from others contribution with 960(66.98%) response, majority 1086(75.7%) learners Strongly agree with the statement 'ICT devices enable us to get a greater amount of study materials'.

Keywords: ICT, Distance Education, Distance Learners, Kuvempu University, Internet.

1. Introduction

Education is the foremost and top key area for ICT applications. Worldwide, institutions of higher learning have highlighted the use and application of Information Communication Technology (ICT) in their teaching, learning and research process. Information Technology has brought many benefits in the field of education, both formal and informal education which helps in creating opportunities for lifelong learning, especially distance education. Distance education has earned the credibility of a viable and effective alternative channel for imparting education at all levels all over the world and India is no exception to it. However, the academic performance of distance learners is usually looked down on account of its low quality or for some other reasons. ICT facilitates the Distance Learners to access greater variety of learning resources; improved opportunities for individual learning; the possibilities of greater access of information; greater flexibility as offered by the wide range of technologies; and there is a higher degree of interactivity as convergence occurs between individuals. Hence, the study has been considered as one of the important investigations in this vital area of Distance Education. Therefore, research is needed to know the level or competency of ICT skills of distance learners, to identify the needs of existing distance learners. Keeping in view, this study is mainly focused on how frequently distance learners use the computer, benefits of using ICT, Impact of ICT among distance learners.

2. Review of Literature

Oliveira and Greenidge (2020) has conducted a study to determine the frequency of library use by off-campus students, students' level of awareness, students' seeking assistance strategies, students' use of services and sources, and success in meeting students' needs and

satisfaction. The findings of the study showed that students at a distance were relatively satisfied with the services and resources their university library offered, although the majority of the students preferred to utilise other sources of information before they visited the library. The study also indicated that the majority of the students were not aware of the library's website. The findings also revealed that the majority of the students were not aware of the library's services and resources. The findings also revealed that the majority of the students were not aware of the library's services and resources. The findings also revealed that the majority of the students were not aware of the library's services and resources.

3. **Objectives of the study**
 - To study the use of ICT devices among the distance learners
 - To identify the mode of learning through Computer among the distance learners
 - To find out the awareness of the ICT tools among the distance learners
 - To find out the problems faced while using ICT.

4. **Research Methodology**

In this research study, Questionnaire is the main instrument used in the collection of data from identified distance learners. Structured questionnaire was prepared and administered to the various disciplines of distance learners of Kurvenpu University, namely the Social Sciences, Science Technology, and Commerce Management. The sample size of respondents was calculated based on Krejcie & Morgan formula (Krejcie & Morgan, 1970)

$$S = \frac{\sum NP(1-P)}{d(N-1) + \sum P(1-P)}$$

By using Krejcie & Morgan formula of sample size with a margin of error 0.025 and with a confidence level of 95%, the total population of this study was 21743 and hence the sample size is 1650.

Table 1: Distribution of Questionnaires and response rate

SN	Category	No. of questionnaires distributed	No. of questionnaires received	%
1	Social Sciences/ Humanities	926	806	49.8%
2	Science and Technology	216	187	12.0%
3	Commerce/Management	508	442	25.0%
	Total	1650	1435	87.0%

The above table shows that 1650 questionnaires were distributed and 1435 completely filled questionnaires were received obtaining a response rate of 87.0 %. The questionnaires were distributed among the respondents when they attended the contact classes conducted by Kuvempu University. In order to collect the data, 1650 questionnaires were distributed among the respondents. Despite best efforts, 1435 filled- in questionnaires could be collected. The data collected through questionnaires were analysed and tabulated with the help of a Statistical Package for Social Sciences (SPSS) version 17 and Microsoft Excel was used to generate the necessary figures.

5. Data Analysis and Interpretation

Table 2. Gender -Wise Distribution

SN	Gender	Discipline			Total (N=1435)
		Social Sciences (N=806)	Science/ Technology (N=187)	Commerce/ Management (N=442)	
1	Male	329(40.8%)	77(41.1%)	185(41.9%)	591(41.2%)
2	Female	477(59.2%)	110(58.9%)	257(58.1%)	844(58.8%)
3					$\chi^2 = 127, df=2, p= .939$

The table 1 shows gender-wise distribution of distance learner's of Kuvempu University. Out of 1435 respondents, 844 (58.8%) are female and 591 (41.2%) are male respondents. The results of the study revealed that both males and females were pursuing their higher education through distance education mode and the number of female respondents was more compared to male respondents in all the three faculties. To have a better view on analysis the χ^2 -test conducted for 2 d.f. at the 5% level of significance shows that there is no significant relationship between these groups of frequencies($\chi^2=0.127, p=.939, >0.05$). The use of computers by people in all walks of life is increasing day by day. The respondents were asked to name the type of computer system they make use of and the responses are presented in Table 3.

Table 3: Use of Computer devices

Sl. No	Devices	Discipline				Total
		Social Sciences	Science/ Technology	Commerce/ Management	Total	
1	Desktop	298(36.9%)	96(51.3%)	252(57.1%)	(N=1435)	
2	Laptop	130(16.1%)	83(44.1%)	180(42.7%)	666(45.1%)	
3	Smart Phone	759(94.2%)	181(96.7%)	437(98.8%)	402(28.1%)	
					1377(95.9%)	

Data in Table 2 demonstrates that 1377(95.9%) of the respondents use Desktop and 402(28.1%) of the respondents use Laptop which is a minimal number. It is interesting to know that the Smartphone is being widely used, as it has maximum mobility and convenience. The responses on the modes used for acquiring ICT Skills are analysed faculty wise and presented in the Table 4.

Table 4 Mode of learning through Computer

Sl. No	Methods of learning	Discipline			Total	χ^2 Value
		Social Sciences (N=806)	Science/ Technology (N=187)	Commerce/ Management (N=442)		
1	Self	442 (54.9%)	93 (49.7%)	216 (49.0%)	751 (52.3%)	$\chi^2 = 40.282$ $df=2, p=0.00 \bullet$
2	Friends/Family Members	397 (49.2%)	56 (30.0%)	131 (29.6%)	584 (40.7%)	$\chi^2 = 116.285$ $df=2, p=0.00 \bullet$
3	Attending training programs	484 (60.0%)	144 (77.0%)	317 (71.7%)	945 (65.9%)	$\chi^2 = 21.583$ $df=2, p=2.3$
4	Trial and Error method	478 (59.3%)	90 (48.1%)	209 (47.2%)	777 (54.1%)	$\chi^2 = 89.806$ $df=2, p=0.00 \bullet$
5	Through Teachers	342 (42.4%)	164 (87.9%)	388 (87.4%)	894 (62.3%)	$\chi^2 = 212.066$ $df=2, p=0.00 \bullet$
6	Attending workshops	221 (27.5%)	106 (56.6%)	251 (56.7%)	578 (40.3%)	$\chi^2 = 90.201$ $df=2, p=0.00 \bullet$
-	Tutorials/Online materials	497 (61.6%)	132 (70.5%)	307 (69.4%)	936 (65.2%)	$\chi^2 = 3.698$ $df=2, p=15.7$

The table 3 reveals the methods adopted by the students for acquiring ICT Skills. The study has identified three modes through which they have acquired computer literacy and ICT skills. They are attending training programs 945(65.9%), tutorials and online materials 936(65.2%) and through teachers 894(62.3%).

Among others, trial and error method with 777(54.1%) and self-learning come out with 51(5.23%). In order to know the association between the preferred modes of acquiring ICT Skills and the students of distance learning, Chi-Square analysis has been performed. The result given in the table clearly indicates that there is a significant association between the preferred modes of acquiring ICT Skills and the students of distance learning ($p=0.000$) for the fields attending Training Programs ($p=275$) and Tutorials/Online materials

Table 5. Familiar with use of the Computer

Sl. No	Familiar with use of the computer	Discipline				Total (N=1413)
		Social Sciences (N=800)	Science/ Technology (N=187)	Commerce/ Management (N=412)		
1	Less than 1 year	42(5.2%)	4(2.1%)	6(1.5%)	52(3.6%)	
2	1-2 years	180(22.3%)	4(2.1%)	10(2.2%)	194(13.6%)	
3	2-3 years	112(18.7%)	5(2.9%)	15(3.0%)	132(9.3%)	
4	3-4 years	16(2.0%)	9(4.8%)	22(5.1%)	47(3.3%)	
5	More than 5 years	109(13.5%)	26(13.9%)	65(14.7%)	200(14.2%)	
7	χ^2 -Value	$\chi^2 = 230.017$, df=8, p=0.000				

The table 4 illustrates that, 802 (55.0%) of the respondents are using the computers for more than 2 years, while 487(33.9%) are using the computers for 3-4 years, 200(13.9%) are using for more than 5 years and a very small number 54 (3.8%) of users are using computers for less than 1 year. The χ^2 -test conducted for 8 d.f. at the 5% level of significance shows that there is a significant relationship between these groups of frequencies ($\chi^2=230.047$, $p=0.000$, $df=8$). The responses are quite clear and acceptable from the above table 5. As many as 93(6.6%) of them have very good skills in using the Smartphone and 348 (24.3%) of them have good skills which shows that the device is almost possessed by many now. There are 1131(78.8%) of the respondents who have good skills in using the Computer, followed by 215(15.0%) respondents who have very good skills and 7(.5%) of the respondents have very poor skills in using the Computer. About 817(58.3%) respondents have good skills using the Laptop, while 142(9.9%) have moderate skills and 26(1.8%) of them have very poor skills in using the Laptop.

About 608(42.5%) respondents have very good skills in using the Storage Devices-(CD, DVD, Pen drive/ memory card), whereas 402(28.0%) of them have moderate skills and 584(40%) of them have poor skills using the Storage Devices. About 795(55.4%) respondents have good skills in using the digital camera, followed by 268 (18.7%) of them who have moderate skills and 42(2.9%) of them have poor skills using the digital camera. There are 754(52.5%) respondents who have good skills in using the Internet, while 449(31.3%) of them have good skills and 36(2.5%) of them have poor skills in using the Internet. About 575(40.1%) respondents have poor skills in using the iPad, followed by 550(38.3%) of them who have moderate skills and 98(6.8%) respondents have very poor skills in using the iPad. The use of computer accessories like printers and scanners are quite less as it requires to possess them personally. The use of Copiers is Poor as the respondents are not required to use and handle them personally. Interestingly the results are quite realistic and practical. The One-way ANOVA test has been employed to know the significant differences between the students of distance learning with respect to their awareness of various Information Technology tools. The result of One-way ANOVA presented in the table clearly shows that there is a significant association between the categories of users with respect to their awareness of Information Technology tools.

The One-Way ANOVA statistical test also shows that there is no significant difference between the categories of users with respect to their awareness of Information

Technology tools only for few fields viz., Computer(578), Printers (751) since the probability value is more than the 05. Often use the Internet to prepare notes for their study, followed by 893(62.2%)of the respondents use it for social networking,849(59.2%)of them very often use Internet for the purpose of downloading notes and study material, 841(58.6%) of them often use Internet for the purpose of Online learning (E-learning), 773(53.9%)of them often use to keep abreast of latest development in the field, 719(50.1%)of them often use it for professional development. It is also described that the majority 1057(73.7%) of the students of distance education sometimes use it for email communication and only 886(61.7%) respondents rarely use the Internet to search other University websites. The table shows that the internet is used by the students of distance education almost for right purposes at a maximum level. But surprisingly, the use of the Internet for social networking is at the highest stretch does not go in equal with studies and also that it is used sometimes for Email.

Table 6 Opinion on support of ICT on Distance Learning

Sl No	Opinion	Dis. Adv.				Total (N=1435)	Chi-Square Value
		Social Sciences (N=806)	Science/ Technology (N=187)	Commerce/ Management (N=442)			
1	Communication with many	714 (88.5%)	159 (85.0%)	371 (83.9%)	1244 (86.7%)	$\chi^2 = 5.863$ df=2, p= .051	
2	Learning from others contribution	491 (60.9%)	120 (64.1%)	349 (78.9%)	960 (66.9%)	$\chi^2 = 4.680$ df=2, p= .009*	
3	Quick response	599 (74.3%)	145 (77.5%)	346 (78.2%)	1090 (76.0%)	$\chi^2 = 2.730$ df=2, p= .253	
4	Economic	381 (47.2%)	91 (48.6%)	216 (48.8%)	688 (47.9%)	$\chi^2 = 1.177$ df=2, p= .845	
5	Flexible	604 (74.9%)	138 (73.8%)	325 (73.5%)	1067 (74.4%)	$\chi^2 = 1.172$ df=2, p= .847	
6	Sharing of ideas	564 (70.0%)	146 (78.1%)	345 (78.0%)	1055 (73.5%)	$\chi^2 = 11.863$ df=2, p= .003*	
7	Time saving	486 (60.2%)	171 (91.4%)	407 (92.1%)	1064 (74.1%)	$\chi^2 = 183.993$ df=2, p= .000*	

Note: * p<0.05

It is found from the table 7 that, out of 7 advantages of ICT in Distance Learning the data reveals that the six advantages are over 70% and the first being the Communicating with many simultaneously with highest percentage of 1244(86.7%), whereas Quick Response with 1090(76.0%) response, Time saving with 1064 (74.1%) response, Learning from others contribution with 960(66.9%) response. The only low response is on Economics of the ICT in information seeking which shows 688(47.9%), however there are good advantages of ICTs use in Distance Learning. Therefore, the Chi-Square test was applied to know the association between the influences of ICT on Distance learning. However, the result of the Chi-Square test reveals that there is no significant association between the influences of ICT on Distance learning where the p-value is > .05, except for few fields Learning from others contribution.

sharing of ideas and time saving where the p value is .05. The data presented in table 7 reveals that K-1 has had a positive impact on the students in distance learning. To know the users view various statements were placed and users had to mark as strongly agree, agree, neutral, disagree and strongly disagree with the statements. Out of 1435 majority 1086 (75.06%) users 'Strongly agree' and 344 (23.94%) users 'Agree' with the statement 'If I use devices enable me to get a greater amount of study materials and internet resources'. Followed by 918 (63.35%) users 'Strongly agree' and 519 (35.94%) users 'Agree' to 'If I given opportunity to learn more. 853 (59.44%) users 'Strongly agree' and 433 (30.14%) users 'Agree' to 'If I computers are a fast and efficient means of getting updated information'. 979 (68.29%) users 'Agree' and 361 (25.17%) users 'Strongly agree' about 'If I helps distance learners acquire new knowledge effectively'. About 817 (56.99%) users 'Strongly agree' and 301 (20.98%) users 'Agree' about 'If I do agree that electronic devices like computers, internet, television all are very helpful in my studies during examination'. 794 (55.32%) users 'Agree' and 341 (23.81%) users 'Strongly agree' to 'Scored more in examination'. It is also found from the study that 670 (46.76%) users 'Neutral' and 473 (32.7%) users 'Agree' with 'If I hope to develop higher order thinking skills'.

There are 858 (59.84%) users 'Agree' and 581 (40.75%) users 'Neutral' about 'Studying with the help of computers gives me great pleasure and satisfaction'. Most 862 (60.15%) users 'Disagree' with the statement of 'Learning through electronic devices creates eagerness, curiosity and encourages me to do something new' and 648 (45.14%) users 'Disagree' with the statement of 'I prefer getting information on computer screen instead of printed page'. The responses in large majority are positive ratings which strongly agree to Agree on most cases. It is factual as a lot of e-learning material is created and made available on the websites of the open universities under study especially the eGyankosh from KJ-SOM and e-PGPathshala from INFLIBNET. The only low and average response is to 'Higher order thinking level' because the distance learner's key requirement is to acquire a higher qualification for the reasons mentioned already in an earlier section.

Table 7: Problems faced while using ICT for Information Gathering

Sl No	Problems	Discipline			Z-Value
		Social Sciences (N=806)	Science/ Technology (N=187)	Commerce/ Management (N=442)	
1	Internet speed is very slow	471 (58.43%)	136 (72.8%)	118 (27.0%)	Z = -29.155 df= 2; p= 0.00*
2	Retrieval of irrelevant/ junk information	643 (79.8%)	76 (40.6%)	185 (41.8%)	Z = -272.194 df= 2; p= 0.00*
3	Overload of information on the internet	689 (85.4%)	139 (74.3%)	352 (79.6%)	Z = -15.836 df= 2; p= 0.00*
4	Lack of uninterrupted power supply	261 (32.3%)	78 (41.7%)	171 (38.6%)	Z = -8.529 df= 2; p= 0.04*
5	Lack of information retrieval skills (Advanced search techniques)	469 (58.1%)	48 (25.7%)	147 (33.1%)	Z = -117.624 df= 2; p= 0.00*

- Out of 1435, majority 1086 (75%) users 'Strongly agree' with the statement 'ICT devices enable us to get a greater amount of study materials and internet resources'. Followed by 918 (64%) users 'Strongly agree' to 'ICT gives opportunity to learn more'. 887 (61.8%) users 'Strongly agree' to 'ICT Computers are a fast and efficient means of getting updated information'. 979 (68.2%) users 'Agree' about 'ICT helps distance learners acquire new knowledge effectively'.
- About 817 (56.9%) users 'Strongly agree' about 'I do agree that electronic devices like computers, Internet, television all are very helpful in my studies during examination'. 707 (49.2%) users 'Agree' to 'Scored more in examination'. It is also found from the study that 694 (48.1%) users 'Agree' with 'ICT helps to develop higher order thinking skills'.
- The users experience the problem reveals that, overload of information on the Internet with the huge volume of 1180 (82%). The next is obviously the internet speed which is very slow at 5 (0.45%), retrieval of irrelevant junk information (i.e., 904 (63.0%) and lack of information retrieval skills (Advanced search techniques) i.e., 664 (46.3%).

7. Conclusion

One of the key factors for Distance Education Learners is acquisition of good computing skills, internet surfing and use of social media like Facebook, LinkedIn, as more and more reading materials especially is being published in the electronic form. The study observed that, the computer and ICT skills are quite essential now for the distance learners because the distance education programmes are getting more and more e-content and for promoting online and virtual education. Hence, it is suggested that the distance education programme offering institutions, universities should start advanced training for users at different levels. The contents of the training programs should be (i) Basic introduction to library services and facilities, (ii) OPAC Search (e) Methods and tools for searching information resources, (iii) Internet Use (iii) Online and CD-ROM databases, (iv) Using electronic journals, (v) Introducing reference books, (vi) Introducing audio video materials. To introduce information literacy classes within the academic period to enable and encourage successful information gathering methods so that relevant teaching and learning needs become the focus.

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“Mindfulness based stress reduction for college lecturers”

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Abstract:

Purpose: Research focus on the mindfulness based stress reduction for college lecturers. The paper begins with causes and consequences of job related stress and then reviews existing workplace models. Stress for lecturers is a growing concern at workplace. Stress is originated in literature since 17th century. Stress is due to role performance, the effect has to be resolved. Mindfulness helps in enhancing performance and effectiveness at individual and organizational level. It is an approach on college lecturer's health and wellbeing, Important about mindfulness is training the mind, being real, having comfort at work, focus, patience, acceptance, trust, beginner's mind, nonjudgmental, letting go, inspiring, respect and dignity. Lecturers need mindful approach for teaching and learning and helps in reducing anxiety. This article aims at examining the relationship of job stress, coping strategy and personal accomplishment

Methodology: The study is descriptive and exploratory in nature. Both secondary and primary data will be collected and used for measuring the objectives of study. Primary data will be collected through structured questionnaire method and secondary data for the study includes books, journals, of various organizations and various websites.

Findings of the study: Based on the respondent samples of 150 college lecturers, research will analyse the level of stress on lecturers of Department of Management and commerce, Arts, engineering and science. Research examines the relationship between job related stress and coping strategies.

Organizational implication: The coping strategies provided in the study are made to measure the specific situation which can be adopted by academic institution. The finding of the study can be implemented for stress management training program for lecturers; better work system and management system develop more friendly and supportive culture in organization.

Keywords: stress, job stress, mindfulness, personal accomplishment.

I. Introduction

Stress can be triggered by both desirable and undesirable events in life. Stress resulting from desirable events is called Eustress (meaning good stress). Eustress is pleasant. On the other hand, stress resulting from undesirable events is called Distress (meaning bad stress). Distress has bad effects. Stress is a part of our everyday life. Moderate level of stress is in fact necessary for an individual to stay alert and active. High level of stress on the other hand, would lead to impairments of human wellbeing and performance. Stress is additive and It is necessary to prevent spiraling of stress to contain within a reasonable limit for harnessing its benefits, while avoiding its perils.

Mindfulness means state of wellbeing and reduction of stress. Mindfulness is emotional wellbeing and paying attention to oneself. Managing work and life in a smooth manner is a difficult task; oneself listening to body, mind, and heart is a process of developing awareness, personal values, decisions and compromise on health. Mindfulness express one's smooth running at work and contribution to the society. Mindfulness helps in enhancing performance and effectiveness at individual and organizational level. It is an approach regarding college lecturer's health and wellbeing, Important about mindfulness is training the mind, being real in workplace, having comfort at work, focus, patience, acceptance, trust, beginner's mind, nonjudgmental, letting go and inspiring respect and dignity. Mindfulness has to be an activity for college lecturers for coping stress and paying close attention to whatever we are doing. Mindfulness is a skill to realize most benefit over the long period of time and must be made compulsory in college. This helps the student and lecturers to improve their concentration, attention, conflicts resolution and empathy.

Objectives of the Study:

Considering the objectives of the study, this research will aim to accomplish the following

- To assess the level of stress among college lecturers.
- To analyze the level of mindfulness on college lecturers.
- To analyze the mindfulness based stress reduction and coping strategy.

II. Literature review:

The literature review considered for this exploratory research covers job stress, mindfulness, and personal accomplishment.

Stress

Colangelo (2004) defined “teacher stress as an unpleasant feeling that teachers experience as a result of their work. Stress has effects on a person’s physical, emotional and psychological well-being.

Salami (2006) identified “heavy workload, working under pressure, large classes, student’s disruption of lectures and delayed and inadequate salaries as sources of stress among college of education lecturers in Nigeria”.

Park (2007) in his study of work place and job performance, found that “negative implications of work stress are recognized as a challenge to both employers and workers, with women, youth, shift, part-time, and non white collar workers being more likely to have high-strain jobs. Those with such jobs perceived their work to be physically demanding and less satisfying. Low personal incomes and low levels of education were also associated with higher stress.”

Selye (2000) defines “stress as the body’s general response to environmental situation, which can lead to change in physical, emotional, behavioral or mental state.”

Kokkinos(2007)quotes “The manifestation of burnout is a function of stressors engendered at both the environmental organization and personal levels.”

Chen and throne(2008) describes “job stress as a work related psychological pressure and a worker’s ability to respond and grip the specific situation at work place skillfully”.

Cheng and Chen(2010) found that “ job stress and work hours predicted burnout among first postgraduate year residents.”

Research focus on important aspects such as work life balance, motivation and individual health are stressed to the feeling of worry, anxiety, anger, fear, frustration and which damage health of the lecturers. Research focus on both environmental and personal factors which evidence stress on individual at work

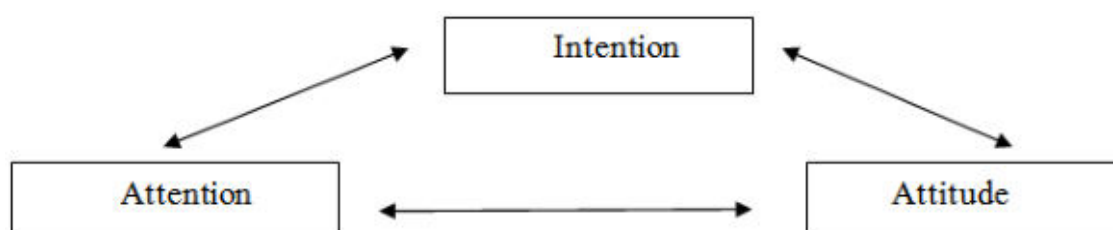
Mindfulness

Jon kabat-zinn(1994) defines “mindfulness as paying attention to thoughts and action in a particular way on purpose in the present moment and non judgmentally.” Jon kabat-zinn states that “mindfulness means take care of the future best by taking care of the present now.”

Kabat-zinn(1994) said that mindfulness is, “paying attention in a particular way: on purpose, in the present moment, and non-judgmentally.”

There are three axioms of mindfulness (kabat-zinn(1994) has been discussed below

1. “On purpose” or intention,
2. “Paying attention” or attention,
3. “In a particular way” or attitude (mindfulness qualities).



The study highlights the three axioms of mindfulness, Intention, Attention, and Attitude, are not separate stages. They are interwoven aspects of a single cyclic process and occur simultaneously. Mindfulness is this moment-to- moment process.

Shapiro and colleagues (2000) have described a testable theory of the mechanisms of mindfulness and how it affects positive change. They describe a model in which mindfulness training leads to a fundamental change in relationship to experience, which leads to changes in self-regulation, values clarification, cognitive and behavioral flexibility, and exposure. These four variables, in turn, result in salutogenic outcomes. Analyses of responses from participants in a mindfulness-based stress-reduction program did not support the mediating effect of changes in the relationship of mindfulness with those four variables. However, when mindfulness and re perceiving scores were combined, partial support was found for the mediating effect of the four variables on measures of psychological distress. Issues arising in attempts to test the proposed theory are discussed, including the description of the model variables and the challenges to their assessment.

This research clearly highlights how mindfulness practice brings positive changes. Here the four variables such as self regulation, values clarification, cognitive and behavior flexibility helps the participants in a mindfulness based stress reduction for college lecturers.

Personal Accomplishment

Mick Jagger says; to become the most famous person on the planet, an accomplishment be pretty well achieved.

According to the dictionary “accomplishment is the successful completion of something or the act of accomplishing something.”

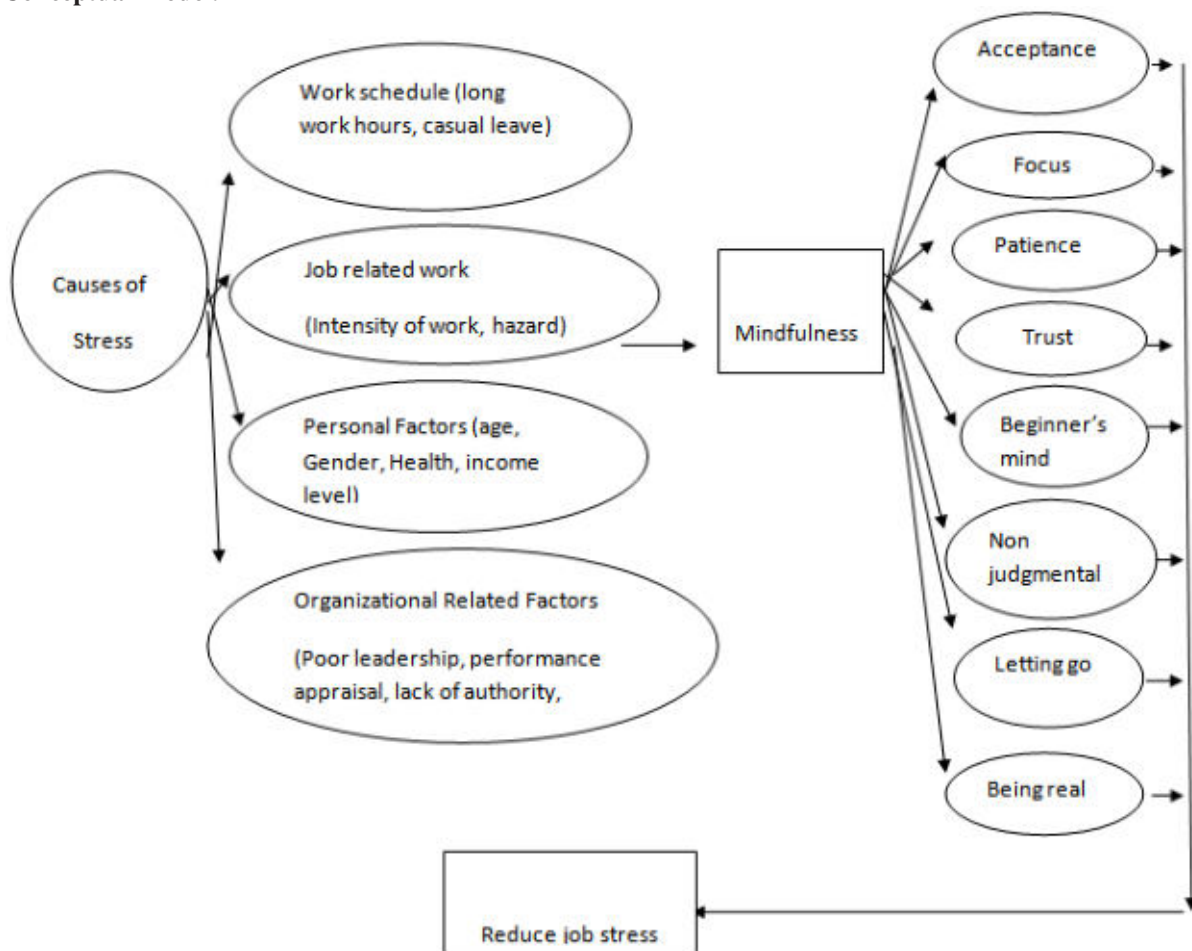
III. Statement of problem

Research evidence has shown college lecturers are stressed. There is paucity of studies that investigated the relationship between job stress and mindfulness based stress reduction for college lecturers. There is need to investigate the relationship between job stress and mindfulness based stress reduction for college lecturers. Personal factors and organizational factors which cause stress have to be concentrated and how to bring mindfulness into practice for the college lecturers has to be studied.

Research gap

Secondary Research and Literature Review on mindfulness based stress reduction for college lecturers has to be focused more, it has been concluded that primary research on 150 lecturers of various colleges of various departments has to be taken into consideration as a next step in order to test the correlation between causes of stress and mindfulness based stress reduction.

Conceptual Model.



The conceptual model explains the causes of stress at work place are due to work schedule, job related work, personal factor and organizational related factors adopting mindfulness as a coping strategies such as

accepting, focus, trust, beginner’s mind, non judgmental, letting go and being real at work place would reduce job stress for college lecturers.

Theoretical frame work

Causes of stress

The causes of stress are numerous and depend on the individual. What one consider stress would not be a stress factors for others, the causes of stress are

Exhausting work schedule

Long working hour’s culture leads to increased workloads and frequent changes to timetables, rigid and inflexible working hours is a symptom of exhaustion and anxiety for the college lecturers.

Job related work

Class rooms and equipment, environmental noise, poor ventilation and problems with hygiene and safety are just some of the bad working conditions which lead to stress for lecturers.

Personal factors

As the age grown lecturer level of stress increases and capacity to cope up with stress will also increases gradually, but no gender difference exist, male & female lecturer both felt same stress. Stress is the part of lecturers life so there is some stress coping mechanisms for lecturer community would help to overcome stress like, get involve with the campus activity, take advantage of the campus resources, choose a clear career path and by patiently handling all the activity will overcome all the stress.

Organizational factors

Colleges lecturers are stressed due to organizational factors such as Poor leadership, performance appraisal, lack of authority and a strong administrative hierarchy with a lack of support This causes a great deal of stress because these feelings clash with the teacher's personal ambitions and goals for fulfilling their job and providing a quality education in the organization.

Further study on the mindfulness has to be made to achieve the objectives hence this research has to be carried on

IV. Conclusion

Stress exists in different dimensions for the academicians. The causes for stress are long working hours, casual leave, intensity of work, hazards, gender bias, health, income level, lack of authority, poor leadership. Lecturers must adopt mindfulness approach through accepting, trusting, being focused, patient, non judgmental and real at work place. Effective management of stress could lead to improved productivity.

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Challenges & opportunities in Rural Education in India

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ABSTRACT

India is emerging as a major power economy and our cities and urban centres are beginning to display marks of affluence. Unfortunately our development is unbalanced. The villages are not able to march equally with urban India. About 69% of the country's total population continues to live in rural India. The benefits of economic growth are not reaching to more than two-thirds of the people. The vital sectors such as agriculture, infrastructure development, Education and community and social services, and in rural development as a whole, the country's performance is not appreciable. Economic development in any country to a greater extent depends on rural development and it assists the economy to grow and sustain. In the rural areas agriculture is the main source of livelihood to the people. There is a direct relationship between agriculture production, income and the demand for industrial goods.

People living in the rural areas have to struggle to earn wages or are forced to migrate to urban areas. The migration pattern varies with the region, opportunities and socio-economic status of the families. The poorest families, particularly the landless and marginal holders owning poor quality land tend to migrate with the entire family. Many tribal families migrate to cities as construction workers and return at the onset of the rains. Such migrations severely affect the quality of life, due to poor health, lack of education and social pressures leading to erosion of moral values. The objectives of the paper is to analyse the challenges facing the rural education and suggest ways to overcome these challenges and to create opportunities of gainful self-employment for the rural families, especially disadvantaged sections, ensuring sustainable development, enriched environment, improved quality of life and good human values.

When we talk about education in India, we can't just talk about how education is in urban cities of India, without going deep into rural education that constitutes almost 90% of the schools being located in rural areas. Recent studies have shown how the face of education in rural parts of the country have developed to a great extent, but some remote areas still do need a serious check-up with children failing to receive basic quality education.

KEYWORDS: Challenges, Rural, Opportunities, Rural Education

INTRODUCTION

India lives in villages. This line emphasizes the agrarian character of the Indian economy continues to be true in spite of industrial development that has taken place in the last six and half decades since independence. The 2011 census estimates about 69% (833,087,662) of the country's total population continues to live in rural India that neither have adequate land holdings nor alternate service opportunities to produce or procure essential commodities nor a proper education. Quality and access to education is the major concern in rural schools as there are fewer committed teachers, lack of proper text books and learning material in the schools. Though Government schools exist, but when compared to private schools then quality is a major issue. Majority of people living in villages have understood the importance of education and know that it is the only way to get rid of poverty.

OBJECTIVE OF THE STUDY

- To analyse the challenges of rural Education.
- Suggest possible ways to mitigate these problems.

RESEARCH METHODOLOGY

The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals, reports.

Rural Education in India

Majority of India still lives in villages and so the topic of rural education in India is of utmost importance. A survey named called the Annual Status of Education Report (ASER), shows that even though the number of rural students attending schools is rising, but more than half of the students in fifth grade are unable to read a second grade text book and are not able to solve simple mathematical problems. Not only this, the level of maths and reading is further declining.

Quality and access to education is the major concern in rural schools as there are fewer committed teachers, lack of proper text books and learning material in the schools. Though Government schools exist, but when compared to private schools then quality is a major issue. Majority of people living in villages have understood the importance of education and know that it is the only way to get rid of poverty. But due to lack of money they are not able to send their children to private schools and hence depend upon government schools for education. Above that, in some of the government schools there is only one teacher for the entire school and if they don't show up at work, then it is a holiday.

Some government schools in rural India are overly packed with students, leading to a distorted teacher- student ratio. In one such remote village in Arunachal Pradesh there are more than 300 students in class X which makes nearly 100 students in each classroom. In such a situation it is impossible for teachers to pay full attention towards each and every student, even if they are willing to help.

Every village is not provided with school which means that students have to go to another village to get education. Owing to this parents usually do not send their daughters to school, leading to a failure in achieving rural education in India.

Poverty is another setback. Government schools are not as good and private schools are expensive. This results in a very low number of students actually clearing their secondary education and taking admission in colleges for further studies. So the drop-out-rate at the secondary level is extremely high in villages. Only parents who can afford college education send their kids to secondary schools. If parents are not able to send their wards for higher education then all their previous efforts get wasted as completing just secondary education means a low paying job and the person is again struck in the same never ending cycle of money, life and poverty.

Quality related issues are far powerful than poverty. Students are not at all encouraged to think but they are asked to memorize pre-defined questions for exams. So for many students clearing examination at the end of the session, passing their exam becomes more important than gaining knowledge. Also as per the new CBSE rule, every student is supposed to be promoted to the next class irrespective of marks in their examination. Hence majority of students do not bother to study, which means a decline in their education level. Neither students nor teachers take any interest in studies which is why the level of education is declining in India despite many efforts.

There is a difference between city and village student not in terms of brain or development but their initial environment, skills, learning ability, availability of infrastructure, and access to different facilities. All of these must be considered while making the curricula which should not be different but how it is going to be taught would make the difference. Encourage the genuine rural

students who are interested in education and make them competent. There are many examples of success in rural education in India like the Barefoot College, 8 Day Academy and Gurukul School in Bihar. These are innovative and successful examples of schools running in rural India. It is the time to replicate such efforts as our country and its rural population is very vast which means one of two stories of these kinds won't make any difference. Instead of this large number of such schools are required in rural India. It is also absolutely mandatory to evaluate the success of the schools and students at each and every level. Timely assessment will throw light on present problems and achievements. Let us try to build a solution around these problems which will resolve the overall issues of rural education in India.

Challenges faced by Rural Education system in India

1. Non-permanence of teachers is de-motivating

Most of the schools in rural areas are run by the government. They appoint ad hoc teachers, instead of permanent ones, who are poorly paid as compared to the huge remuneration of a full-time Trained Graduate Teacher (TGT).

Moreover, promising career prospects, which is quite a motivation booster, is almost nil for the non-permanent teachers. This leads to dissatisfaction, eventually resulting in a dearth of teachers because they move away to more permanent jobs.

2. Late or blatantly absent

Lack of accountability of teachers and school authorities has raised the rate of absenteeism. School Development and Management Committees (SDMCs), comprising parents and members of the local community, have been entrusted with the responsibility of overseeing teachers and their duties. However, research suggests that the committee has hardly seen success.

3. Non-teaching duties

Moreover, non-teaching duties like election invigilation often keep teachers away from schools. Furthermore, teachers often have to report for duty far away from their home. With an inadequate transport system in rural India, the distance only adds to their woes and often results in absenteeism.

4. Exemption from TET

Several states have exempted candidates from Teachers' Eligibility Test (TET) as only 20 per cent of the aspirants clear it. This wrong move, in an attempt to quickly fix the issue of dearth of teachers, has deteriorated the quality of education in the states even further. However, quality of teachers is a major concern not only in these states, but across the entire country.

5. Lack of quality teacher training

There are many private teacher-training institutes in India, but the quality of the training they provide is unsatisfactory. Continuous professional development is a motivator for teachers, and enough attention is needed in this regard.

6. Lack of proper transportation

Most villages have poor connectivity from one place to another and that is often one of the main reasons why, despite efforts by local governing bodies to build schools, often go in vain. Children, most of the times have to walk miles to reach these government funded schools and this often demotivates them to attend school on a regular basis.

7. Poverty

People belonging to remote rural areas have meager incomes, which at times is too less to sustain a family of maybe four or five. Most likely, children from these families won't be sent to schools, instead would be asked to assist the earning member of the family to add up some extra income. On the other hand, teachers in rural educational centers in villages are paid poorly, often leading to lack of attention by teachers, ultimately forcing the students to suffer.

8. Lack of proper infrastructure

Lack of proper infrastructure at these rural schools is also a big concern. Most of the schools don't have proper classrooms, teaching equipment, playgrounds and even basic facilities like clean toilets. Thus, the poor conditions of schools are big reasons to drive away students.

9. Lack of motivation among family members

Rural education in India suffers a lot due to the lack of motivation & interest among the parents to motivate their children to pursue education

Measures to overcome the Challenges in Rural education for sustainable development

- **Motivation:**

Proper motivation should be provided for the teachers in the form of permanent job opportunities & proper facilities. At the same time parents & children needs to be motivated to attend schools on a regular basis.

- **Assurance of Employment opportunities**

Graduates from rural areas should be assured of employment opportunities on the basis of merit.

- **Digital aids to the rescue**

Many remedies such as surprise school inspections, teacher-training courses etc. have been attempted to salvage the rural education scenario. Without being dismissive of any of these, I would like to point out the effectiveness of digital aids in battling the challenges plaguing our education system. This front has benefited, and gained visibility, thanks to some potential ventures by both government and non-government initiatives alike.

- **Government initiatives**

As per Modi government's Digital India initiative, a couple of projects have been introduced in the school education segment.

- For instance, E-basta aims to make digital education via tablets and computers accessible to learners in rural areas. Digital learning can help develop critical thinking skills. The project aims not only to benefit learners in learning concepts, but also to make them comfortable with technology.

Steps are already being taken to introduce digital aids in preschools. Though digital aids can never really replace teachers, initiatives of these kinds can make quality content available to them.

- Again, Rashtriya Madhyamik Shiksha Abhiyan (RMSA), in partnership with state governments, is dedicated to enhance the capacity of all teachers in Information and Communications Technology (ICT).

Many teachers are not tech-savvy, and the teacher-training courses never really prepare them to handle digital aids in classrooms. Such schemes can go a long way in keeping them motivated besides improving their competence.

- **Sarva Siksha Abhiyaan**

This program was initiated by the government of India during the ninth five year plan. Its aim was to universalize the elementary education across the nation. This mission adopted a time bound approach for ensuring "total education" across the country. The idea of social justice is promoted through this program. It involves various stake holders which brings together the panchayati Raj Institutions, school committees, teachers and parents associations, tribal council and many more.

- **Right to Education Act**

With the Right to Education Act coming into force, India has joined the league of over 130 countries which have legal guarantees to provide free and compulsory education to children. This act came into force on 1st April 2010. There are almost 20 other countries which has this provision to provide free and compulsory education to its children. The main features of the right to education act are:

1. Free and compulsory education to all children of India in 6 to 14 age group.
2. No child shall be held back, expelled or required to pass a board examination until completion of elementary education.
3. School teachers will need adequate professional degree within five years or else will lose job.
4. School infrastructure to be improved in three years, else recognition cancelled.
5. Financial burden will be shared between state and central government.

Schedule outlining Norms and standards for a school in Rural Area

- **Non-government initiatives**

eVidyaloka, a non-profit organisation, connects rural learners and teaching volunteers through digital classrooms. The passionate teachers are a varied bunch, consisting of housewives, IT professionals and retired defence personnel. The eVidyaloka team organises Skype classes according to the availability of volunteers and batch sizes.

Although there is a shortage of teachers in our country, a huge number of college pass-outs remain unemployed. The organisation tries to properly channelize the supply in the sector where there is a

demand. However, frequent power cuts and poor internet connectivity in rural areas affect the productivity of the classrooms.

- **Infrastructure**

First impression the best impression. Whether it is a parent, student or a public visits the school premises the first thing he looks at is the basic infrastructure. If the basic facilities are not up to the mark than it's of no use whatever may be the beneficial programme implemented by the government.

- **Merger of Schools**

In Many places of Kodagu there are almost three to four schools within a radius of six kilometres with very less number of students. It would be great that the government mergers these tiny schools into a high-tech school which can provide quality education to the students. The school can make use of transportation facilities for students coming from the locations where the schools were closed.

- **Compulsory Biometric attendance**

The government should implement Biometric attendance system to make sure that the faculties reach on time & be in school for the whole day & discharge their duties responsibly.

- **Frequent Non Scheduled Visits**

There should be non scheduled visits by the officials in charge so as to make sure that the teachers are discharging their duties on time with efficiency. If found guilty proper action should be taken on them to ensure such mistakes are not repeated.

CONCLUSION

A lot of effort is being made in educating the Rural India. But a lot more still needs to be achieved to ensure high literacy rate in rural India and to abolish gender disparity which still persists in a large part of remote areas. A thorough study of the impact of the government schemes is very important. Free uniform, free bicycles, mid day meal schemes, provision of food and lodging will help retain the enrolments in the schools, especially of the girl child. Parents should be sensitized to educate not only their male child but also their female child. Introduction of vocational and bridge courses will help retain girls in the school. There is a need to abolish the practice of son preference. Building only infrastructure will not help but there is also a need to address the root cause for discrimination in the rural India. Only by assessing the situation of the disadvantages that children face based on economic situation, caste, gender, etc. a speedy remedial action can be taken and eventually every child can be included in the orbit of his fundamental right to learn and grow.

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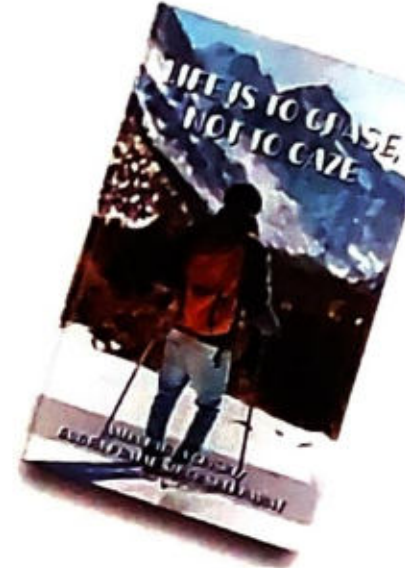
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ಜನಪದ ಸಾಹಿತ್ಯದಲ್ಲ ಕೃಷಿ

- ಎಂ. ಬಿ. ಕಾವೇರಿಯಪ್ಪ

ಜನಪದ ಸಾಹಿತ್ಯ ಸಾಗರದಲ್ಲಿ ಸಕಲವೂ ಅಡಗಿದೆ. ಆಡು ಮುಟ್ಟದ ಸೊಪ್ಪಿಲ್ಲ; ಜನಪದ ಸಾಹಿತ್ಯ ಒಳಗೊಳ್ಳದ ವಿಚಾರವೇ ಇಲ್ಲ ಎನ್ನಬಹುದು. ಜನಪದರು ತಮ್ಮ ದೈನಂದಿನ ಬದುಕಿನಲ್ಲಿ ಕಂಡುಂಡ ಅನುಭವಗಳ ಅಭಿವ್ಯಕ್ತಿ ರೂಪವೇ ಜನಪದ ಸಾಹಿತ್ಯ. ಜನಪದರ ಬದುಕಿನ ಬಂಡಿಯಲ್ಲಿ ದಂಡಿಯಾಗಿ ತುಂಬಿರುವ ಜನಪದ ಸಾಹಿತ್ಯ ಹಲವು ಪ್ರಕಾರಗಳಲ್ಲಿ ಪ್ರಕಟಗೊಂಡಿದೆ. ಜನಪದರು ತಮ್ಮ ಭಾವನೆಗಳನ್ನು, ಅನುಭವಗಳನ್ನು, ಆಶೋತ್ತರಗಳನ್ನು ಗೀತೆ, ಗಾದೆ, ಒಗಟು, ಕಥೆ, ಪುರಾಣ ಇತ್ಯಾದಿ ರೂಪದಲ್ಲಿ ಪ್ರಕಟಪಡಿಸಿದ್ದಾರೆ. ಮೂಲತಃ ಕೃಷಿಕರಾದ ಜನಪದರು ಕೃಷಿಯಲ್ಲಿ ನಿರಂತರವಾಗಿ ತೊಡಗಿಸಿಕೊಳ್ಳುವುದರಿಂದ ಅವರ ಬಹುಪಾಲು ಸಾಹಿತ್ಯ ಕೃಷಿಯನ್ನೇ ಕುರಿತದ್ದಾಗಿರುತ್ತದೆ. 'ಕೃಷಿತೋನಾಸ್ತಿ ದುರ್ಭಿಕ್ಷಃ' ಎಂಬ ಮಾತು ಕೃಷಿಯ ಮಹತ್ವವನ್ನು ಸಾರುತ್ತದೆ. 'ಕೋಟಿ ವಿದ್ಯೆಗಳಲ್ಲಿ ಮೇಟಿ ವಿದ್ಯೆಯೇ ಮೇಲು' 'ಮೇಟಿಯಿಂ ದಾಟಿ ನಡೆದುದ್ದಲ್ಲದೆ ದೇಶದಾಟವೇ ಕೆಡಗು' ಎಂದು ಸರ್ವಜ್ಞ ಮೂರ್ತಿ ಸಾರಿ ಹೇಳಿದ್ದಾರೆ. ಮಾನವ ಎಷ್ಟೇ ಪ್ರಗತಿಯನ್ನು ಸಾಧಿಸಿದರೂ ಜಿಂಕೆಯಂತೆ ಜಿಗಿದರೂ ಮೀನಿನಂತೆ ಈಜಿದರೂ ಹಕ್ಕಿಯಂತೆ ಹಾರಿದರೂ ಅನ್ನವನ್ನು ತಿನ್ನದೇ ಚಿನ್ನವನ್ನು ತಿನ್ನಲು ಸಾಧ್ಯವಿಲ್ಲ. ರಾಷ್ಟ್ರಕವಿ ಕುವೆಂಪು ಅವರು ಹೇಳುವಂತೆ 'ನೇಗಿಲ ಕುಳದಲಿ ಅಡಗಿದೆ ಧರ್ಮ; ನೇಗಿಲ ಕುಳದಲಿ ಅಡಗಿದೆ ಕರ್ಮ'. ಆದ್ದರಿಂದ ನೇಗಿಲ ಯೋಗಿಯಾದ ರೈತನ ಬದುಕು-ಬವಣೆಗಳನ್ನು ತೆರೆದಿಡುವ ಕೃಷಿ ಕುರಿತ ಸಾಹಿತ್ಯದ ಅವಲೋಕನ ಅಗತ್ಯವೆನಿಸುತ್ತದೆ.

ಮಾನವನು ತನ್ನ ಬದುಕಿನ ನಿರ್ವಹಣೆಗಾಗಿ ಮಾಡುವ ಪ್ರತಿಯೊಂದು ಕೆಲಸವು ಕೃಷಿ ಎನಿಸಿಕೊಳ್ಳುತ್ತದೆ. ಸಾಂಪ್ರದಾಯಿಕವಾಗಿ ಹೇಳುವುದಾದರೆ



ಪರಂಪರೆ ಎಂಬುದು ಒಂದು ಜನಸಮುದಾಯ ಪ್ರಜ್ಞಾಪೂರ್ವಕವಾಗಿ ಶ್ರಮದಿಂದ ಆರ್ಜಿಸಿಕೊಳ್ಳುವ ಅಮೃತೋಪಮ ಚೈತನ್ಯ. ಆ ಕಸುವಿನಿಂದಾಗಿಯೇ ಒಂದು ಸಂಸ್ಕೃತಿ ಸದೃಢವಾಗಿ ಬೆಳೆಯುವುದು, ವಿಕಸಿಸುವುದು. ಆ ಶಕ್ತಿಯ ಮೂಲ ಬತ್ತದಂತೆ ನೋಡಿಕೊಳ್ಳಬೇಕಾದುದು ಆ ಸಂಸ್ಕೃತಿಗೆ ಸೇರಿದ ಎಲ್ಲರ ಆದ್ಯ ಕರ್ತವ್ಯವಾಗಿದೆ. ಅರಂಭಕಾಲದಲ್ಲಿ ಕಾವ್ಯವೇ ಅಭಿವ್ಯಕ್ತಿ ಮಾಧ್ಯಮವಾಗಿದ್ದರಿಂದ ನಮ್ಮ ಪ್ರಾಚೀನ ಕವಿಗಳು ಪರಂಪರೆಯ ಸ್ಪಷ್ಟ ಪರಿಕಲ್ಪನೆಯನ್ನು ನಮಗೆ ನೀಡಿದ್ದಾರೆ. ಅವರ ಕಾರುಣ್ಯದ ಫಲವಾಗಿ ಆಧುನಿಕರು ಅಕ್ಷಯ ಸಂಪತ್ತಿನ ಒಡೆಯರಾಗಿದ್ದಾರೆ. ಕನ್ನಡಿಗರ ಸಿರಿಯ ಪರಿಯನ್ನು ಅರಿಯಲೋಸುಗ ಡಾ. ಡಿ.ಸಿ. ಚಿತ್ರಲಿಂಗಯ್ಯನವರು ಯುವ ವಿದ್ವಾಂಸರನ್ನು ಸಮಾವೇಶಗೊಳಿಸಿ, ಅವರು ಮಂಡಿಸುವ ಪ್ರಬಂಧಗಳನ್ನು ಪೂರ್ವಭಾವಿಯಾಗಿಯೇ ಪಡೆದು ವಿಚಾರ ಸಂಕರಣದ ದಿನವೇ ಗ್ರಂಥರೂಪದಲ್ಲಿ ನೀಡುವಂಥ ಅವರ ಮಾರ್ಗ ಈಗಾಗಲೇ ಇತರರಿಗೆ ಮೇಲ್ಪಂಕ್ತಿಯಾಗಿದೆ. “ಹಿಂದಣ ಹೆಜ್ಜೆಯನರಿಯದೆ ಮುಂದಣ ಹೆಜ್ಜೆಯನರಿಯಲಾಗದು” ಎಂಬ ವಿವೇಕದ ನುಡಿಯಂತೆ ನಮ್ಮ ಯುವ ವಿದ್ವಾಂಸರು ಪರಂಪರೆ ಮತ್ತು ಆಧುನಿಕತೆಯ ಬಗ್ಗೆ ಹೊಂದಿರುವ ಕಾಳಜಿ ಮೆಚ್ಚತಕ್ಕದ್ದು. ಅವರನ್ನು ಹುರಿದುಂಬಿಸಿ ಮತ್ತೆ ಮತ್ತೆ ಆ ಕೈಂಕರ್ಯಕ್ಕೆ ತೊಡಗಿಸುತ್ತಿರುವ ಡಾ. ಡಿ.ಸಿ. ಚಿತ್ರಲಿಂಗಯ್ಯನವರಿಗೆ ಮತ್ತು ಅವರಿಗೆ ಸಹಾಯ ಹಸ್ತ ನೀಡುತ್ತಿರುವ ಎಲ್ಲ ಮಹನೀಯರಿಗೆ ನನ್ನ ಶುಭಕಾಮನೆಗಳು.

—ಡಾ. ಸಿ. ನಾಗಣ್ಣ

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ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಎಸ್.ವಿ.ಪಿ.ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ
ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮಂಗಳ ಗಂಗೋತ್ರಿ, ಕೋಣಾಜೆ-574219, ಮಂಗಳೂರು

ಜನಪದರು ಸ್ವಭಾವತಃ ಸಂಪ್ರದಾಯ ನಿಷ್ಠರು. ಅವರ ನಿತ್ಯ ಜೀವನದಲ್ಲಿ ಸಂಪ್ರದಾಯ ನಿಷ್ಠೆ ಎದ್ದು ಕಾಣುತ್ತದೆ. ಅವರು 'ಪಾರಂಪರಿಕ ಸಂಪ್ರದಾಯಗಳೇ ಪರಮ ಪ್ರಮಾಣ' ಎಂದು ನಂಬಿದವರು. ಮುಂಜಾನೆ ಎದ್ದು ದೇವರ ಸ್ಮರಣೆ ಮಾಡುತ್ತಾ ದೈನಂದಿನ ಕೆಲಸ ಕಾರ್ಯಗಳಲ್ಲಿ ತೊಡಗುವವರು. ಹಬ್ಬ, ಮದುವೆ, ತಿಥಿ, ನ್ಯಾಯತೀರ್ಪು ಇತ್ಯಾದಿಗಳಲ್ಲಿಯೂ ಪೂರ್ವಿಕರ ಸಂಪ್ರದಾಯಗಳನ್ನು ಆದರ್ಶವಾಗಿರಿಸಿಕೊಂಡು ಸಾಧ್ಯವಾದಷ್ಟು ಅವರು ಅನುಸರಿಸಿಕೊಂಡು ಬರುತ್ತಾರೆ. ಪ್ರಪಂಚದ ಎಲ್ಲಾ ದೇಶಗಳಲ್ಲಿ ಎಲ್ಲಾ ಸಮುದಾಯಗಳಲ್ಲಿಯೂ ಇರುವಂತೆ ಕರ್ನಾಟಕದಲ್ಲೂ ಅನೇಕ ಜನಪದ ಸಂಪ್ರದಾಯಗಳು, ಆಚರಣೆಗಳು ಉಳಿದುಕೊಂಡು ಬಂದಿವೆ. ಇವುಗಳಲ್ಲಿ ಕೃಷಿ ಆಚರಣೆಗಳು ಮುಖ್ಯವೆನಿಸುತ್ತವೆ. ಮಾನವನ ಸಂಸ್ಕೃತಿ ಆರಂಭವಾದದ್ದೇ ವ್ಯವಸಾಯದಿಂದ ಎನ್ನಬಹುದು. ಭೂಮಿಯನ್ನು ಚೂಪಾದಕಲ್ಲು, ಮರದಕಡ್ಡಿಗಳನ್ನು ಬಳಸಿ ಕೆದಕಿ ಬೆಳೆಯತೊಡಗಿದ ಮನುಷ್ಯ ಕಾಡುಪ್ರಾಣಿಗಳನ್ನು ಪಳಗಿಸಿ ವ್ಯವಸಾಯಕ್ಕೆ ಹಾಗೂ ಆಹಾರಕ್ಕಾಗಿ ಬಳಸಿಕೊಂಡಿದ್ದು ಒಂದು ಕ್ರಾಂತಿಕಾರಿಕ ಬೆಳವಣಿಗೆ ಎನ್ನಬಹುದು. ಜೀವನ ನಿರ್ವಹಣೆಗಾಗಿ ಆರಂಭವಾದ ವ್ಯವಸಾಯ ಒಂದು ಪದ್ಧತಿಯಾಗಿ ಮಾನವನ ಮೊದಲ ಕಸುಬಾಗಿ ರೂಪುಗೊಂಡಿತು.

ಕೃಷಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಭಾರತಾದ್ಯಂತ ಪ್ರಾಚೀನ ಕಾಲದಿಂದಲೂ ಅನೇಕ ಬಗೆಯ ಆಚರಣೆಗಳು ರೂಢಿಯಲ್ಲಿವೆ. ಇವು ಪ್ರದೇಶದಿಂದ ಪ್ರದೇಶಕ್ಕೆ ವ್ಯತ್ಯಾಸ ಹೊಂದಿದ್ದರೂ ಅನನ್ಯತೆಯನ್ನು ಉಳಿಸಿಕೊಂಡೇ ಬಂದಿರುತ್ತವೆ. ದಕ್ಷಿಣ ಕರ್ನಾಟಕದಲ್ಲಿ ಕೃಷಿಗೆ ಸಂಬಂಧಿಸಿದ ಮೊದಲ ಆಚರಣೆ 'ಹೊನ್ನಾರು' ಅಥವಾ 'ಹೊನ್ನೇರು'. ಇದನ್ನು ರೈತರು ಮೊದಲ ಮಳೆ ಬಿದ್ದಾಗ ಗದ್ದೆ ಅಥವಾ ಹೊಲವನ್ನು ಉಳಲು ಏರುಕಟ್ಟುವ ಮೂಲಕ ಆಚರಿಸುತ್ತಾರೆ. ಅಂದರೆ ಭೂಮಿ ತಾಯಿಯನ್ನು ಪೂಜಿಸಿ, ಎತ್ತುಗಳಿಗೆ ಮತ್ತು ಉಳುಮೆ ಮಾಡುವ ಪರಿಕರಗಳಿಗೆ ಅರಿಸಿನ-ಕುಂಕುಮ ಹಚ್ಚಿಟ್ಟು ಅಲಂಕಾರ ಮಾಡಿ ಪೂಜಿಸುತ್ತಾರೆ. ಅನಂತರ ಸಾಂಕೇತಿಕವಾಗಿ ಉಳುಮೆ ಮಾಡುತ್ತಾರೆ. ವಿಶೇಷವೆಂದರೆ ಕರ್ನಾಟಕ ಮತ್ತು ತಮಿಳುನಾಡಿನ ಗಡಿಯಲ್ಲಿ ಕನಕಪುರದ ಹತ್ತಿರವಿರುವ ಜೇನ್‌ಮಲ್ಲಿತ್ತ ಗ್ರಾಮದಲ್ಲಿ ಸಾಮೂಹಿಕವಾಗಿ 'ಹೊನ್ನಾರು ಪೂಜೆ'ಯನ್ನು ಆಚರಿಸುತ್ತಾರೆ. ಇಲ್ಲಿ ಯುಗಾದಿ ಆದ ಮೇಲೆಯೇ 'ಹೊನ್ನಾರು ಆಚರಣೆ'. ಮಾರಮ್ಮನ ಹಬ್ಬದ ಮೊದಲ ದಿನ ರಾತ್ರಿ ಈ ಆಚರಣೆ ನಡೆಯುತ್ತದೆ. ವಿಚಿತ್ರವೆಂದರೆ ಎತ್ತುಗಳಿಗೆ ಬದಲಾಗಿ ಮನುಷ್ಯನನ್ನು ಬಳಸಿಕೊಂಡು ತಲೆಗೆ ಪೇಟಕಟ್ಟಿ ಕೊಂಬುಗಳಂತೆ ಎರಡು ಕಡ್ಡಿಗಳನ್ನು ಸಿಕ್ಕಿಸಿ ಎತ್ತುಗಳಿಗೆ ನೊಗ-ನೇಗಿಲು ಕಟ್ಟುವಂತೆ ಮನುಷ್ಯರಿಗೂ ಕಟ್ಟಿ ಒಬ್ಬ ವ್ಯಕ್ತಿ ಉಳುಮೆಗೆ ತೊಡಗುತ್ತಾನೆ. ಆಗ ಮತ್ತೊಬ್ಬ ವ್ಯಕ್ತಿ ಹುಲ್ಲನ್ನು ಎತ್ತುಗಳಂತೆ ಗ್ರಹಿಸಿಕೊಂಡ ಮನುಷ್ಯರ ಮುಂದೆ ಚೆಲ್ಲುತ್ತಾ ಸಾಗುತ್ತಾನೆ. ಇದು ಸಾಮಾನ್ಯವಾಗಿ ದೇವಾಲಯದ ಹತ್ತಿರ ನಡೆಯುತ್ತದೆ. ಕೊನೆಗೆ ಮೆರವಣಿಗೆ ಇರುತ್ತದೆ.

ನೆನೆಸಿಟ್ಟ ಅಕ್ಕಿ ಮತ್ತು ಎಳ್ಳಿಗೆ ಕಾಯಿ ಬೆಲ್ಲವನ್ನು ಸೇರಿಸಿ ಪ್ರಸಾದವನ್ನು ಹಂಚುತ್ತಾರೆ. ಮೊದಲಿಗೆ ಎತ್ತುಗಳಿಗೆ ಪ್ರಸಾದವನ್ನು ತಿನ್ನಿಸಲಾಗುತ್ತದೆ. ರೈತನ ಬೇಸಾಯದಲ್ಲಿ ಯಾವುದೇ ಅಡ್ಡಿ ಆತಂಕಗಳು ಸಂಭವಿಸಬಾರದೆಂದು ಒಂದು ಒಳ್ಳೆಯ ದಿನ 'ಹೊನ್ನೇರು' ಆಚರಿಸುತ್ತಾರೆ. ಇದು ಕೃಷಿ ಆಚರಣೆಯಲ್ಲಿ ಪ್ರಧಾನವಾಗಿ ಕಂಡುಬರುವಂತದ್ದು. ಕರ್ನಾಟಕದ ಬೇರೆ ಬೇರೆ ಭಾಗಗಳಲ್ಲಿ ಇಂಥ ಆಚರಣೆಗಳು ನಡೆಯುತ್ತವೆ.



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ಶೋಧ ಭಾರತಿ

Shodha Bharathi



ಭಾರತೀ ಕಾಲೇಜು

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-ಕಾವೇರಿಯಪ್ಪ ಎಂ.ಬಿ.

ಕೃಷಿ ಪ್ರಧಾನವಾದ ಕೊಡಗಿನಲ್ಲಿ ಆಳ್ವಿಕೆ ನಡೆಸಿದ ಅನೇಕ ರಾಜರು ಕೃಷಿಗೆ ವಿಶೇಷವಾದ ಮಾನ್ಯತೆಯನ್ನು ನೀಡಿದ್ದಾರೆ. ಕೃಷಿಯೇ ಅಲ್ಲಿಯ ಅರ್ಥವ್ಯವಸ್ಥೆಯ ಬೆನ್ನಲುಬಾಗಿತ್ತು. ಬೆಟ್ಟಗುಡ್ಡಗಳಿಂದ ದಟ್ಟವಾದ ಅರಣ್ಯದಿಂದ ಕೂಡಿದ ಪಶ್ಚಿಮಘಟ್ಟಗಳ ಒಳಮಲೆನಾಡು ಕೊಡಗು. “ನಿಸರ್ಗರೂಪಿತ ಝರಿಗಳು, ತೋಡು, ಹಳ್ಳ, ಅಬ್ಬಿ, ತೊರೆ, ಹೊಳೆಗಳ ಕಾರಣ ನೀರಾವರಿ ಸಂಪನ್ಮೂಲಕ್ಕೆ ಕೊರತೆ ಇರಲಿಲ್ಲ. ಮಾನವ ಹಾಗೂ ನಿಸರ್ಗನಿರ್ಮಿತ ಕೆರೆಗಳು ಇದ್ದವು. ಗಂಗರ ಕಾಲದಿಂದಲೂ ಪನ್ಯ ಜಮೀನುಗಳು ಬಳಕೆಗೆ ಇದ್ದವು. ಬಹುಶಃ ಆ ಕಾಲಕ್ಕೆ ಬನ(ಅರಣ್ಯದ ಗಿಡಗಳು) ನಡುವೆ ಭತ್ತದ ಜಮೀನುಗಳಿದ್ದು ಕೃಷಿಕಾರ್ಯ ನಡೆಯುತ್ತಿದ್ದ ಬಗ್ಗೆ ಶಾಸನೋಕ್ತ ‘ಪೆಣ್ಣೆಗಡಬ್ಬ’ ಶಬ್ದದಿಂದ ಸೂಚನೆ ದೊರೆಯುತ್ತದೆ. ಕೊಂಗಾಳ್ವರ ಕಾಲಕ್ಕೆ ಕೆರೆಯ ನೀರಿನ ನೆರವಿನಿಂದ ಕೃಷಿಕಾರ್ಯ ಇಲ್ಲಿ ನಡೆಯುತ್ತಿದ್ದ ಬಗ್ಗೆ ಸಾಹಿತ್ಯೋಕ್ತ ‘ಪೆಣ್ಣೆಂಗಡಲ’ ಶಬ್ದದಿಂದ ಸೂಚಿತವಾಗುವಂತಿದೆ”¹.

ಈ ಪನ್ಯ ಜಮೀನುಗಳು ಹಾಲೇರಿ ಅರಸರ ಕಾಲದಲ್ಲಿ ರಾಜರ ಖಾಸಗೀ ಕೃಷಿಜಮೀನುಗಳೆನಿಸಿ ಬಹಳ ವಿಶಾಲವಾದ ಭತ್ತದ ಗದ್ದೆಗಳೆನಿಸಿದ್ದವು. ಕೊಡಗಿನ ವೀರರಾಜನ ಕಾಲಕ್ಕೆ ಇಂತಹ ಜಮೀನುಗಳಿದ್ದು ವಿಫುಲವಾಗಿ ಭತ್ತ ಬೆಳೆಯಲಾಗುತ್ತಿತ್ತು. “ಇವನ ಕಾಲದಲ್ಲಿ ಹರಿವ ತೋಡುಗಳು ಹಾಗೂ ಮಳೆಯನ್ನು ಅವಲಂಬಿಸಿದ್ದ ಕೃಷಿ ಇತ್ತು. ಕೆಸರುಗದ್ದೆ ನಾಟಿ(ಧಾರೆ ನಾಟಿ) ವ್ಯವಸಾಯವೂ ನಡೆಯುತ್ತಿತ್ತು. ಉತ್ತರ ಕೊಡಗಿನ ಏಳುಸಾವಿರ ಸೀಮೆಯಲ್ಲಿ ಇವನು ‘ನೀರುಲಿಗೆ’(ನೀರು ಉಳಿಕೆ ನಿಂತ ನೀರಿನಲ್ಲಿ) ನಾಟಿಯೆಂದು ಕರೆಯಲಾಗುತ್ತಿತ್ತು. ‘ಪಟ್ಟೋಲೆ ಪಳು’ ಕೃತಿಯಲ್ಲಿ ಕಾವೇರಿ ಹರಿವಿನ ದಂಡೆ ಮೇಲ್ಭಾಗದ ನಾಡು ‘ಪಾಬೊಳಿಯ ಮೇಂದಲೆ’ ಎಂದಿದೆ. ಅಂದರೆ ಬಿಳಿಭತ್ತ (ಪಾಬೊಳಿಯ= ಪಾಲ್‌ಬೊಳಿಯ=ಹಾಲಿನಂತೆ ಬೆಳೆಗಿನ ಭತ್ತ) ಬೆಳೆಯುತ್ತಿದ್ದ ನಾಡು. ಇವನ ಕಾಲಕ್ಕೆ ಮೇಂದಲೆ ನಾಡಿನಲ್ಲಿ ಬಿಳಿಭತ್ತ, ಏಲಕ್ಕಿ, ಮೆಣಸು ಬೆಳೆಯುತ್ತಿದ್ದು ಕಿಗ್ಗಟ್ಟು ನಾಡಿನಲ್ಲಿ ‘ಕೆಂಗಳಮೆ’ ಎಂದರೆ ಕೆಂಪು ಭತ್ತವನ್ನು ಬೆಳೆಯಲಾಗುತ್ತಿತ್ತು. ಇದು ಬಹಳ ರುಚಿಯಾದ ಅಕ್ಕಿಯ ಭತ್ತವಾಗಿತ್ತು. ಮಳೆಗಾಲದ ಭತ್ತದ ನಾಟಿ ಮತ್ತು ಹತ್ತರಿಯ ನಂತರದ ಕೊಯ್ಲು ಇತ್ಯಾದಿ ಕೃಷಿಕಾರ್ಯಗಳಲ್ಲಿ ದಲಿತವರ್ಗದ ಕೆಂಬಟ್ಟಿಗಳ ಸಹಿತವಾಗಿ ಕೊಡಗಿನ ರೈತರು ತೊಡಗಿಸಿಕೊಂಡಿದ್ದರು. ‘ಮುಯ್ಯಾಳು ಪದ್ಧತಿ’ ರೂಢಿಯಲ್ಲಿತ್ತು. ರಾಜನು ಧೂಳಿ ಭತ್ತದ ಕಂದಾಯ ಪಡೆಯುತ್ತಿದ್ದನು”².

ಮುದ್ದುರಾಜ ಕ್ರಿ.ಶ.1633ರಲ್ಲಿ ಪಟ್ಟಕ್ಕೆ ಬಂದನು. ಇವನ ಅವಧಿಯಲ್ಲಿ 35 ನಾಡುಗಳಲ್ಲಿ ಕೆರೆಗಳನ್ನು ರೂಪಿಸಲಾಯಿತು. ವಿಶೇಷವೆಂದರೆ ಆ ನಾಡುಗಳ ದೇವಮೂರ್ತಿಗಳನ್ನು ಮೀಯಿಸಲು(ಅಭಿಷೇಕ) 35 ಕೆರೆಗಳನ್ನು (ತಿಳಿನೀರ ಸಣ್ಣಕೊಳ) ನಿರ್ಮಿಸಲಾಗಿತ್ತು. “ನಾಡಿನ ಕೆರೆಗಳನ್ನು ಭತ್ತದ ಬೆಳೆಗೆ ಅಗತ್ಯವಿರುವ ಕಡೆ

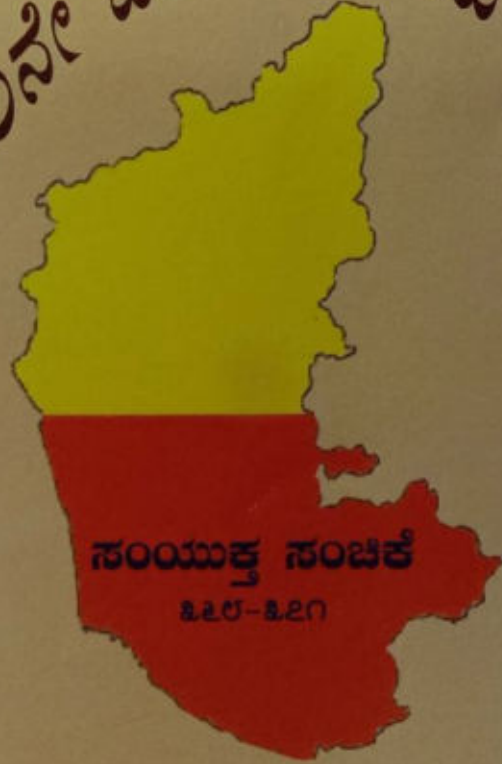


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- ಕಾವೇರಪ್ಪ ಎಂ.ಬಿ.

'ಉಳುವ ಒಕ್ಕಲ ಮಗನ ತಪ್ಪ ನೋಡದೆ ಒಪ್ಪುಗೊಳ್ಳಯ್ಯ' ಎಂಬ ವಿನೀತ ಮನೋಭಾವನೆ ರೈತನದು. ರೈತ ತನ್ನ ಕೃಷಿಯಿಂದ ಪಶು, ಪಕ್ಷಿ, ಪ್ರಾಣಿಗಳನ್ನು ಸಾಕುತ್ತಾನೆ. ಅದಕ್ಕಾಗಿಯೇ ಕೋಟಿ ವಿದ್ಯೆಗಳಲ್ಲಿ ಮೇಟಿ ವಿದ್ಯೆಯೇ ಶ್ರೇಷ್ಠವೆಂದು ಸರ್ವಜ್ಞ ಹೇಳಿದ್ದು. ಇದನ್ನು ಬಹು ಹಿಂದೆಯೇ ಚಾವುಂಡರಾಯ (ಕ್ರಿ.ಶ. ೧೦೨೫) 'ಲೋಕೋಪಕಾರಂ' ಕೃತಿಯಲ್ಲಿ 'ಓದುಗಳೊಳ್ ವೃಕ್ಷಾಯುರ್ವೇದಮ್ ಸಕಲ ಪ್ರಾಣಿಗಳಿಗೆ ಹಿತಕಾರಿಯಾಗಿದೆ' ಎಂದು ಹೇಳುತ್ತಾನೆ. ಈ 'ಕೃಷಿ ಸಂಸ್ಕೃತಿ' ಪ್ರಾರಂಭವಾದದ್ದೇ ಆದಿ ಮಾನವನ ಬೇಟೆ ಸಂಸ್ಕೃತಿಯ ನಂತರದಲ್ಲಿ ಅಂದಿನಿಂದ ರೈತ ಕೃಷಿ ಕಾಯಕವನ್ನು ನೋವು ನಲಿವುಗಳೊಂದಿಗೆ ಮುಂದುವರಿಸಿಕೊಂಡು ಬಂದಿದ್ದಾನೆ. ಕೃಷಿ ಚಟುವಟಿಕೆಗಳ ಬಗ್ಗೆ ಕವಿಗಳಾಗಲಿ ಶಾಸನ ಕರ್ತೃಗಳಾಗಲಿ ಪ್ರತ್ಯೇಕವಾಗಿ ದಾಖಲಿಸಿರುವುದು ಕಡಿಮೆ. ಅಲ್ಲಲ್ಲಿ ಅನುಷಂಗಿಕವಾಗಿ ಬರುತ್ತದೆ. ಅಂತಹವುಗಳಲ್ಲಿ ಮೊದಲಿಗೆ ಹೆಸರಿಸಬಹುದಾದುದು ಚಾವುಂಡರಾಯನ ಲೋಕೋಪಕಾರ ಕೃತಿ. ಇದು ವಿಶ್ವಕೋಶದಷ್ಟು ವಿಸ್ತಾರವಾದ ಹರವನ್ನು ಹೊಂದಿರುವಂಥದ್ದು. ಈ ಕೃತಿಯಲ್ಲಿ ಪಂಚಾಂಗ ಫಲವರ್ಣನೆ, ವಾಸ್ತು, ಗಂಧಯುಕ್ತಕ್ರಮ, ಸೂಪಶಾಸ್ತ್ರ, ನರಾದಿವೈದ್ಯ, ವಿಷವೈದ್ಯ, ಶಕುನ ಮುಂತಾದ ವಿಚಾರಗಳು ಬರುತ್ತವೆ. ಹಾಗೆಯೇ ವೃಕ್ಷಾಯುರ್ವೇದವೆಂಬ ದೇಶೀ ಕೃಷಿ ವಿಚಾರಗಳನ್ನೊಳಗೊಂಡ ಅಧ್ಯಾಯವೊಂದು ಬರುತ್ತದೆ. ಪ್ರಸ್ತುತ ಲೇಖನ ಈ ಅಧ್ಯಾಯದಲ್ಲಿ ಬರುವ ಕೃಷಿ ವಿಚಾರಗಳ ಮೇಲೆ ಬೆಳಕನ್ನು ಚೆಲ್ಲುತ್ತದೆ.

ಚಾವುಂಡರಾಯ (೧೦೨೫) ಬ್ರಾಹ್ಮಣ ಕವಿ. ಈತ ಚಾಳುಕ್ಯ ಚಕ್ರವರ್ತಿ ಜಯಸಿಂಹನಲ್ಲಿ(೧೦೧೫-೧೦೪೪) ಸರ್ವಾಧಿಕಾರಿಯಾಗಿದ್ದನೆಂದೂ ಆತನಿಂದ 'ಮಹಾಬಳಿಯಗ್ರಾಹಕತನ' ಪಡೆದನೆಂದೂ ಈತನ ಗ್ರಂಥದಿಂದ ತಿಳಿದು ಬರುತ್ತದೆ. ಈತನ ಮುತ್ತಜ್ಜ ಶಂಕರಭಟ್ಟ, ಅಜ್ಜ ಪಂಗೊಂಡಭಟ್ಟ, ತಂದೆ ಭಟ್ಟಪಾರ್ಥ, ತಾಯಿ ಮಲ್ಲಿಕಟ್ಟಿ. ಈತನಿಗೆ ಆಡಳಿತವಚನ, ಧರ್ಮ ಧರ್ಮಾತ್ಮಜ, ದಾನವಿನೋದ, ಸರಸ್ವತಿ ಮುಖತಿಳಕ, ಜಯಬಂಧು ನಂದನ, ಬಂಧಕಲ್ಪವೃಕ್ಷ, ಕಾವ್ಯ ವಿಳಾಸ ಮೊದಲಾದ ಬಿರುದುಗಳಿವೆ.

"ಲೋಕೋಪಕಾರ ೧೨ ಆಶ್ವಾಸಗಳುಳ್ಳ ಪದ್ಯಗ್ರಂಥ. ಇದಕ್ಕೆ ಜನೋಪಕಾರ ಎಂಬ ಹೆಸರೂ ಇದೆ. ಇದು ಕನ್ನಡದಲ್ಲಿ ದೊರಕುವ ಮೊಟ್ಟ ಮೊದಲ ಶಾಸ್ತ್ರ ಗ್ರಂಥವೂ ಹೌದು. ಇದರಲ್ಲಿ ಬರುವ ವಿಷಯಗಳನ್ನು ಮೇಲೆ ಹೇಳಿದೆ. ವೈದ್ಯಭಾಗ ಆಯಾ ವಿಷಯಗಳಿಗೆ ಸಂಬಂಧಪಟ್ಟ ಬಹು ಸುಲಭ ಚಿಕಿತ್ಸೆಗಳನ್ನು ನಿರೂಪಿಸುತ್ತದೆ. ಒಂದು ರೀತಿಯಲ್ಲಿ ಈ ಗ್ರಂಥವನ್ನು ಆ ಕಾಲದ ಸಾಮಾನ್ಯ ಗೃಹವಿಶ್ವಕೋಶವೆಂದು ಹೇಳಬಹುದು." (ಕನ್ನಡ ವಿಷಯ ವಿಶ್ವಕೋಶ-ಪು. ೫೬೬)

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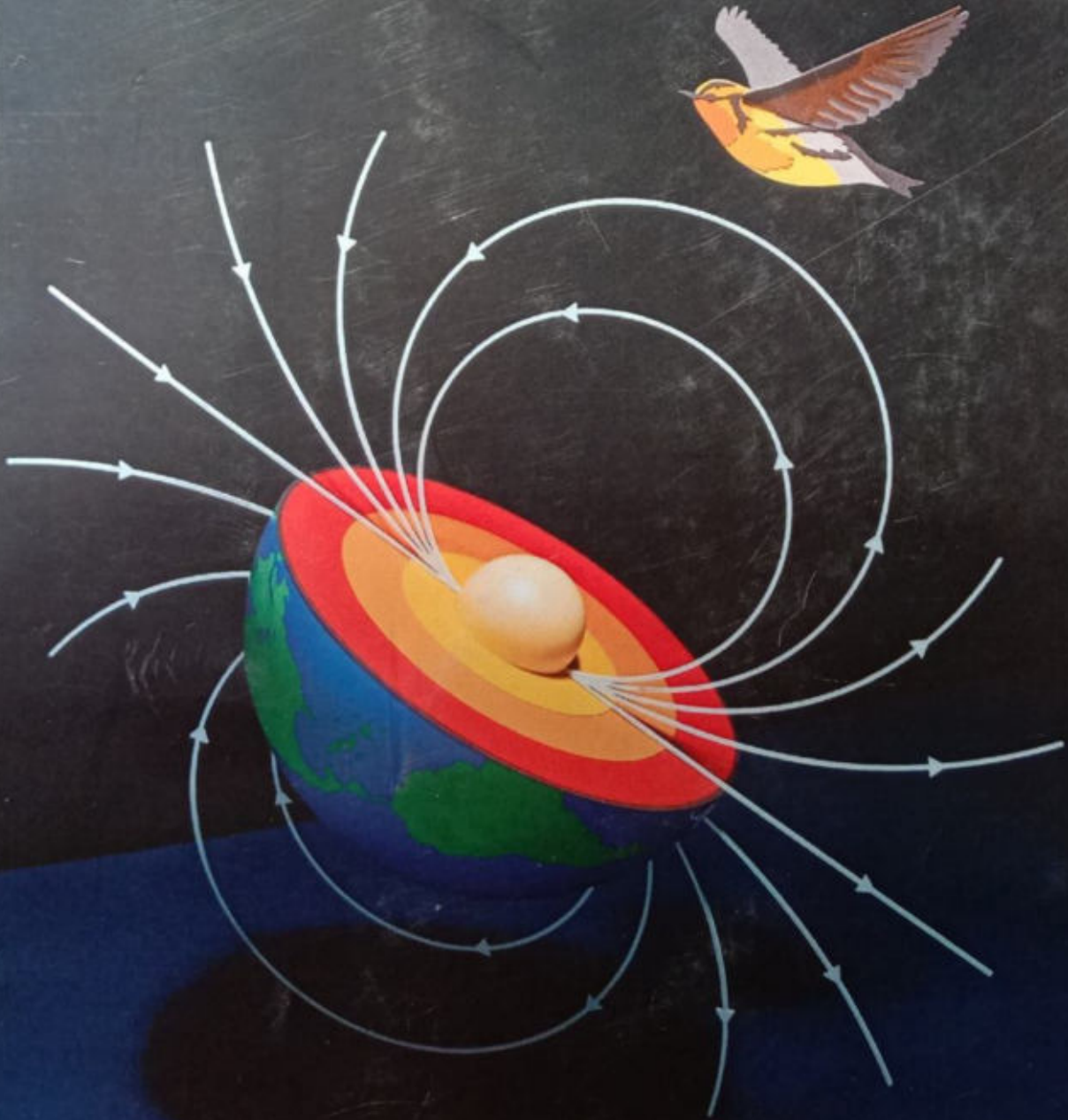
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/ ೧೭೯
(ಕ್ರಿ.ಶ. ೧೯೪೦-೧೯೭೪
ಕಾವೇರಿಯಪ್ಪ ಎಂ.ಬಿ.

ಜಯಚಾಮರಾಜೇಂದ್ರ ಒಡೆಯರ್ ಕಾಲದ ಕೃಷಿ
ಮತ್ತು ನೀರಾವರಿ (ಕ್ರಿ.ಶ. ೧೯೪೦-೧೯೭೪)

ಕಾವೇರಿಯಪ್ಪ ಎಂ.ಬಿ.

ಭಾರತದ ಬೆನ್ನೆಲೆಬು ಕೃಷಿಯೆಂದೂ ಕೃಷಿಕರೆಂದೂ ಭಾವಿಸಲಾಗಿದೆ. ರಾಜರಾಗಲಿ ರಾಜ್ಯವಾಗಲಿ ಸುಭಿಕ್ಷವಾಗಿರಬೇಕಾದರೆ ಅದರಲ್ಲಿ ಕೃಷಿಯ ಪಾತ್ರ ಪ್ರಧಾನವಾಗುತ್ತದೆ. ಕರ್ನಾಟಕದ ಚರಿತ್ರೆಯಲ್ಲಿ ಮಾತ್ರವಲ್ಲದೆ ಭಾರತದ ಚರಿತ್ರೆಯಲ್ಲಿಯೇ ಮೈಸೂರು ಸಂಸ್ಥಾನಕ್ಕೆ ವಿಶಿಷ್ಟವಾದ ಸ್ಥಾನವಿದೆ. ಈ ಸ್ಥಾನದ ಕೊನೆಯ ರಾಜ ಜಯಚಾಮರಾಜೇಂದ್ರ ಒಡೆಯರ್ ಅವರ ಆಳ್ವಿಕೆಯು ಅನೇಕ ಏಳು-ಬೀಳುಗಳನ್ನು ಕಂಡಿದ್ದರೂ ಆರ್ಥಿಕವಾಗಿ, ಸಾಮಾಜಿಕವಾಗಿ ಹಾಗೂ ಶೈಕ್ಷಣಿಕವಾಗಿ ಅನೇಕ ಅಭಿವೃದ್ಧಿ ಕಾರ್ಯಗಳನ್ನು ಕೈಗೊಂಡಿದ್ದ ಕಾಲವಾಗಿತ್ತು. ಪ್ರಮುಖವಾಗಿ ಕೃಷಿ ಬಗ್ಗೆ ಅವರು ತೋರಿದ ಕಾಳಜಿ, ಮಾಡಿದ ಕಾರ್ಯಗಳು, ಅನುಷ್ಠಾನಗೊಳಿಸಿದ ಯೋಜನೆಗಳು ಪ್ರಗತಿಪರವಾಗಿದ್ದವು.

ಮೈಸೂರು ಸಂಸ್ಥಾನದ ಜಮೀನಿನ ಒಟ್ಟು ವಿಸ್ತೀರ್ಣ ಸುಮಾರು ೧೭೫ ಲಕ್ಷ ಎಕರೆಗಳು. ಇದರಲ್ಲಿ ೧೯ ಲಕ್ಷ ಎಕರೆ ಅರಣ್ಯ ಪ್ರದೇಶವಾದರೆ ಓಳಲಕ್ಷ ಎಕರೆ ಸಾಗುವಳಿ ಯಾಗುತ್ತಿತ್ತು. ೧೧ ಲಕ್ಷ ಎಕರೆ ಸಾಗುವಳಿಗೆ ಅನರ್ಹವಾಗಿದ್ದರೂ, ಬಳಕೆಯಲ್ಲಿತ್ತು. ಉಳಿದ ೧೫,೫೦೦ ಲಕ್ಷ ಎಕರೆ ಬಂಜರಾಗಿತ್ತು. ಇನ್ನುಳಿದುದು ಅಪ್ರಯೋಜಕವಾಗಿತ್ತು. ಇಲ್ಲಿಯ ವ್ಯವಸಾಯ ಕ್ರಮದಲ್ಲಿ ತರಿ, ಮಿಷ್ಕಿ, ಬಾಗಾಯ್ತು ಮುಂತಾಗಿ ಅನೇಕ ಬಗೆಗಳಿದ್ದವು. ಮಿಶ್ರ ವ್ಯವಸಾಯ ಪದ್ಧತಿ ಚಾಲ್ತಿಯಲ್ಲಿತ್ತು. "ಮೈಸೂರು ಸಂಸ್ಥಾನ ಅಂದಿನ ಸಂದರ್ಭದಲ್ಲಿ ವ್ಯವಸಾಯವನ್ನು 'ಮಳೆಯೊಡನೆ ಜೂಜಾಡಿದ ಹಾಗೆ' ಎಂಬುದಾಗಿ ಕೃಷಿ ತಜ್ಞರು ವರ್ಣಿಸಿದ್ದಾರೆ"^೧.

ಶಿನೆಯ ಮಹಾಯುದ್ಧದ ಅನಂತರ "ಯುರೋಪ್ ಖಂಡದ ಸರ್ವರಾಷ್ಟ್ರಗಳೂ ವ್ಯವಸಾಯ ವೃತ್ತಿಗೆ ಎಷ್ಟು ಪ್ರಾಮುಖ್ಯತೆ ಕೊಡಬೇಕೆಂಬುದನ್ನು ಮನಗಂಡವು. ವ್ಯವಸಾಯಾಭಿವೃದ್ಧಿಗೆ ಸಹಾಯ ಮಾಡುವುದಕ್ಕಾಗಿ ಸಾವಿರಾರು ಸಂಸ್ಥೆಗಳನ್ನು ಮೈಸೂರು ಸಂಸ್ಥಾನದಲ್ಲಿ ಸ್ಥಾಪಿಸಲಾಯಿತು"^೨. ಅಂದು ಮೈಸೂರು ರಾಜ್ಯದಲ್ಲಿ ವ್ಯವಸಾಯ ಕ್ರಮವು ಭಾರತದ ಇತರ ಭಾಗಗಳ ಕ್ರಮಕ್ಕಿಂತ ಹೀನಸ್ಥಿತಿಯಲ್ಲಿತ್ತು. ದವಸ ಧಾನ್ಯಗಳನ್ನು ಹೊರಗಿನಿಂದ ತರಿಸಲಾಗುತ್ತಿತ್ತು. ಆದರೆ "೧೮೮೩ನೇ ಇಸವಿಯೊಳಗೆ ಮೈಸೂರು ದೇಶದ ವ್ಯವಸಾಯ ಪದ್ಧತಿಯಲ್ಲಿ ಪ್ರಚಂಡ ಬದಲಾವಣೆಗಳಾದವು. ಈ ಕ್ರಮದಲ್ಲಿ ಉಂಟಾದ ಅಸಾಮಾನ್ಯ ಹಂಚಿಕೆಯನ್ನು ೩ ವಿಧಗಳಾಗಿ ವಿಂಗಡಿಸಬಹುದು.

೧) ರೈತರ ಅಭಿವೃದ್ಧಿ ವಿಷಯದಲ್ಲಿ ಜಯಚಾಮರಾಜ ಒಡೆಯರ್ ಅವರ ಸರ್ಕಾರವು ಆಸಕ್ತಿವಹಿಸಿ ಸಾಮಾಜಿಕ ಮತ್ತು ರಾಜಕೀಯ ಅನುಕೂಲಗಳನ್ನು ಒದಗಿಸಿತು. ರಾಷ್ಟ್ರಕ್ಕೆ

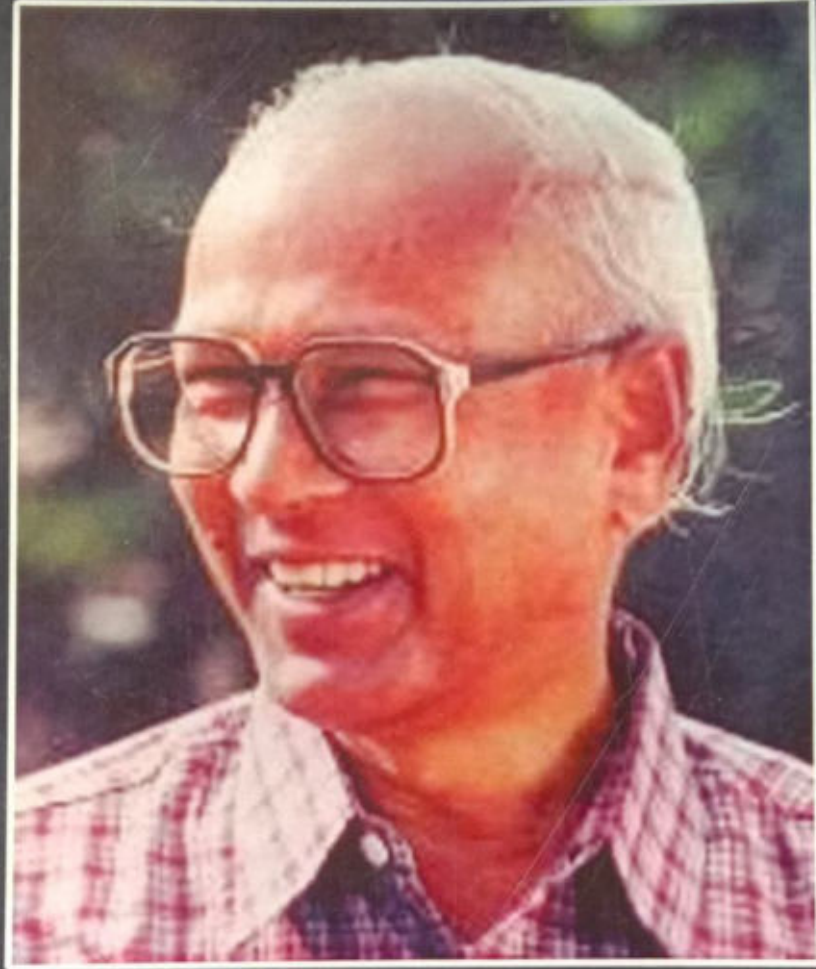
ಕಾವೇರಿಯಪ್ಪ ಎಂ.ಬಿ., ಸಂಶೋಧನ ವಿದ್ಯಾರ್ಥಿ

ಎಸ್.ವಿ.ಪಿ. ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಮಂಗಳೂರು, ಕೊಣಾಜಿ, ದಕ್ಷಿಣ ಕನ್ನಡ ಜಿಲ್ಲೆ

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ಕೊಡವ ತಕ್ಕ, ಸಾಹಿತ್ಯ, ಜಾನಪದ ಪಿಂಞ ಕಲೆ ಕೂಡನನಕಿ ಕೊಡವಾಮನ ಪೋತುವಕಾಯತ್ ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ ಕಾರ್ಬಾರ್ ಮಾಡಿಯಂಡುಂಡ್. ಪೆದಕ್ ಒತ್ತನ್ನಕೆ ಕೊಡವ ಸಾಹಿತ್ಯತ್ ರ ಬೊಳಚೆಕ್ ನೈಪದ್ ಅಕಾಡೆಮಿರ ಆಧ್ಯ ಕರ್ತವ್ಯ ಆಯಿತುಂಡ್. ಇದಂಡ ಒರ್ ಮೊಟ್ಟಾಯಿತ್ 'ಮೊಂಗುರಿ' ಎಣ್ಣುವ ಪತ್ರಿಕೆನ ಮೂಂದ್ ತಿಂಗಕ್ಕೊಮ್ಮ ಬೊಳ ಪಡ್ತಿಯಂಡುಂಡ್. ಈ ನೆಟ್ಟಲ್ ಕೊಡವ ಸಾಹಿತ್ಯ ಕೋವಲ್ ತಂಗಡದೇ ಆನ ತರತ್ ನೈಚಂಡುಳ್ಳ ಎಳ್ತಕಾರಡ ಎಳ್ತ ಬಯಂದಿತ್ ಪತ್ರಿಕಾ ಪ್ರಕಟಣೆ ಕೊಡತಲ್ಲಿ ಸುಮಾರ್ ಎಳ್ತಕಾರ ತಂಗಡ ಎಳ್ತನ ಆಯೆಚಿ ತಂದಿತ್. ಇದ್ನ ಅಂಜಿಕೂಟಿತ್ ಮಾಜನಡ ಮಿಂಞಲ್ ಬೆಪ್ಪ ಪ್ರಯತ್ನ ಮಾಡಿತ್.

ಕತೆ, ಕವನ, ಚುಟಕ್, ವೈಚಾರಿಕ ಎಳ್ತ, ಇದತ್ ಅಡ್ಂಗಿತುಂಡ್. ಎಳ್ತಕಾರಡ ಎಳ್ತನ ಪೊರಬೂಕುವಕ್ ಇದೋರ್ ನಲ್ಲ ಮಾಧ್ಯಮ. ಆನಗೊಂಡ್ ಇಲ್ಲಿ ಸಾಹಿತ್ಯ ಕೋವಲ್ ಪೆದ ನೇಡ್ನ ಪೆರಿಯ ಎಳ್ತಕಾರಡ ಎಳ್ತರ ಕೂಟ್ಕ್, ಈ ಕೋವಕ್ ಇಕ್ಕ ಜಿಬ್ಬೆಕಾಲ್ ಇಟ್ಟಂಡುಳ್ಳ ಪುದಿಯ ಎಳ್ತಕಾರಡ ಎಳ್ತನೋ ಪ್ರಕಟ ಪಡ್ತಿತ್. ಆಯಿಂಗಕ್ ಒತ್ತಾಸೆ ಕೊಡ್ತಿತ್. ಓದುವ ಮಾಜನ ಇದ್ನ ಮಡಲ್ಟ್ಟಂಡ್ ಆಶೀರ್ವಾದ ಮಾಡೊಂಡು.

ಕೊಡವ ತಕ್ಕಕ್ ತಾಂಡದೆ ಆನ ಪೆರ್ಮೆ, ಪಳೆಯಾಮೆ ಉಂಡ್. ಆಚೀಂಗಿ ಇಂದ್ ಪ್ರಪಂಚತ್ ಮನಾರ ಮಾಂಜಿ ಪೋಯಂಡುಳ್ಳ 17 ಭಾಷೆರ ಪಟ್ಟಲ್ ಕೊಡವ ತಕ್ಕ ಕೂಡಿ ಪೋಯಿತ್ ಎಣ್ಣುವಾನ ನಂಗ ಪೆರ್ತ್ ಬೇರ್ಚಿಡಂಡಿಯಾಪ. ಈ ಪರಿಸ್ಥಿತಿಕ್ ನಂಗಲ್ಲರೂ ಕಾರಣ ಎಣ್ಣುವಾನ ಗೇನ ಬೆಚ್ಚವಂಡಿಯಾಪ. ಇದ್ನ ಸೆರಿ ಕೂಟುವಕ್ ಉಳ್ಳ ಬಟ್ಟಿ ಎಣ್ಣುಕ ಕೊಡವ ತಕ್ಕನ ಖರ ಪರೆಯೊಂಡು, ಅದಂಡ ಕೂಟ್ಕ್ ಖರ ಸಾಹಿತ್ಯ ಕೃತಿ ಪೊರ ಬೂವೊಂಡು, ಕೊಡವ ಜಾನಪದ ಸಂಸ್ಕೃತಿನ ನಂಗಡ ಬಾಲೆಕಾರ, ಬಾಲೆಕಾರ್ತಿಯಕ್ ಎಣ್ಣೆ ಕೊಡ್ಕೊಂಡು, ಪಡ್ಪೆಚಿಡೊಂಡು. ಎಲ್ಲಾಂಗೂಡಿ ಕೊಡವಾಮನ ಉಳ್ತಿ - ಬೊಳತುವ ಕಾರ್ಯ ನಂಗಡೆಲ್ಲಾಡಗೊಂಡ್ ಆಂಡು. ಈ ಕಾರ್ಬಾರ್ಕ್ ಮಾಜನ ಎಲ್ಲಾರೂ ಕೈಕೂಟುವಿರಾಂದೆಣ್ಣುವ ನಂಬಿಕೆ ನಂಗಡದ್.

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ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, ಮಡಿಕೇರಿ

ಮುಂಚೂಲ್

'ಕೊಡಗ್' ಎಣ್ಣುವ ಈ ಕ್ರೋಧ ದೇಶತ್‌ರ ಜನ ಪರವನ್ನತ ಅವ್ವತಕ್ಕ (ಮನೆತಕ್ಕ) ಕೊಡವತಕ್ಕ. ಇದ್‌ಂಗ್ ಪೆರ್ತ್ ಪಳೆಯ ಚರಿತ್ರೆ ಉಂಡ್. ದಾವಿಲೆಪೋಲೆ ಕೊಡವಪಾಜೆ ಆದಿಲ್‌ಂಚೇ ಉಂಡ್. ಇದೋರ್ ಸ್ವತಂತ್ರ ಪಿಂಞ ವಿಶೇಷ ಪಾಜೆಂದ್ ಭಾಷಾವಿಜ್ಞಾನಿಯಡ ಅಭಿಪ್ರಾಯ. ಇನ್ನತ ಪಳೆಯಾಮೆರ ಕೊಡವಪಾಜೆರ ಮೀದ ಇಂದ್ ನಂಗಡ ಮಕ್ಕಕ್ ಅರಿವಿಕೆರ ಕೊರವು ಕಂಡಂಡುಂಡ್. ಇದ್‌ನ ಅರ್‌ಂಜ ಭಾಷಾಭಿಮಾನಿಯ ಕೊಡವ ತಕ್ಕನ ಬಲ ಕೂಟುವ ಉದ್ದೇಶತ್ ಮಕ್ಕಕ್ ಚೆರ್‌ಪತ್‌ಲೇ ತಂಗಡ ಅವ್ವತಕ್ಕಾನ ಕೊಡವ ಪಾಜೆನ ಪಡಿಪ್‌ಚೆಡಂಡೂಂದ್ ಎಣ್ಣುವ ಒರ್ ಕಾರ್ಯಯೋಜನೆನ ಮಿಂಞಲ್ ಬೆಚ್ಚತ್. ಇದ್‌ಂದ ಮಾರೀಪತ್, ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ ಭಾಷಾಭಿಮಾನಿಯಡ ಒರ್ ಸಭೆನ ಕಾಕಿ ಕೂಟ್‌ಚಿ. ಆ ಸಭೆರ ತೀರ್ಮಾನ ಪೋಲೆ ಈ ಕೋವುರ ಪಡಿಪುಕಾರಡ ಒರ್ ಸಮಿತಿನ ಮಾಡಿತ್, ಪಾಠಪುಸ್ತಕ ತಯಾರ್ ಮಾಡುವ ಜವಾಬ್ದಾರಿನ ಒಪ್ಪಿಚಿಟ್ಟತ್. ಈ ಸಮಿತಿ ಸುಮಾರ್ ಕುರಿ ಸಭೆ ಕೂಡಿತ್, ಪಲತರ ಚರ್ಚೆ ನಡತ್‌ಚಿ. ಇಂದಿಕ್ಕ "ಕೊಡವ ಪಡಿಪು-1" ಎಣ್ಣುವ ಈ ಪಾಠಪುಸ್ತಕತ್‌ನ ತಯಾರ್ ಮಾಡಿತ್. ಇದ್ ಒಂದನೆ ಕ್ಲಾಸ್‌ರ ಚೆರಿಯ ಮಕ್ಕಕ್ ತಾಂಡ ಅವ್ವ ಪಾಜೆನ ಪಡಿಪಕ್ ಪ್ರಯೋಜನಕ್ ಉಳ್ಳದ್.



ಕೊಡವಪಾಜೆಲ್ ಕನ್ನಡತ್ ಇಲ್ಲತನ್ನತ ಮೂಂದ್ ವಿಶೇಷ ಸ್ವರ ಉಂಡ್. ಕೊಡವಪಾಜೆರ ಈ ವಿಶೇಷ ಲಕ್ಷಣತ್‌ನ ಒರ್‌ಪ್‌ಚೆಡುವಕಾಯಿತ್ ಇನ್ನತ ಅಕ್ಷರಕ್ ಹೃಸ್ವಸ್ವರತ್‌ರ ಕೊಡಿಕ್ ಒರ್ ಚುಕ್ಕಿ ಪಿಂಞ ದೀರ್ಘ ಸ್ವರತ್‌ರ ಕೊಡಿಕ್ ದಂಡ್ ಚುಕ್ಕಿರ ಗುರ್‌ತ್ ಇಡುವಾಂಡ ಮೂಲಕ ಕಾಟಿತ್.

ಇನ್ನನೆ, ಏರ ಮೇನತ್‌ಲ್ ತಯಾರಾನ ಈ ಪಾಠಪುಸ್ತಕತ್‌ರ ಕಾರ್ಯಯೋಜನೆಲ್ ಕೂಡಿಯಾಡ್‌ನ ಪಡಿಪುಕಾರಡ ಪಿಂಞ ಭಾಷಾಭಿಮಾನಿಯಡ ಸಾಕಾರ ಪೆರ್ತ್ ಬಲ್ಲದ್. ಈ ಪಾಠಪುಸ್ತಕತ್‌ರ ಆದಿರ ಸಭೆಕ್ ಮೊಳಿಯಾನ ಶ್ರೀ ಮಾಚಿಮಾಡ ಎಂ. ರವೀಂದ್ರ, ಶ್ರೀ ಚಿರಿಯಪಂಡ ರಾಜಾ ನಂಜಪ್ಪ, ಶ್ರೀ ಚೊಟ್ಟಿಕ್‌ಮಾಡ ರಾಜೀವ್ ಬೋಪಯ್ಯ, ಶ್ರೀ ಕಾಳಿಮಾಡ ಎಂ. ಮೋಟಯ್ಯ ಪಿಂಞ ಅಕಾಡೆಮಿ ಸದಸ್ಯ ಸಂಚಾಲಕಂಗಳಾನ ಶ್ರೀ ಪಡ್‌ಇಾರಂಡ ಎ. ಪ್ರಭುಕುಮಾರ್ ಇಯಂಗೆ ನಂಗ ನಲ್ಲದ್ ಬಯಂದವ.

ಅನ್ನನೇ ಪಾಠಪುಸ್ತಕ ತಯಾರಿ ಸಮಿತಿಲ್ ಕಾರ್ಬಾರ್ ಮಾಡ್‌ನ ಎಲ್ಲ ಪಡಿಪುಕಾರಕ್ ಮನದುಂಬ್‌ನ ಕೃತಜ್ಞತೆನ ಒಪ್ಪಿಚಿಟ್ಟವ.

ಈ ಕಾರ್ಬಾರ್‌ಕ್ ಸಾಕಾರ ತಂದ ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿರ ಅಧ್ಯಕ್ಷಿಣಿ, ರಿಜಿಸ್ಟ್ರಾರ್ ಪಿಂಞ ಎಲ್ಲಾ ಸದಸ್ಯಂಗಳ್ ವಂದನೆ.

ಇದ್ ಪ್ರಯೋಗ ರೂಪತ್‌ರ ಪುಸ್ತಕ. ಎನ್ನೇಂಗಿ ತಪ್ಪು ಇಂಜಕ ಅದ್‌ನ ಮಿಂಞಕ್ ಸೆರಿಕೂಟಿಯವ. ಇದ್‌ಂಗ್ ಭಾಷಾಭಿಮಾನಿಯಡ ಒತ್ತಾಸೆ, ಸಲಹೆ ಎಕ್ಕಲೂ ಇರ್‌ಡ್‌ಂದ್ ಬಯಂದವ.

ಕೊಡವ ಪಾಜೆ ಬೊಳೆಯಡ್- ಕೊಡವ ಸಾಹಿತ್ಯ ಎಲಂಗಡ್

- ಡಾ. ಮುಲ್ಲೇಂಗಡ ರೇವತಿ ಪೂವಯ್ಯ
ಸಂಚಾಲಕಿ, ಪಾಠ ಪುಸ್ತಕ ಸಮಿತಿ

ವಾರ ಪುಸ್ತಕ ಸಮಿತಿ

ಪ್ರಧಾನ ಸಂಪಾದಕ :

ಡಾ. ಅಮ್ಮಾಟಂಡ ಪಾರ್ವತಿ ಅಪ್ಪಯ್ಯ
ಅಧ್ಯಕ್ಷೆ, ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, ಮಡಿಕೇರಿ.

ಸಂಚಾಲಕ :

ಡಾ. ಮುಲ್ಲೇಂಗಡ ರೇವತಿ ಪೂವಯ್ಯ
ಸದಸ್ಯೆ, ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, ತೂಕ್‌ಬೊಳಕ್ ವಾರಪತ್ರಿಕೆ, ವೀರಾಜಪೇಟೆ.

ಸದಸ್ಯಂಗ :

ಶ್ರೀ ಬಾಚರಣಿಯಂಡ.ಪಿ. ಅಪ್ಪಣ್ಣ
ಮಾಜಿ ಅಧ್ಯಕ್ಷ, ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, 'ಸೌರಭ', ಕುಶಾಲನಗರ.

ಡಾ. ಉಳ್ಳಿಯಡ ಎಂ. ಪೂವಯ್ಯ
ಮಾಜಿ ಅಧ್ಯಕ್ಷ, ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, ಸಂಪಾದಕ, 'ಬ್ರಹ್ಮಗಿರಿ' ಕೊಡವ ವಾರಪತ್ರಿಕೆ, ಮಡಿಕೇರಿ

ಶ್ರೀಮತಿ ಉಳ್ಳಿಯಡ ಡಾಟಿ ಪೂವಯ್ಯ
ಮಾಜಿ ಅಧ್ಯಕ್ಷೆ, ಕರ್ನಾಟಕ ಕೊಡವ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, ಉಪಸಂಪಾದಕ, 'ಬ್ರಹ್ಮಗಿರಿ' ಕೊಡವ ವಾರಪತ್ರಿಕೆ, ಮಡಿಕೇರಿ

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ಶ್ರೀ ಪಡಿಂಗಳಾರಂಡ ಪ್ರಭುಕುಮಾರ್
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(Kodava-Kannada -Hindi-English-Vocabulary)

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(ಕೊಡವ-ಕನ್ನಡ-ಹಿಂದಿ-ಇಂಗ್ಲಿಷ್-ಶಬ್ದಕೋಶ)



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The Kodava - Kannada - Hindi - English - Select Recall Vocabulary
(ಕೊಡವ-ಕನ್ನಡ-ಹಿಂದಿ-ಇಂಗ್ಲಿಷ್-ಶಬ್ದಕೋಶ)

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Smt Bacharanyanda Ranoo Appanna

Bacharanyanda Ranoo Appanna, wife of Bacharanyanda Appanna is a retired Lecturer in Kannada literature. She has put in 30 years of service and published a total of 15 books in Kodava - Kannada language which also includes translation works of Basavanna Vachanagalu and Kanakadasara Keerthanegalu. She has undertaken study tours in America, Canada, Europe, Singapur and Hongkong. She is at present President of Shakti-Kodava Pammakkada Parishad, Virajpet. Her hobbies include writing folk literature and touring. She has collected and preserved the ancient antiquities of Kodava and is working for the use of future generation. She is residing at Kushalnagar and helping Ph.D students with study materials required for their thesis. She is also the recipient of award from Karnataka Kodava Sahithya Academy during 2019-2020 for the book 'Ponjang'.



Sri Ajjinikanda C. Mahesh Nachaiah

Ajjinikanda C. Mahesh Nachaiah is an eminent scholar in the field of Kodava language and culture, running the Kodava language newspaper, POOMAALe for the last 26 years. The only RNI registered Kodava newspaper 'Poomaale' built a strong base in Kodava language by promoting a number of readers and writers. He has earlier served as the member of Kodava Sahithya Academy. He has published a number of books during his Presidentship in Kodava Thakk Parishath. For the first time, under his leadership, he published the Pattole Palame in Kodava language, and released it in New Delhi organizing a Kodava literature and cultural programme at Karnataka Sangha, New Delhi in the year 2000.



Dr. Mullengada Revathi Poovaiah

Dr. Mullengada Revathi Poovaiah, wife of Sri Mullengada Madhosh Poovaiah, is presently working as Lecturer in Kannada Department at Cauvery College, Gonikoppa. She is at present member of Karnataka Kodava Sahithya Academy. She is the recipient of a Fellowship from Karnataka Kodava Sahithya Academy to do research on Kodava folk dances. She is also the recipient of Rajyothsava Shikshaka Puraskara from Kannada Sahithya Parishath. Dr. Revathi has authored many books in Kannada and Kodava languages. She has also translated Vachana and other prominent Kannada works to Kodava language. She has published many books relating to language, literature and culture. She has published articles in national and international journals. She is a member of various central and state committees. She is also a member of text book committees and syllabus framing committees.



Smt Bachamanda Gowramma Madamaiah

Smt Bachamanda Gowramma Madamaiah, wife of Sri B.B. Madamaiah residing at Madikeri has worked in Horticulture Department as Superintendent for 37 years. She has written four books related to Kodava language and culture. She has also written poems, stories and novels in newspapers and weeklies especially in Shakti and Brahmagiri. She is at present member of Karnataka Kodava Sahithya Academy.





ಕೊಡವ ತಕ್ಕೊರ ವ್ಯಾಕರಣ

(A Grammar of Kodava Language)



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ಕಲಾ ಕಾವೇರಿ-1

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Impact of Rewards and Incentives on Employee Performance with special reference to Temporary Private College Teachers

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Abstract

There is so much change occurring in the business world and every business entity or organization has to rely on employee's good performance. Rewards are considered an important tool to check the employee's performance. Management use rewards for employees motivation. So we can say that attractive reward system attract new employees for organization and motivate existing employees to perform high levels. In a competitive business climate, more business owners are looking at improvements in quality while reducing costs. Meanwhile, a strong economy has resulted in a tight job market. An organisation needs to get more from their employees, at the same time employees are looking for more from the employers. Employee reward and incentives are one method of motivating employees to change work habits and key behaviours to benefit an organisation. Employee rewards are the factors which motivates an individual to give his best for the betterment of an organisation. An incentive is something that motivates an individual to perform an action. Incentives aim to provide value for money and contribute to organizational success. Some of the examples for employee rewards & incentives: Monetary benefits, Employee recognition, promotions, job enrichment & enlargement.

The aim of this study is to analyse the impact of rewards & incentives on the performance of teachers at private institutions in Kodagu District. The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals, reports.

The importance of reward in any organization is very crucial for the employee's job performance and employee's job satisfaction. It is natural process that human performance and satisfaction is based on motivation and motivation can be increased with rewards.

Keywords:

Rewards, Incentives, Employee, Employee performance, Job Satisfaction,

INTRODUCTION

Paying employees for productivity has been the cornerstone of industrial and business development for centuries. Financial reward has always been important in managing employee's performance, but over the last 25 years other elements of compensation have developed to provide employers with more scope to reward, and thus, motivate employees. Armstrong and Taylor (2010, p. 331) state that "performance is defined as behaviour that accomplishes results. Performance management influences performance by helping people to understand what good performance means and by providing the information needed to improve it. Reward management influences performance by recognising and rewarding good performance and by providing incentives to improve it".

A reward system is important for the employee performance. As employee performance will be more effective to high reward system. Job performance is also part of human resources management. Performance is an important for the organization succession and achieving the goals. There is so much change occurring in the school education in the world an every school has much relay on employee's good performance. Rewards are considered as an important tool to check the employee's performance in every organization. Management use rewards for employees motivations. So we can say that effective reward system attract new employees for organization and motivate existing employees to perform at high levels. Employee's good work is necessary to achieve the specific goals. Good rewards are most important way to engage the employees with their work and with their organization

An Incentive or reward can be anything that attracts an employee's attention & stimulates him to work. In the words of Burack & Smith "An incentive scheme is a plan or programme to motivate individual or group performance. An incentive programme is most frequently built on monetary rewards but may also include a variety of non monetary rewards or prizes."

OBJECTIVE OF THE STUDY

- To know the concept of Employee performance, Rewards & Incentives
- To identify whether the employee performance is based on rewards & incentives
- To know whether rewards & incentives motivate the employees for better performance
- To find out whether Incentives have direct link to performance

RESEARCH METHODOLOGY

This study is an empirical study, based on the primary data. Considering the nature of the present study, a combination of structured questionnaire was used in order to collect relevant information from a sample of 50 temporary private college teachers & as well as secondary sources like books, journals, reports websites etc. Tables bar diagrams & pie charts are used for analysis & interpretation of data.

Impact of Rewards and Incentives on Employee Performance with special reference to private college teachers

There is a positive relationship between Employee performance & Rewards & incentives. Rewards is one of the important elements to motivate employees for contributing their best effort to generate innovation ideas that lead to better business functionality and further improve company performance both financial and non-financially.

Employee will give their maximum when they have a feeling or trust that their efforts will be rewarded by the management. There are many factors that affect employee performance like working conditions, worker and employer relationship, training and development opportunities, job security, and company's overall policies and procedures for rewarding employees, etc. Among all those factors which affect employee performance, motivation that comes with rewards is of utmost importance. Motivation is an accumulation of different processes which influence and direct our behaviour to achieve some specific goal.

Rewards can be extrinsic or intrinsic, extrinsic rewards are tangible rewards and these rewards are external to the job or task performed by the employee. External rewards can be in terms of salary/ pay, incentives, bonuses, promotions, job security, etc. Intrinsic rewards are intangible rewards or psychological rewards like appreciation, meeting the new challenges, positive and caring attitude from employer, and job rotation after attaining the goal. According to Luthans (2000), there are two basic types of rewards, financial and non-financial and both can be utilized positively to enhance performance behaviours of employees. Financial rewards means pay-for performance such as performance bonus, job promotion, commission, tips, gratuities and gifts etc. Non financial rewards are non monetary/non cash and it is a social recognition such as acknowledgement, certificate, and genuine appreciation etc. The non financial rewards is also called materials award.

Desired performance can only be achieved efficiently and effectively, if employee gets a sense of mutual gain of organization as well as of himself, with the attainment of that defined target or goal. An organization must carefully set the rewards system to evaluate the employee's performance at all levels and then rewarding them.

The concept of performance management has given a rewards system which contains; needs and goals alignment between organization and employees, rewarding employee both extrinsically and intrinsically. The system also suggests where training and development is needed by the employee in order to complete the defined goals. This training or development need assessment of employee gives them an intrinsic motivation. Frey (1997) argues that once pay exceeds a subsistence level, intrinsic factors are stronger motivators, and staff motivation requires intrinsic rewards such as satisfaction at doing a good job and a sense of doing something worthwhile.

Importance of Rewards & Incentives

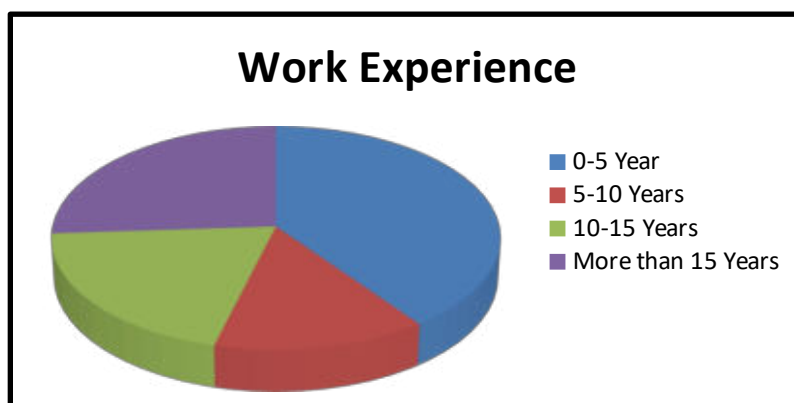
1. Employee Motivation
2. Achievement of goals & objectives
3. To Attract new employees
4. To retain the existing employees
5. Improve the overall image of the organisation
6. To boost the morale of the employees

Data Analysis & Interpretation

1. Since how many years you have been working in the Institution?

Table No. 1: Work Experience

Particulars	No of Respondents	Percentage
0-5 Year	20	40
5-10 Years	7	14
10-15 Years	10	20
More than 15 Years	13	26
Total	50	100

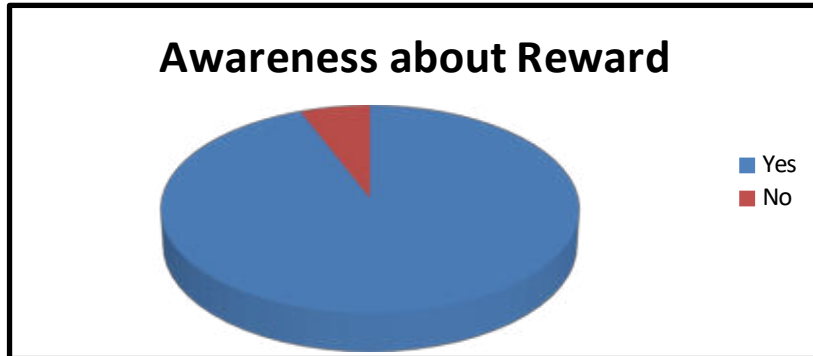


Inference: The above table & chart shows that out of 50 total respondents 40% of the teachers have a work experience of 0-5 years, 26%, of them with an experience of more than 15 years, 20% of them have an experience of 10-15 years & 14% with an experience of 5-10 years._

2. Do you know about Reward?

Table No. 2: Awareness about Reward

Particulars	No of Respondents	Percentage
Yes	47	94
No	3	6
Total	50	100

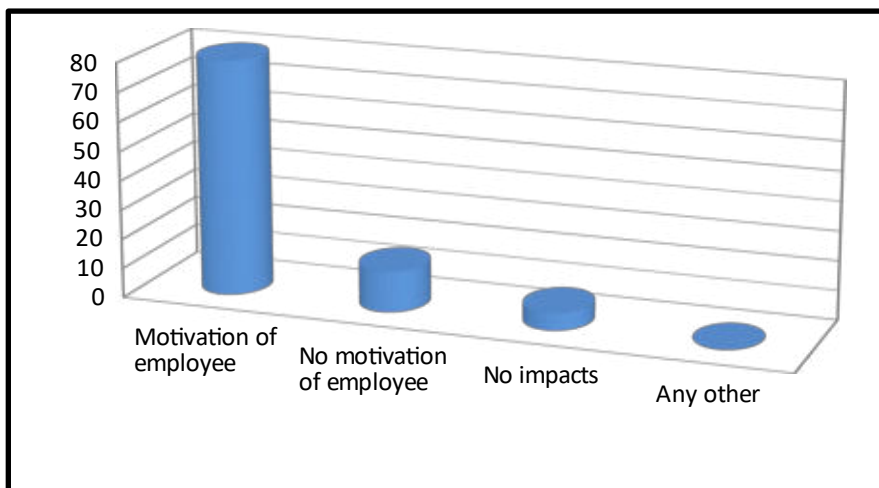


Inference: The above table & graph shows that 94% of the teachers are aware about rewards while 6% are not.

3. If yes, then what does it mean?

Table No. 3: Reward helps in?

Particulars	No of Respondents	Percentage
Motivation of employee	40	80
No motivation of employee	7	14
No impacts	3	6
Any other	0	0
Total	50	100

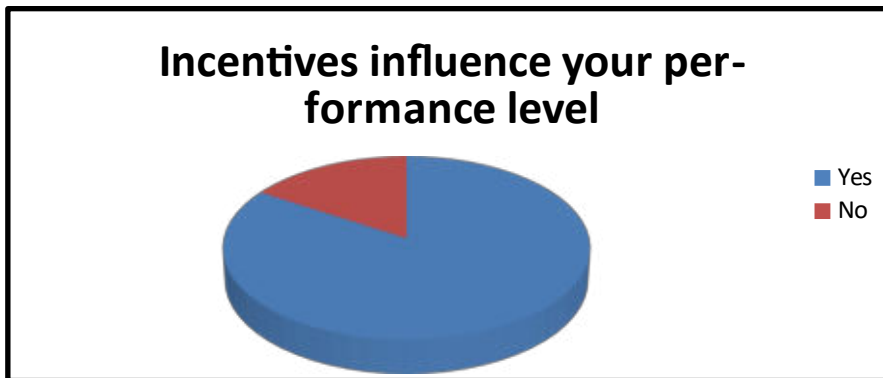


Inference: The above table & chart shows that Rewards motivated the major percent of respondents i.e. 80%, While 14% said there was no motivation & 6 % said there was no impact.

4. Do you think that incentives and other benefits will influence your performance level?

Table No. 4: Incentives and other benefits will influence performance level

Particulars	No of Respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

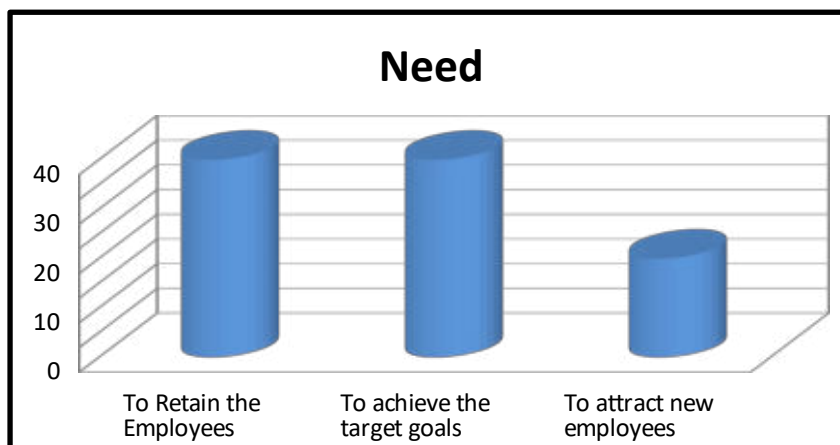


Inference: The above table & chart shows that 84% of the respondent agreed that Incentives & other benefits influenced their performance level, while 16% did not agree.

5. Why do you need Rewards & Incentives in the Institution?

Table No. 5: Need for Rewards & Incentives in the Institution

Particulars	No of Respondents	Percentage
To Retain the Employees	20	40
To achieve the target goals	20	40
To attract new employees	10	20
Total	50	100

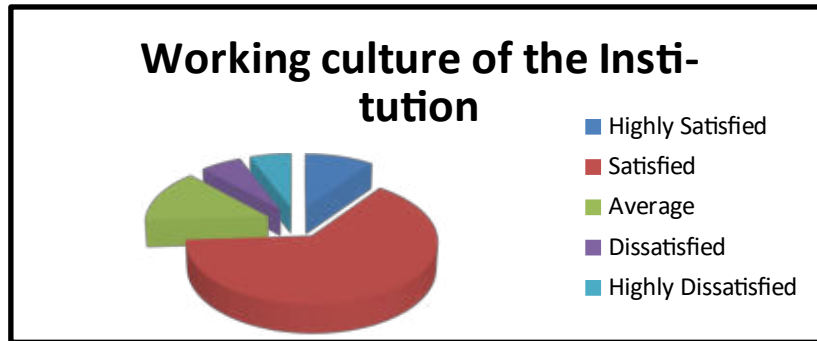


Inference: The above table & chart shows that 40% of the respondents said that rewards & incentives are required to retain employees; other 40% said that it helps in achieving the targets, while remaining 20% said that rewards & incentives are required to attract new employees.

6. Rate your level of satisfaction with the working culture of the Institution?

Table No. 6: Satisfaction level with the working culture of the Institution

Particulars	No of Respondents	Percentage
Highly Satisfied	5	10
Satisfied	32	64
Average	7	14
Dissatisfied	3	6
Highly Dissatisfied	3	6
Total	50	100

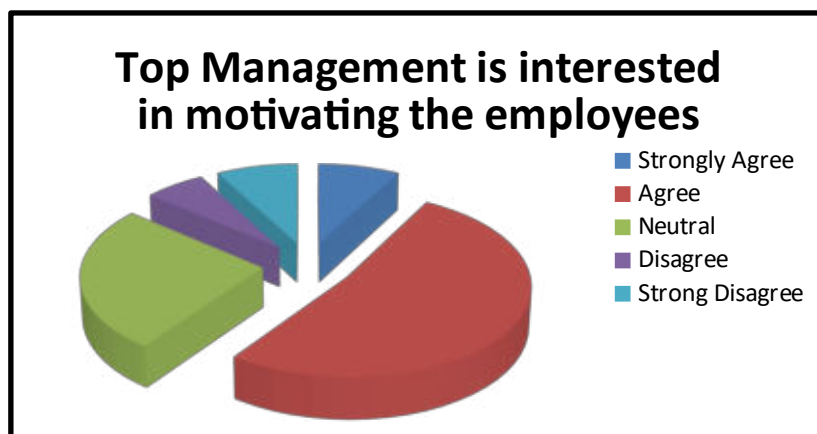


Inference: The above table & chart shows that 64% of the respondents were satisfied with the working culture of the Institution, 10% were highly satisfied, 14% rated the working culture as average & 12% of them were either dissatisfied or highly dissatisfied.

7. Rate the statement “Top Management is interested in motivating the employees”?

Table No. 7: Top Management is interested in motivating the employees

Particulars	No of Respondents	Percentage
Strongly Agree	4	8
Agree	26	52
Neutral	13	26
Disagree	3	6
Strong Disagree	4	8
Total	50	100

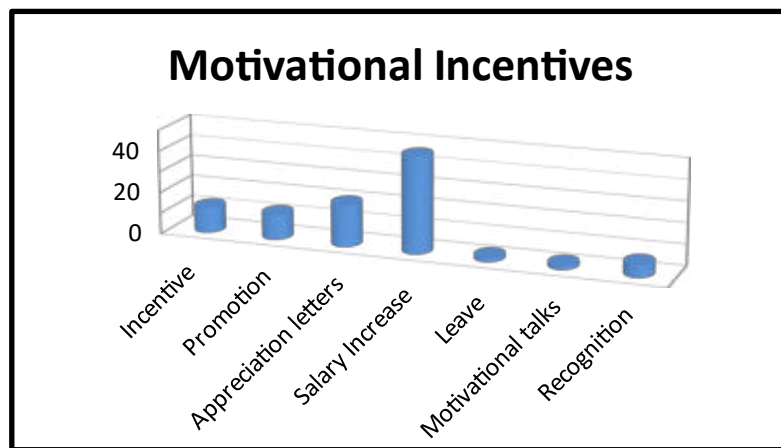


Inference: The above table & chart shows that 52% of the respondents agreed that top management was interested in motivating the employees, 8% percent strongly agreed, 26% of them were neutral & 14% of them either disagreed.

8. Which type of incentives motivates you more?

Table No. 8: Type of Incentive which motivates more

Particulars	No of Respondents	Percentage
Incentive	6	12
Promotion	6	12
Appreciation letters	10	20
Salary Increase	23	46
Leave	1	2
Motivational talks	1	2
Recognition	3	6
Total	50	100

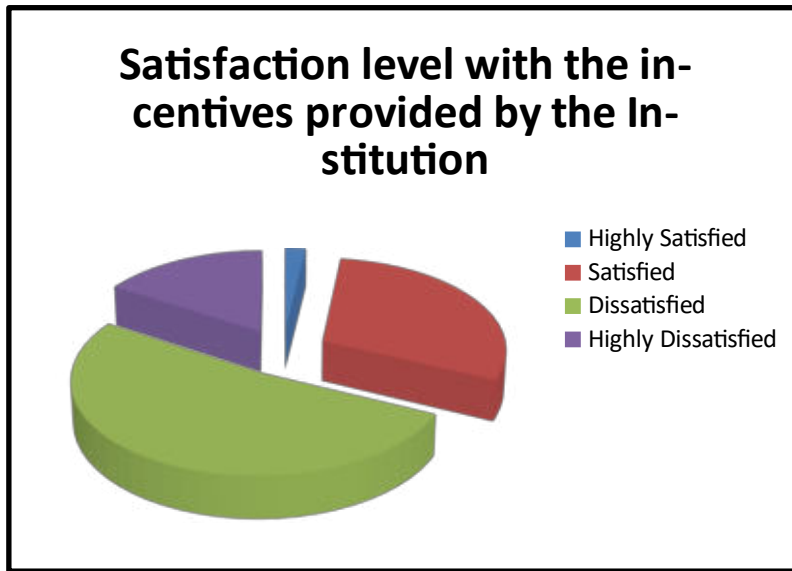


Inference: The above table & chart shows that for 46% of the respondents salary increase motivated them most, followed by appreciation letters for 20%, 12% of them said that incentive motivates them, while another 12% opined that promotion motivates them, 6% of them opined that recognition motivated them & 4% of the respondents said that leave & motivational talks motivated them.

9. How far you are satisfied with the incentives provided by the Institution?

Table No. 9: Satisfaction level with the incentives provided by the Institution

Particulars	No of Respondents	Percentage
Highly Satisfied	1	2
Satisfied	15	30
Dissatisfied	26	52
Highly Dissatisfied	8	16
Total	50	100



Inference: The above table & chart shows that 52% of the respondents were dissatisfied with the incentives provided by the institution, 30% were satisfied, and 2% were highly satisfied, while 16% were highly dissatisfied.

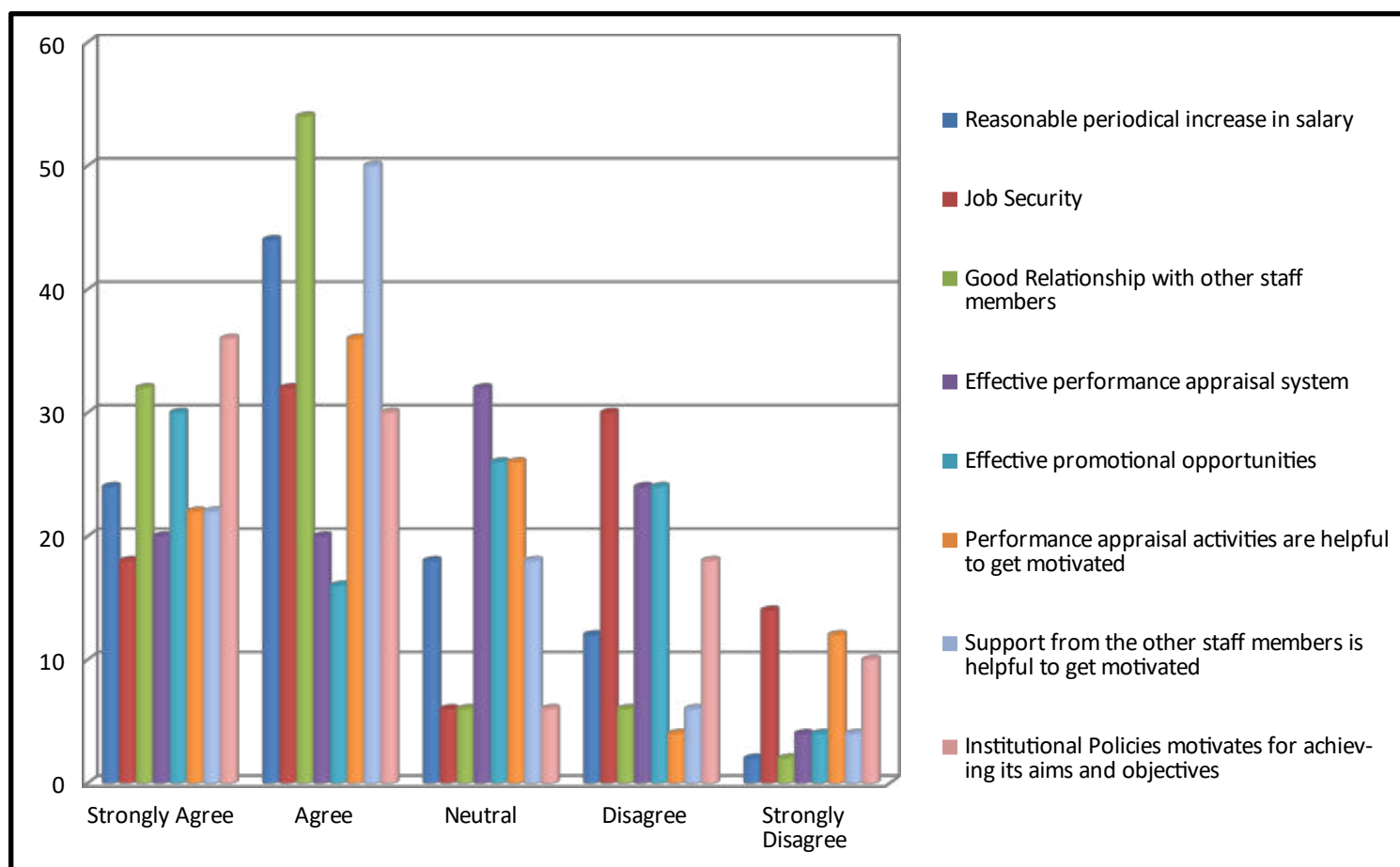
10. Please rate the below on the following rating?

- 1 –Strongly Agree
- 2 – Agree
- 3 – Neutral
- 4 – Disagree
- 5 – Strongly Disagree

- Reasonable periodical increase in salary _____
- Job Security _____
- Good Relationship with other staff members _____
- Effective performance appraisal system _____
- Effective promotional opportunities _____
- Performance appraisal activities are helpful to get motivated _____
- Support from the other staff members is helpful to get motivated _____
- Institutional Policies motivates for achieving its aims and objectives _____

Particulars	Reasonable periodical increase in salary	Job Security	Good Relationship with other staff members	Effective performance appraisal system	Effective promotional opportunities	Performance appraisal activities are helpful to get motivated	Support from the other staff members is helpful to get motivated	Institutional Policies motivates for achieving its aims and objectives
Strongly Agree	24	18	32	20	30	22	22	36
Agree	44	32	54	20	16	36	50	30

Neutral	18	6	6	32	26	26	18	6
Disagree	12	30	6	24	24	4	6	18
Strongly Disagree	2	14	2	4	4	12	4	10
Total Percentage	100	100	100	100	100	100	100	100



Inference: A Series of questions were asked & respondents were asked to rate them in a scale 1-5

Reasonable periodical increase in salary: Out of the total respondents 44% of the respondents agreed, 24% of them strongly agreed, 18% of them were neutral, 12% of them disagreed & 2% strongly disagreed.

Job Security: Out of the total respondents 52% of the respondents agreed, 18% of them strongly agreed, 6% of them were neutral, 30% of them disagreed & 14% of them strongly disagreed.

Good Relationship with other staff members: Out of the total respondents 32% of the respondents agreed that they had Good Relationship with other staff members, 32% of them strongly agreed, 6% of them were neutral, 6% of them disagreed & 4% of them strongly disagreed.

Effective performance appraisal system: Out of the total respondents 20% of the respondents agreed that there is a effective performance appraisal system, 20% of them strongly agreed, 32% of them were neutral, 24% of them disagreed & 4% of them strongly disagreed.

Effective promotional opportunities: 16% of the respondents agreed that there is an effective promotional opportunities, 30% of them strongly agreed, 26% of them were neutral, 24% of them disagreed & 4% of them strongly disagreed.

Performance appraisal activities are helpful to get motivated: 36% of the respondents agreed that performance appraisal activities are helpful to get motivated, 22% of them strongly agreed, 26% of them were neutral, 4% of them disagreed & 12% of them strongly disagreed

Support from the other staff members is helpful to get motivated: 50% of the respondents agreed, 22% of them strongly agreed, 6% of them were neutral, 6% of them disagreed & 10% of them strongly disagreed

Institution recognizes and acknowledges your work: 42% of the respondents agreed, 18% of them strongly agreed, 26% of them were neutral, 4% of them disagreed & 10% of them strongly disagreed

Institutional Policies motivates for achieving its aims and objectives: 30% of the respondents agreed, 36% of them strongly agreed, 26% of them were neutral, 18% of them disagreed & 10% of them strongly disagreed.

Findings

- 40% of the respondents are having experience less than 5 years
- 94% of the respondents are aware about Rewards
- 80% of the respondents opined that rewards motivated the employees
- 84% of the respondents agreed that incentives and other benefits will influenced their performance level.
- 80% of the respondents agreed that Rewards & Incentives are required to retain the employees & achieve the target goals
- 64% of the respondents were satisfied with the working culture of the Institution
- 52% of the respondents said that Top Management is interested in motivating the employees.
- 46% of the respondents opined that increase in salary motivated them the most when compared with other rewards & incentives.
- 52% of the respondents were not satisfied with incentives provided by the Institution.
- 44% of the respondents agreed that there was reasonable periodical increase in salary
- 32% of the respondents agreed that there was job security.
- 54% of the respondents have good relationship with other staff members
- 20% of the respondents strongly agreed that there is an Effective performance appraisal system.
- 30% of the respondents agreed that there is an Effective promotional opportunities.
- 36% of the respondents agreed that Performance appraisal activities are helpful to get motivated.

- 50% of the respondents agreed that Support from the other staff members is helpful to get motivated
- 30% of the respondents agreed that Institutional Policies motivates for achieving its aims and objectives.

Suggestions

- Always link the rewards to performance
- Rewards & Incentive system should be fair & Just
- Provide Financial & Non financial rewards & recognition on a regular basis.
- Provide rewards immediately after the employee achieves the desired behaviour
- Innovative motivational techniques should be used
- Team work should be encouraged to the maximum possible extent
- Involve all employees in the development, implementation and revision of rewards programs
- Make sure that employees understand how to earn the rewards
- Set reasonable and transparent performance standards for rewards
- Recognize small and large accomplishments
- Make rewards an integral part of the Institutions' strategy

Conclusion

The objectives of the study were to determine the relationships of rewards & incentives on job performance, as well as to examine the most significant types of rewards that may boost workers performance. We can conclude that when employee rewards are aligned to the overall strategic objectives of the Institution, there is an equivalent increase in performance. This calls for adjustments at work places that ensures that hardworking employee are motivated to outperform. No reward system is perfect, this is because motivation is personal and what motivates one employee could be different from what motivates the next. Therefore, the Institution should get to know their employees well so that they can employ the right motivational strategy.

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Industrialization vs. Environment with special reference to Kodagu District

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Abstract

The process of industrialization has gained much momentum during the past several centuries. A large number of new technologies providing new capabilities to the human beings have become available. In several cases, the human beings have used these additional capabilities for manipulating natural resources for their own benefit but at the expense of Environment. At the same time, it cannot be denied that technological advancements also requires that human beings should achieve a better understanding of the world and it also provides increased potential for doing good and for making things in a way which is beneficial for our planet. Now the time has come to answer the question whether we are heading in the right direction in terms of protecting the environment & sustainable development. Since the advent of industrial and technological revolutions, economic indicators have been considered as the principal criteria for measuring progress. The industrial and technological progress however, has been accompanied by a growing negative impact on the environment in terms of its pollution and degradation. Industrialisation carries with it the seeds of environmental damage, assisted and abetted by both needs and greed of man. Activities such as manufacturing, processing, transportation and consumption not only deplete the stock of natural resources but also add stress to the environmental system by accumulating the stock of wastes. The productivity of the industries, however, depends on the supply and quality of natural and environmental resources. While water, soil, air, forest and fishery resources are productive assets, the pollution of water, air, atmosphere and noise are the by-products of economic development, particularly industrialisation and urbanisation. "Green house effects", "global warming" and "acid precipitation" are cases in point. Environmental degradation often tends to become irreversible and imposes damaging costs on the economy resulting in output and human losses, loss of labour productivity from ill- health and loss of crop output. The ecological and social costs of such unrestrained pollution and degradation have put a big question mark on the perceived notion of industrialisation as a way of economic development. Industrialisation is on the increase, which of course is necessary for the progress of human civilization but so is the environmental pollution due to emissions and waste generated from these industries. The industrial pollution due to its nature has the potential to cause irreversible reactions in the environment and hence is posing a major threat to our very existence. Since the carrying capacity of the environment is not unlimited and some areas or ecosystems are more susceptible to adverse environmental impacts than others, unplanned and haphazard industrialisation has substantially increased the risk to the environment.

This study is intended to analyse the impact of industrialization on the environment of Kodagu district & suggest the possible measures to overcome the current situation for a better future. The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals.

Keywords: Industrialisation, Environment, Pollution

INTRODUCTION

The surroundings of a living organism, including natural forces and other living things, which provide conditions for development and growth, danger and damage is termed as environment. It can also be termed as the surroundings or conditions in which a person, animal, or plant survives. Environment plays a vital role in the life of each and every living organism. Industrialization is the period of social and economic change that transforms a society from an agrarian society into an industrial society, involving the extensive re-organisation of an economy for the purpose of manufacturing. The process of industrialisation started during the mid-18th to early 19th century in certain areas in Europe and North America. From the day the concept of industrialisation came into existence we have never looked back we have progressed to such an extent that we neglected the environment. Kodagu popularly known as Kashmir of Karnataka & also Scotland of India has been impacted to a greater extent due to Industrialisation.

OBJECTIVE OF THE STUDY

- To analyse the impact of industrialisation on the environment of Kodagu.
- To analyse the problems faced by the people of Kodagu due to industrialisation
- Suggest possible measures to mitigate these problems.

RESEARCH METHODOLOGY

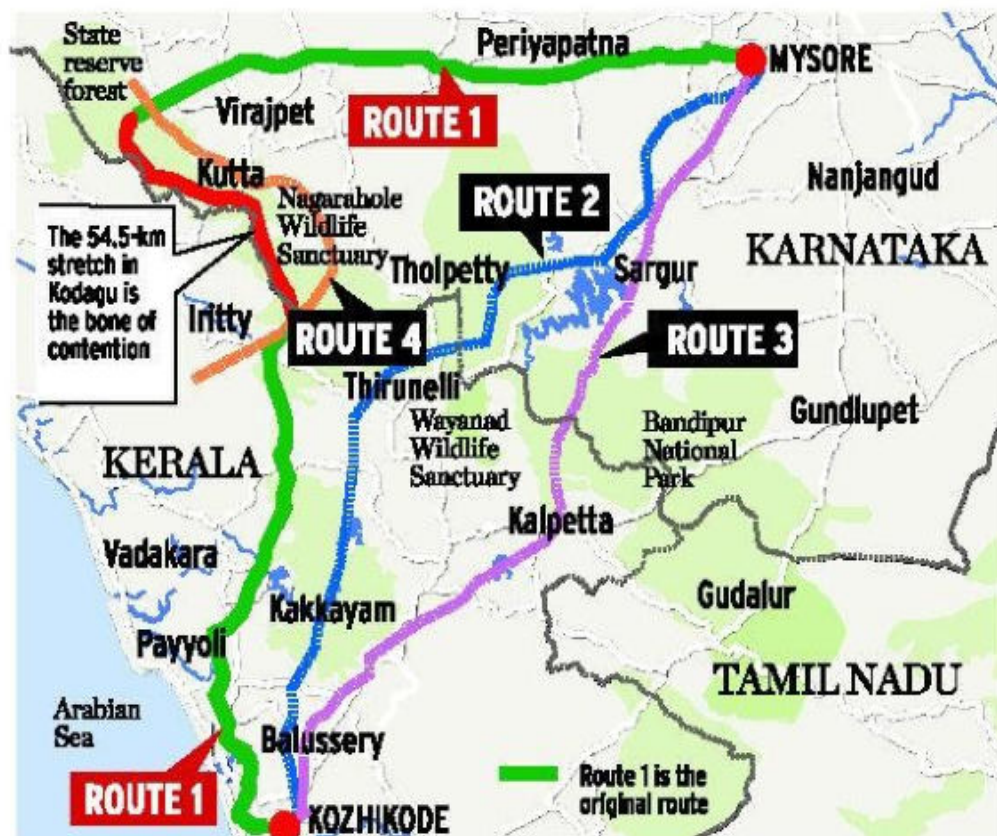
The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals, reports.

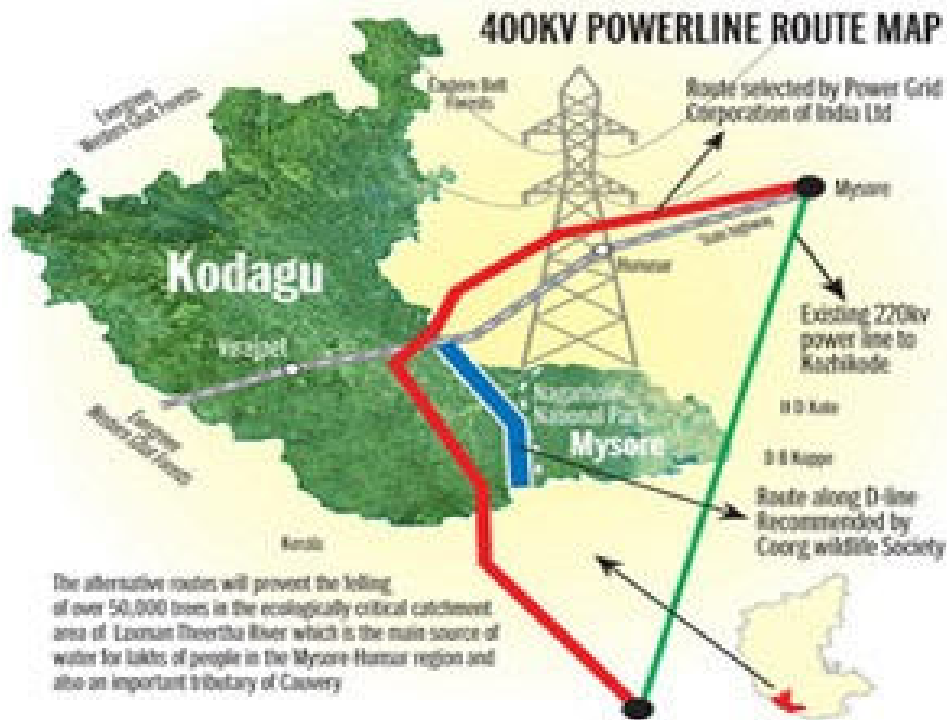
Industrialization vs. Environment with special reference to Kodagu District

The process of industrialization has gained much momentum during the past several centuries. A large number of new technologies providing new capabilities to the human beings have become available. In several cases, the human beings have used these additional capabilities for manipulating natural resources for their own benefit but at the expense of Environment. At the same time, it cannot be denied that technological advancements also requires human beings to achieve a better understanding of the world and it also provides increased potential for making things in a way which benefits for our planet. Now at present the question is whether we are heading in the right direction in terms of protecting the environment for sustainable development. Since the advent of industrial and technological revolutions, economic indicators have been considered as the principal criteria for measuring progress. The industrial and technological progress however, has been accompanied by a growing negative impact on the environment in terms of its pollution and degradation. Past few years has witnessed a lot of changes in the ecological system of Kodagu. We have come across massive deforestation for the purpose of development of resorts, medical colleges high tension power lines, massive pollution in the banks of river Kaveri.

The impact of industrialisation on the environment of Kodagu can be explained accordingly

- 1. Massive Deforestation:** For the erection of High tension power line from Mysore to Kerala more than 1,00,000 trees were uprooted, even though the government had other alternative options to take this project. Due to cutting down such dense forest, elephant menace has increased. Workers in the Coffee Plantation and school going children are facing maximum threat due to man animal conflicts. This area of South Kodagu is also the catchment for Lakshmana Theertha River that is the main water source for Mysore and an important tributary of Cauvery River. Such large scale felling of trees in this area has caused an adverse affect on the water flow in Lakshmana Theertha River. The below picture shows that there were three alternative routes for the government to undertake the high tension power line from Mysore to Kerala, Where route 2 & route 3 were the shortest when compared to route 1 & route 4. The government completed the project using route 1 which added to the cost in terms of kilometres and also impacted the environment despite of huge protest from the people of Kodagu & environmentalist from all over India





2. **Acute Shortage of rainfall:** Average rainfall in most the places of South Kodagu was around 70-100 inches annually until 2012. But for the past three years the rainfall is as follows:

- **2015** **52 inches**
- **2016** **36 inches**
- **2017** **43 inches till date**

This acute shortage of rainfall has caused lot of problems to the people of Kodagu as well as the people of Mysore, Bangalore and also to the people of Tamilnadu. Lakshmana Theertha River that is the main water source for Mysore would be flooded during Monsoon season until 2012. But in the recent years the water level of this river is depleting.



3. **Fight for Kaveri water:** “When mother is hungry, how long can she feed her children”? “We do not want to take care of our parents when they are old, but when it comes to property we will fight to such an extent which is unimaginable .” These two phrases very much suit the current situation between Karnataka & Tamilnadu. Both the states want to utilise the water of river Kaveri and every year we see arguments/disturbances between these two neighbouring states. But none of these states stood strong when it was required the most to protect the forest belt. This situation will worsen in the coming years to come if a strategic plan is not undertaken by the government.
4. **Steep Increase of Barren Land:** Kodagu is popularly known for the cultivation of Coffee & paddy. The area under paddy cultivation has decreased drastically due to low rainfall, erection of high tension power line poles, disturbance due to elephants, Conversion of agricultural land into commercial sites. This steep increase has impacted heavily on the price of food grains & depletion of water table.



5. **Illegal encroachment of Forest area:** There are many commercial undertakings like Resorts & hotels which were built/mushroomed in the recent years bordering the forest areas to attract tourists. These organisations by using their powers have illegally occupied the forest areas & have converted it into commercial area for their benefit neglecting the impact on the environment. One of the popular resorts in Kodagu has illegally occupied forest land & has converted it into a resort area.
6. **Increased pollution:** Tourism industry has gained a lot of importance in the recent years in Kodagu. There are many home stays, resorts, hotels etc. The number of tourists visiting Kodagu has increased by many folds. With the increase of tourists the pollution level has increased beyond control. Most of the tourists come to Kodagu with an intention to enjoy the scenic beauty at the same time they get Liquor bottles & other plastics along with them and dump these bottles & waste all over the tourist spot. Further most of the educational trips are organised & with an intention to make these trips less expensive with the help of caterers or cooks are availed, instead of spending on hotels. The waste plates, Cups tissues etc are collected in a bag & are disposed off without hesitation.

7. **Commercialisation:** Areas that were exclusively meant for agriculture are now converted into commercial sites with an intention of fast money. With the number of people willing to move to urban areas most of the paddy fields are commercialised. Medical College is being constructed at Madikeri. Most of the areas beside these Medical College are purchased by Influential people.



8. **Improper Waste Management:** Waste contributes a lot to pollution; the concerned authorities are not taking proper steps for the disposal of waste. One can see a lot of waste disposed everywhere. We see places with signs boards which says “do not dispose waste here” but the same place will be filled with garbage. Waste can be categorised into solid & wet Waste. The authorities concerned such as Municipal Corporation, Town Panchayats are not well equipped to manage this waste. These authorities collect both solid & wet wastes together and dispose them improperly without proper treatment which is causing a lot of health problems to humans as well as animals.
9. **Biological Depletion of Flora & Fauna:** Western Ghats is very popular for its wide variety of rare species. Today in Western Ghats we have lost almost 36 varieties of frogs. Many plants have become extinct in the slopes. Nagarahole is famous for elephants & Spotted Deer In the recent years their reproductive system is affected to a greater extent due to the reflective rays emitted from the cameras as is a result of extensive photography.
10. **Depletion of underground water:** Underground water is the main source of drinking water in most the regions of Kodagu. People of Kodagu are excessively dependent on open wells. The level of water in these open wells is reduced that there is a fear of facing acute shortage of water in the months to come. With the shortage of rainfall in the recent years underground water has depleted extensively. Number of Bore wells is increasing to meet the demand for water which is causing huge problem to the environment.
11. **Depletion of water sources:** Extensive Industrialisation has affected many water sources like ponds, lakes etc these water bodies are also polluted by the industrial wastes which are left untreated or they are converted into commercial sites.
12. **Increase in the floating population:** The population of Coorg is very less the floating population like migrant labourers, people visiting Kodagu is increasing by many folds. This is creating a lot of imbalance to the ecosystem.

13. **Unnecessary Manufacturing:** Our addiction to economic growth is killing us. Right now, the entire global system is captive to single idea "Economic growth". Politicians rise & fall on their ability to increase GDP year-on year. They promise that growth will make our lives better. But there is a Catch. We cannot have infinite growth on a finite planet. We are already overshooting our planet's bio capacity by around 60% through unnecessary manufacturing.
14. **Climatic Changes:** Kodagu is famous for its pleasant climatic condition. People who visit Kodagu always envy the cool the climate is? We are really lucky to be born here. But the situation has changed drastically in the past three years we are witnessing a rapid increase in the temperature. Place which had an average temperature of around 30 degrees Celsius during summer is now witnessing temperature beyond 38 degree Celsius.
15. **Land Mafia:** Real estate is one of the avenues with an opportunity to make huge & easy profit. Illegally agriculture land is converted into commercial plots to meet the increasing demand for housing sites. Though the government has imposed restriction on sand mining there are many local people who are involved in illegal sand business to make profits in the short run. These people are charging hefty amount from the public for providing sand
16. **Timber Lobby:** High tension power line was completed through Kodagu just for benefit of few individuals who were involved in timber lobby. Many trees were uprooted during this process which was unaccounted for. Recently during the development of road between Thitimathi to Periyapattana many trees were uprooted but after few days these timber logs were shifted without notice.
17. **Man Animal Conflict:** Massive industrialisation has impacted wildlife to a greater extent. We are witnessing frequent man animal conflict in most of the places. The animals like elephants tigers are damaging the properties, livestock & lives of people. Kodagu is facing severe problems from wild animals, many estate workers; students are facing immense problems risking their life. The habitants of Kodagu are living in a fear with a uncertain future. The total number of man & domestic animals who lost their lives due to wild animal menace is steeply increasing.
18. **Depletion of soil fertility & Excessive use of Pesticides:** Massive industrialisation & improper waste management is severely affecting the fertility of the soil. Excessive use of chemical fertilizers & the use of pesticides to increase the productivity is seriously affecting the fertility of the soil & reducing the quality of food products. Most of the paddy & other crops are sprayed with pesticides with a intention to increase the productivity.
19. **Increased Accidents:** One of the adverse effects of tourism is increased accidents on roads added to that the condition of roads is pathetic. Careless driving by casual & careless tourists is causing lot of problem to the people of Kodagu.
20. **Excessive use of plastics:** Plastics are available easily & are used extensively. It takes years to decompose a plastic, burning of plastic emits huge amount of carbon-di-oxide & other gases which are hazardous to our environment & our health. Most of us throw plastic waste carelessly which are consumed by either domestic animals or wild animals which is causing a major health problem to these animals.

Suggestion to overcome the adverse effects of Industrialisation

- 1. Massive Planting of Trees:** It was the government which completed the High tension power line from Mysore to Kerala by cutting almost 1, 00,000 trees in Kodagu. It is time for the Government to take up the initiative & plant as many as saplings as possible and take proper care of them. Every year on the eve of World environment day we see lot of politicians planting trees & watering them just for publicity but the fact is that these plants are not taken care properly & next year the same location will be used to plant trees. We want development but not at the expense of our Environment, the government has to plan development projects in such a way that there is no harm to the environment. If any of the projects are hazardous to our environment such project should not be undertaken.
- 2. Proper rain water management:** Nearly 60% of rain water is wasted, i.e. it reaches the ocean without being utilised. We can overcome this situation by proper rain water harvesting. Even though the government has made it mandatory to have a rain water harvesting plant for every new house that will be constructed, there is no proper implementation of the scheme. The government has to undertake mass rain water harvesting plants & make sure that there is proper utilisation of water.
- 3. Productive utilization of barren land:** We find a lot of barren lands in and around Kodagu which cannot be utilised for agriculture purpose. The government has to identify such barren lands which can be converted into commercial sites instead of forcefully acquiring productive agriculture lands for the purpose of commercialisation
- 4. Criminal action against illegal encroachment:** India is a country where people think that if they have political power & money power they have the authority to do anything according to their will & wish. This is the main reason for illegal encroachment. The Government has to come with strict laws & policies so as to make illegal encroachment a criminal offence & maximum punishment should be given to the accused if proven guilty.
- 5. Pollution control measures:** Government should encourage the automobile industries to manufacture vehicles that do not cause pollution. We are living in a country where vehicles older than our grandparents are still seen on the roads. These vehicles cannot be banned all of sudden which could be a huge burden on the owners of such vehicles. Instead the government should come with up with attractive exchange offers where the old vehicles can be exchanged for new ones & the parts of old vehicles can be reused effectively & efficiently.
- 6. Planned commercialisation:** Massive unplanned commercialisation is a huge threat to our environment. Hence the government should come up with proper policies for planned commercialisation that do not affect the environment. Every Commercial plot should give more importance towards planting more trees & build a eco friendly environment.
- 7. Proper waste management:** The Concerned authorities have to come up with proper waste management policies. For Example: Scientifically it is proved that waste plastics can be used to make roads that can last longer. The government has to take necessary steps to make sure that the entire

plastic waste is used for the construction of roads. This will reduce the pollution to a greater extent & we can have a great infrastructure.

8. **Strict rules by the Forest department:** Excessive photography is affecting wildlife due to harmful radiation. The Forest department should completely ban photography with wild life. The government has a lot of scope to develop Nagarahole reserve forest by planting indigenous trees which are beneficial to animals & humans. But the government is targeting the poor agriculturist by creating eco-sensitive zone which restricts the normal agricultural process. There is no use of simply expanding the area of forest. There is a saying "It doesn't matter how wide you are what matters is how deep you are". The concerned authorities should make proper utilisation of forest area.
9. **Planned De growth:** Scientists have warned us that the only way to prevent ecological collapse is by the rich countries to scale down their consumption. This is called planned De growth. De-growth is austerity. The goal is to increase human well-being and happiness while reducing our economical footprints. Instead of intensifying our plunder of the earth, we can share what we have more fairly. We can cut excess consumption by curbing excess advertising and taxing carbon. Introducing a basic income & shorter working week would allow us to get rid of unnecessary jobs & redistribute labour. But the first step is to overthrow the tyranny of GDP. GDP is a crude measure of progress. When we slice our forest for timber, or strip our mountains for coal, GDP goes up. When natural disaster strike, our hospital visits rise, GDP goes up. It ignores environmental & social costs. It is time for a more sensible metric like the Genuine Progress Indicator which takes GDP & subtracts these negative outcomes. It accounts for the cost of growth. We need an economic model that promotes human flourishing in harmony with the planet on which we depend.
10. **Control over land & timber Mafia:** Land & timber mafia is spoiling the entire environment of Kodagu. We find many people involved in this. There are government officials who are part of this due to corruption. The government has to come up with proper measures to completely stop this menace.
11. **Organic farming:** We are living in a world where money rules the roost. We do not care about our health. In order to make profits we are resorting to excessive use of pesticides which is harmful to not only human but also to the entire environment. People should restrict themselves from using pesticides & should adopt natural ways of farming.
12. **Proper road safety measures:** Most of the people living in Kodagu are taxpayers, but unfortunately these tax payers are not getting the basic infrastructure facilities. The condition of roads is pathetic in most of the place in Kodagu. The government should come up with measures to build durable roads & proper roads signals for the benefit of the public
13. **Complete ban of Plastic Manufacturing:** Main cause for pollution is the excessive use of plastic. The government should completely ban the use of plastics Alternatives like jute bags can be manufactured & promoted at a large scale.

Conclusion

Industrialisation is the need of the hour, but do we need industrialisation at the expense of our environment is the question to be answered. Dung of cows is used as fertilizers, dung of Bison along with coconut oil, lemon & Indian basil is used to treat headache in rural areas and dung of elephants is used to as medicine. The waste of animals are used by us for many purpose, but we, the so called most intelligent creature on this earth are dumping so much waste on a daily basis. The time has come for us to think beyond our capacities and we all have to contribute for the betterment of environment so that our mother is safe which in turn will take care of us. On this Occasion let us all take an oath to save our mother earth by not doing simple mistakes like littering here & there, avoiding use of plastics, try not to waste food etc... Along with these let us also try making some contribution to our mother earth by planting more trees, use public transport whenever possible, try car pooling, use cycles for shorter distance, use less paper, and carry bags when we go for shopping.

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Proceedings of the 4th National Conference on
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REACHING OUT USERS IN THE DIGITAL ERA OPPORTUNITIES AND CHALLENGES

– Editors –

Dr. K. Shivananda Bhat

Dr. Mahabaleshwara Rao



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Library Usage by the Undergraduate Students of Cauvery College Gonikoppal, Kodagu District, Karnataka

Latha T. K.

Any library is intended to meet the requirements of its user community. The revolutions in Information Communication Technologies (ICTs) have brought drastic changes in the society especially in the academic community. The study deals with the extent of satisfaction of library users among the 3rd-year commerce and management undergraduate students of Cauvery College Gonikoppal concerning the resources, services and facilities provided by the library. The overall purpose of the study was to determine their information requirements and awareness of the library services available to them.

Keywords: *Library resources, and Information Services.*

1. INTRODUCTION

Reading is acquired in our daily life and living environment where we read for understanding, gratification or task competition. Reading can be said as the bridge which connects us to the world of information. To stay connected and firm in the current world of progression, we need to work on our self-growth which requires a lot of reading. The library often serves as a physical core to the campus. The academic community and its needs determine the library's utilization of space and allocation of resources. In Cauvery College, the library aims at developing a comprehensive collection of resources in all branches of social science, science and technology, commerce and management, languages *etc.* New titles and editions are added from time to time to ensure that readers are provided with updated study materials.

2. OBJECTIVES OF THE STUDY

1. To understand the information gathering behaviour and usage pattern of Information sources and services.
2. To determine students' awareness of the library services available to them.
3. To identify the areas of subject interest.

4. To investigate the main sources of literature consulted by graduate students.
5. To find out the frequency of reading.
6. To suggest overall opinions for the improvement of each of the service facilities and for encouraging the maximum utilization of library collections.

3. CAUVERY COLLEGE GONIKOPPAL

Cauvery College Gonikoppal established in 1968 is on the threshold of golden jubilee celebration. And college offers undergraduate courses like BA, B. Com, B.Sc, BBA, BCA and post-graduation courses like M.A in Economics and M.Com. The emergence of NAAC and its quality drive in higher education has brought a set change in our college campus in the expansion of academic programs and additional infrastructure. The college is affiliated to Mangalore University and has excellent facilities for academic, sports and cultural activities. Our college library aims at developing a comprehensive collection of resources in all the branches of social science, science and technology, commerce and management, languages *etc.*

3.1. Library services at Cauvery College Gonikoppal

The collection of the library includes 52255 books and subscription to more than 48 periodicals. The college extends specialized library services to its stakeholders through book exhibitions, orientation programmes and books display programmes. The library has IT-based best practices such as updating and maintaining the library website. Our library is automated using Library management EASYLIB software with OPAC and Bar Code technology. The software includes modules such as Catalogue & Accessioning, Circulation, Setup & Security, Registration, Membership, Periodicals, Digital Library and Reports. Internet facility, UGC-NLIST programme. Library Extension services are Library Best User award, Inter Library Loan (ILL), Bio-Metric Attendance for students, reprographic service. Apart from the regular study book, additional books such as fiction, novel and rare books are issued to students to motivate their extracurricular reading habits. Intercom facility for easy communication among various departments and office. Pasting barcode, label and stamping in a definite place on the books.

General practices like book bank facility, drinking water facility, separate reading room for female students, user feedback practice through questionnaires, books circulated to old students & parents are also followed. CCTV cameras are installed in the library. Separate girls reading room and separate bag/property counter for students are provided. The library extends the support by with a section for competitive exams. There are more than 350 books related to KPSC, UPSC, KAS, IAS, Departmental Exam, NET, SET, CET and other competitive examinations acquired and kept in separate. Reference of question paper sets of previous examinations and binding of books and periodical volumes are also available.

4. METHODOLOGY

In the study, the required data have been collected through the questionnaire method. The study was limited to 3rd-year commerce and management undergraduate students of Cauvery college, Gonikoppal and the survey method was

adopted because it was extremely difficult to study the whole student population of the college. A representative sample of users was taken and the questionnaires administered. 200 samples were considered, Out of which 104 girls and 96 boys were present.

5. ANALYSIS

Different variables like types of information sources, nature of collections, services and facilities of library, use pattern *etc.* are taken into account for the analysis.

The analysis of the data reveals that 87% of the students visit the library daily, 75% of the students visit twice a week, 45% of the students visit once in a week, 30% of the students visit once in a month.

Table 1: Purpose of visit to the Library

Sl. No.	Purpose	No. of respondents	Percentage
1	To use/borrow books	180	90%
2	Reference	90	45%
3	Reading Newspapers/Periodicals	140	70%
4	Borrow CD/DVD	40	20%
5	Browsing	80	40%
6	Refer old Question Papers	120	60%
7	To use online books/journals/databases	30	15%
8	Project/assignment work	110	55%
9	To prepare competitive examinations	60	30%
10	For seeking information about jobs	80	40%
11	To getting photocopies/printouts	180	90%
12	To know the latest arrival in the library	70	35%
13	To read subject materials	85	43%

In this table-1 it is clear that a majority of students visit the library to borrow books and to get photocopies/printouts.

Table 2: Time spent in the library

Sl. No.	Time spent in the library On each visit	No. of respondents	Percentage
1	Less than 1 hour	150	75%
2	1 to 2 hours	125	63%
3	2 to 3 hours	75	38%
4	3 to 4 hours	50	25%

As per the analysis of data given in table-2, it is clear that the majority of the students spend less than one hour in the library during each visit.

5.1 Use of Library

The central role of a library is to help students learn when they are away from

their classrooms and teachers, which is reflected in a library's dedication to the selection, organization, preservation and making available for use the information and essential knowledge of earlier generations to the later once.

Table 3: Rating of satisfaction with the library services

Sl. No.	Library and information services	Satisfactory	Unsatisfactory
1	Reference service	120(60%)	80(40%)
2	Circulation service	180(90%)	20(10%)
3	Current awareness service	100(50%)	100(50%)
4	Xerox service	175(87%)	25(13%)
5	Inter library loan	100(50%)	100(50%)

The responses of the users shown in the above table-3 about the fundamental function of the library show that they provide satisfying services to its users.

5.2 Library facilities

A good library service makes the user satisfactory. The library services in the means of various library facilities which makes the user feel comfortable using the library service

Table 4: Users' opinion about facilities in the library

Sl. No.	Facilities	Satisfactory	Unsatisfactory
1	Space for reading	115(58%)	85(42%)
2	Cleanliness	175(88%)	25(12%)
3	Lighting	160(80%)	40(20%)
4	Ventilation	150(75%)	50(25%)
5	Equipment	165(83%)	35(17%)
6	Drinking water	190(95%)	10(05%)

We can see from the above table-4 that out of 200 respondents, 175(88%) users satisfied with cleanliness and 190(95%) of them satisfied with the drinking water facilities. They were followed by 165(83%) users satisfied with the equipment and 160(80%) of them satisfied with the lighting. Similarly, for the facility space for reading about 115(58%) respondents stated satisfactory and 85(42%) respondents are dissatisfied. Similarly, for the facility Ventilation, about 150(75%) respondents stated satisfactory and 50(25%) respondents are dissatisfied. By considering overall responses, most of the users are satisfied with the facilities provided by the library.

Table 5: Mode of getting information on the availability of resources in the library

Sl. No.	Category	Total	Percentage
1	By consulting the catalogue/OPAC	75	37.50
2	With the assistance of the library staff	150	75%
3	Through the guidance of teachers	75	37.50
4	With the help of friends	50	25%
5	By self/guide boards	30	15%

It is evident from table-5 that the majority of the of 3rd-year undergraduate commerce and management students use OPAC and the assistance of the library staff for locating the information about the availability of the resources.

Table 6: Satisfaction of working hours

Sl. No.	Opinion	Total	Percentage
1	YES	175	87.50
2	NO	25	12.50
Total		200	100

The above table-6 shows that 87.50% of the respondents are satisfied with the present working hours of the library. Only 12.50% of the respondents responded negatively.

Table 7: Satisfaction about Library resources

Sl. No.	Level of satisfaction	Total	Percentage
1	Fully satisfied	105	52.5%
2	Partially satisfied	60	30%
3	Least satisfied	25	12.5%
4	Not satisfied	10	05%
Total		200	100

It is seen from the above table, 52.5% of users are fully satisfied, and 30% of users are partially satisfied. The libraries should identify the needs of the users and build an appropriate collection since the success of the collection depends on the satisfaction of the users.

6. FINDINGS

- ★ More awareness programs should be organized to acquaint the users about the facilities and benefits obtainable from the electronic format as compared to print.
- ★ A well-equipped reprographic service is necessary.
- ★ The result of the study would, therefore, help not only to strengthen the library facilities and services based on the users need and preference but also act as a guide to proceed in the right direction in future.

7. CONCLUSIONS

The main aim of any library is providing the best service to encourage its users to achieve their goals. For effective utilization of the information services, the acquisition policy should be need-based. It is the duty of all concerned to afford the right information to the right user at the right time in the right media for building up a healthy society. The library has a key role in supporting the academic activities of the institutions by establishing, maintaining and promoting library and information services, both quantitatively and qualitatively.

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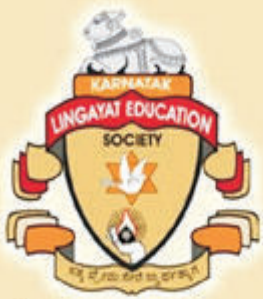
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**Jagadguru Gangadhar College of Commerce
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Third Cycle Accreditation by NAAC at 'A' Grade with CGPA of 3.33.



PROCEEDINGS

**NAAC Sponsored National Seminar
“Role of Librarians in Quality Enhancement
in Higher Education”**


April 30th, 2019

Edited by : Dr.D.V. Honagannavar

Organized by

**Internal Quality Assurance Cell and
Library and Information Centre**

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MESSAGE BY :

Dr. D. V. Honagannavar
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It gives me an immense pleasure and honour to welcome all the eminent speakers and delegates to the NAAC sponsored One Day National Seminar on "Role of Librarians in Quality Enhancement in Higher Education" on 30th April, 2019 organized by the Internal Quality Assurance Cell and Library and Information Centre.

The Seminar will cover a series of lectures by eminent scholars and paper presentation by Librarians, researchers and students. The academic deliberations in the seminar is to enlighten Librarians, researchers and administrators towards the success of Quality Enhancement in Higher Education"

On this propitious occasion, I extend a heartfelt welcome to all the delegates to Jagadguru Gangadhar College of Commerce, Hubballi to make the seminar a significantly memorable event. On this event the IQAC will bring out proceedings of the seminar. I congratulate the members of the Department of Library, IQAC , Research Promotion Cell and all the committee members for conducting such an expedient event to boost the cognition of Librarians, researchers and administrators.

30.04.2019



PRINCIPAL

“ROLE OF LIBRARIANS IN QUALITY ENHANCEMENT IN HIGHER EDUCATION”

Date : 30-04-2019

K.L.E. Society's Jagadguru Gangadhar College of Commerce, Vidyanagar, Hubballi has organized NAAC Sponsored One Day National Seminar on "Role of Librarians in Quality Enhancement in Higher Education" on 30th April, 2109.

The National Seminar has begun with the registration of delegates and inaugurated by Dr. Y M Jayaraj, Vice Chancellor, Pravara Institute of Medical Science, Loni, Pune, Maharashtra. The function began with the invocation song by the students. Principal, Dr. D.V.Honagannavar extended a cordial welcome to the gathering. Prof. (Smt) S S Patil introduced the President, Chief Guest and Key note speaker. Shri. C V Onkari, Organizing Secretary gave the planer speech. The function was given a formal inauguration with the watering to the plant.

Dr. Y M Jayaraj has addressed the Librarians , Research scholars and Students, he opined Library represents and reflects history and culture and projects future and it is Store house of knowledge leading to its refinement by constant pursuit of truth. He narrated what is the need of the hour? i.e Switching over from traditional library towards digital library. Attitude of readers and learners to switch over from traditional reading to digital reading. Expected transformation of all readers to be 'tech-savy'. Availability of multimedia tools- hardware and software Emergence of the concept of 'Global Library' (digital networking of all libraries in the world). Dr. Y M Jayaraj's informative talk was followed by the Keynote address by Dr. V B Hiremath, NAAC Assessor, Belagavi. Librarians play major role in most of the institutional quality activities. They require will-power, interest, and have to identify the areas where they can support and work. Libraians are the motivational factors for students, Strong support for administration, Corner stones to the institution. Their dedicated involvement helps in Quality Enhancement in Higher Educational Institutions. He also briefed about the NAAC standards and provisions available for the Librarians in various Criteria's of NAAC.

President of the function Shri. S.I.Munnavalli, Member, Board of Management, K.L.E Society's Belagavi called upon the delegates to make the best use of the seminar and he expressed about the need for taking initiatives and organizing such seminar to empower the library resources and to enrich the knowledge of the Librarians in this regard.

The first technical session was carried out by Resource Person Dr. S S Sirurmath, University Librarian, Defense Institute of Advance Tehnology, Deemed University, Pune, Maharashtra, spoke on topic "Library Innovative Practice in the Digital Era: A Special

reference to Academic Libraries in India”. He told that the advancement of S&T information sources are changing due to the emergence of global computer networks. Now, computers less expensive and interconnectivity is much more widespread. People are becoming more computer literate, and systems are becoming simpler and more accessible. These are changing the way we communicate and how we think about information and libraries. The digital libraries are the interplay of people, organization and technology.

In post lunch, 2nd Technical Session Dr. Vijaykumar N Mulimani, Librarian and Coordinator, Sangameshwar College, Solhapur spoke on the topic NAAC Standards in Library and Qualitative Service in Library. He told the quality of higher educational institutions is multi-dimensional. So NAAC uses many criteria for evaluating the quality of higher education institutions in the country. The NAAC has recognized the importance of library and information services in higher educational institutions very well and they evaluate the quality of the learning resource center as part of the assessment of the quality of higher educational institutions in the country. Recently, the NAAC had issued a set of ‘Guidelines on Quality Indicators in Library and Information Services’ to improve the quality of the learning resource center in affiliated/constituent colleges and Universities in India.

The 3rd Technical session was paper presentation. Dr. Mallikarjun Mulimani, Librarian, Govt First Grade College, Bidi, Belagavi, was the chair person, Smt Shobha Sajjan, Librarian, KS Jigalur Arts and Dr. Sheshagiri Commerce College for Women, Dharwad was the rapporteur for this technical session. Totally 27 papers were presented by the delegates in the session. There was lot of interaction among delegates, presenters and chairperson of the technical session.

Lastly organising secretary conveyed vote of thanks.

I am happy to mention here that 80 delegates 2 Research Scholars and 38 students participated in the seminar.

Certificates were issued to all the delegates. 27 papers were accepted to publish in the proceedings. The research and review papers presented in the seminar are published in the Proceedings of the Seminar bearing an ISBN: 978-93-86675-78-1 by Ideal International E – publication.

Shri C. V. Onkari
Organising Secretary

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“User Centered Information Services With reference to best practices of Cauvery College Library, Gonikoppal, Kodagu”

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Abstract :

The Library being the heart of the College, supports the College in its mission, “to advance learning and knowledge by linking theory and practice in all disciplines, and to prepare students for lifelong learning, leadership and careers in a changing multicultural world.” The library provides an environment for discovery, reflection, and expansion of knowledge. Even the library often serves as a physical core to campus. The academic community and its needs determine the library’s utilization of space and allocation of resources. Cauvery College, library aims at developing comprehensive collection of resources in all branches of social science, science and technology, commerce and management, Languages etc. New titles and editions are added from time to time so as to ensure that readers are provided with updated study materials.

Keywords : Best practice, ICT, Cauvery College Library.

Introduction

UGC NAAC defines that best practices as and application of procedures to yield superior results which mean way of doing things particularly organization as guidelines for good practices. The use of ICT with innovative ideas leads to evolve best practices in Library and Information environment which can be replicated in Library and Information centers. Best practices may be innovative and be a philosophy, policy, strategy, programmer, process, or practice that solves a problem or create new opportunities and positively affect on organizations.

Best Practices/Specialized services of our college library that can enhance the academic information environment and usability. Academic libraries are the pivot of education in higher institutions hence; academic libraries provide support for teaching, learning and research. To achieve this libraries collect, process, organize and provide information sources in various formats. Well-equipped library helps in effective teaching learning process. It plays a central role in enhancing quality and research environment. A mandate of higher education of our times is to develop the community of students with information literacy while pursuing their education and enable them to further extend it to their future workplace.

Need for best practices in College Libraries :

In the library context, the best practice may be viewed as one that enhances user satisfaction contributing to full realization of one's academic potential.

- The tremendous growth of ICT and stress for its adoption in the field of library and information services.
- To identify the needs of the users.
- To market library service and products.
- Availability of abundance information in the form of e-resources through internet.
- To disseminating the knowledge to the community at large.

Best practices in the library and NAAC

For college library NAAC has developed the following set of best practices NAAC:

- Computerization of library and information centers with Standard Library Management Software.
- Information about the Library in the college prospectus.
- Displaying newspaper clippings and a clipping file maintained periodically.
- Career/employment information service.
- Internet facility to different user groups.
- Information literacy programmers.
- Suggestion box.
- Displaying new arrivals.
- Book exhibition.
- Book talks.
- Instituting Annual Best User award for students.
- Organizing competitions annually.
- Conduct user survey periodically.
- Keeping a library premises neat and clean.
- Compiling a list of current serials/catalogue of journals.
- Updating and maintaining library website. Useful statistics regarding the use of the library and displaying them on the library walls.
- Library committee formation.
- Distribution of useful handouts.

Best practices in Cauvery College Gonikoppal Library and Information Center:

Cauvery College Gonikoppal, with a long 50 years, has travelled many miles in its pursuit of excellence, ushering a qualitative growth in higher education. The emergence of NAAC and its quality drive in higher education has definitely brought a set change in our college campus in expansion of academic programmes and additional infrastructure. The college is affiliated to Mangalore University and has excellent facilities for academic, sports and cultural activities. In an area of 22.2 acre campus has good infrastructure facility catering to the needs of all stakeholders of the institution. The vision of the institution “Education for self reliance and self realization”.The collection of library is 51964 books and subscribes more than 45 periodicals.

The college extends the following specialized library services to its stakeholders in to five categories :

- | | |
|---|----------------------------|
| a) Traditional Best practices | b) IT Based Best practices |
| c) Library Extension services | d) General best practices |
| e) Other best practices: | |
| a) Traditional Best practices | |
| • Book exhibition | • Orientation Programme |
| • Book display programme | • Library hour |
| • Putting the list of newly available books on notice board | |
| • Library information brochures | • Book talk programme |
| • Readers club | |
- b) IT Based Best practices
- Updating and maintaining library website.
 - Computerization of library with Standard Library Management Software: Library is automated using indigenously developed integrated EASYLIB software with OPAC (Online Public Access Catalogue) and Bar Code technology. The software includes modules such as Catalogue & Accessioning, Circulation, Setup & Security, Registration, Membership, Periodicals, Digital Library and Reports.
 - OPAC: Catalogue of any library is a basic tool used both by the library staff and library patrons for locating the information available in the library.It reduces the cost of maintaining manual catalogue of library.
 - Internet facility:Internet is not only means of communication but is rich repository of knowledge and information. The library has been consistently upgrading its structures and facilities in tune with the advances in ICT to make it learner-friendly and maximally accessible. 08 computers connected through LAN are provided in the library for Internet access.

- Document delivery services: the document delivery service delivers copies of journal articles and book chapters from participating libraries.
- UGC-NLIST programmer: The project entitled National Library and Information Services Infrastructure for scholarly content(N-LIST) programmers covers almost all subject disciplines except medicine, pharmacology, engineering and technology. The authorized users from colleges can now access e-resources and download articles required by them directly from the publisher's website once they are duly authenticated as authorized users through servers deployed at the INFLIBNET center.

c) General best practices

- Book bank facility.
- Drinking Water Facility.
- Separate Reading Room for Female Students.
- User feedback Practice through Questionnaire.
- Books circulated to Old students & Parents.
- CCTV cameras installed in the library.
- Inclusive of library information in College Prospectus and college websites.
- Carrier Guidance: The library extended the support by creating a section for competitive exams. There are more than 350 books related to KPSC, UPSC, KAS, IAS, Departmental Exam, NET, SET, CET and other competitive examination acquired and kept in separate section for the concerned students and the teachers preparing for the exams.

d) Library Extension services

- **Library Best User award** : To motivate the students to make the efficient use of the library and its services, the 'Best Library User Award' has been started from 2010-2011. Two students are selected one from the Boys and One from the girls of 3rd year degree course, on the basis of the statistical data, accession of books, reading aptitude of the student, utilization of other library resources and discipline.
- **Inter Library Loan (ILL)** : Nearly 600 text/reference books are used by the post graduate students through Inter Library Loan.
- **Bio Metric Attendance** : Degree students have to maintain minimum 20 library hour of attendance in a semester. A biometric attendance device is placed in the library to record the library hour.
- **Reprographic service** : For both internal and external users.

e) Other best practices :

- Apart from regular study book, additional book such as fiction, novel and rare books are issued to students to motivate their extracurricular reading habits.
- External membership facility: To provide service to the society, this facility is extended to parents and old students.
- Intercom facility for easy communication among various departments.
- Power back up in the Library.
- Pasting barcode, label and stamping in definite place on the books
- Question paper sets of previous examination.
- Use of pesticides for keeping away book worm and damage of books.
- Binding of books and periodical volumes.
- Separate bag/property counter.

Conclusion :

The best practices will help for improving of library service. Thus undertaking all above best practices by every college library creates its own image in the mind of students and society. The nature of the students to look librarian became as not only the teacher but as information finder. The practices introduced by the Cauvery College library are striving to provide better services to its users. It is suggested college libraries should find out different areas and adopt suitable best practices for better utilization of its resources. Developing the best practices, analyzing and revising them at a regular interval will lead to continuous improvement in overall performance of the library.

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Transformation of Libraries for Tomorrow

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Transformation of Libraries for Tomorrow

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Preface

We are witnessing the libraries across the world changing, growing and moving forward. As we know there is an urgent need for libraries to undergo transformation mainly because to remain relevant in an increasingly digital world. That is most important for the libraries. It is the fact that the transformation in libraries is driven by two important factors - rapid developments in ICT and the 'evolving needs of library users' and their expectations. There are many opportunities and complex challenges in making use of technologies in libraries for satisfying diverse information needs of the users. We all know that the process of transformation will not happen only with the support of technology, though 'so called technology' is playing a major role in transformation of libraries. Much essential in the process of transformation of libraries is also the support from management, support from publishers/aggregators, vendors, the LIS professionals-semi-professionals, library users and support from LIS schools as they are also contributing directly or indirectly in the process of transformation of libraries.

Third National Conference on Management of Modern Libraries (NACML-2018) on the theme 'Transformation of Libraries for Tomorrow' organized by SEARCH-The Health Sciences Library and Department of Library and Information Science, Manipal Academy of Higher Education, Manipal was held on February 9-10, 2018 at Manipal. This 3rd NACML was organized after successfully organizing two conferences under NACML series first conference in the year 2014 and second conference in the year 2016 at Manipal. In this 3rd NACML there were forty sevenpapers presented by the library science professionals and students in four technical sessions. Each technical session of the conference was introduced with invited talks delivered by leading library and information science professionals and teachers. Panel discussion on the theme of the conference was also held during the conference.

This volume of proceedings from the conference provides an opportunity for readers to go through the papers that were presented during the 3rd NACML Conference on the topics 'Users' Needs & Library Resources', 'Library and Information Systems & Innovative Library Services', 'Information Technology and Transformation of Libraries', 'Professional Development, Future of Librarianship and Role of Library Professionals'. These papers will be of interest to professionals from Public, Academic and Special Libraries, Academicians, Research Scholars and

Students in the field of Library and Information Science, Library Administrators and Policy Makers and Information Technology Professionals. We would like to thank all delegates and resource persons for their active participation in the conference and for their contributions to this proceedings volume.

We express our sincere gratitude to Dr. H. Vinod Bhat, Honorable Vice-Chancellor of Manipal Academy of Higher Education, Dr. Poornima Baliga B., Pro Vice-Chancellor (Health Sciences), MAHE, Manipal, Dr. Pragna Rao, Dean, Kasturba Medical College, Manipal for their encouragement and support in organizing this conference.

Editors

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Study of Information Seeking Behavior and Library Use Pattern of the P.G. Students of KLE Society's J.T. College, Gadag-Betageri

B. M. Lakkammanavar & Latha T.K.

The present era is an era of information and knowledge revolution. Many electronic resources have been made most available in the libraries. This study was undertaken to determine the information seeking behavior and library use pattern of post graduate students of KLE Society's J.T. College, Gadag. The overall purpose of the study was to determine what their information requirements and also determine their awareness of library services available to them. Data were gathered from 100 students out of 150 through open and closed questionnaire.

Keywords: *Information Seeking Behavior, Library Resources, and E-Resources*

Introduction

KLE Society's J.T. College: An Introduction:

Jagadguru Tontadarya (J.T.) College, Gadag-Betageri was established in 1958 by Karnataka Lingayat Education Society, Belagavi. It is affiliated to Karnataka University, Dharwad. The college is named after the Principal Donor His Holiness Jagadguru Tontadarya Swamiji of Dambai-Gadag. It was accredited with 'A' Grade by NAAC in its third cycle.

Library System of KLE Society's J.T. College:

The library is obviously the source of knowledge. In higher education the use of library is matter of concerns to students, teachers and researchers. The library with rich and varied collection of 73,746 books on its shelves is a variable "treasure House" for the students, teachers and scholars. Constant updating of the books is done in tune with the changing needs. Library is provided with book bank facility, internet, Xerox facilities and digital library.

Objectives

- ★ To know the main purpose of information seeking behavior.
- ★ To find out awareness of library services.

- ★ To find out the awareness and use of e-resources by the students.
- ★ To find out information sources consulted by the students mostly.

Methodology

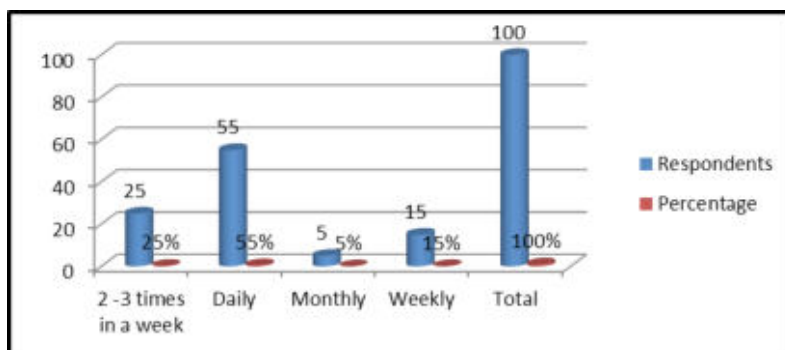
The target populations in the study were post-graduate students of KLE Society's J. T. College, Gadag. The study used case study method. A total 150 open and close ended questionnaires on the study of information seeking behavior and library use pattern of post graduate students were distributed to respondents. Out of 150, 100 filled-in questionnaires received back.

Data Analysis

Table 1. Frequency of Library Visit

Frequency	Respondents	Percentage
2 -3 times in a week	25	25%
Daily	55	55%
Monthly	05	05%
Weekly	15	15%
Total	100	100%

Figure 1: Frequency of Library Visit



As shown in Table 1 Figure 1, the majority of respondents 55% are visiting library daily, followed by 2-3 times in a week by 25%, 15% visit library weekly, and only 5% respondents visit library monthly.

Table 2. Purpose of Library Visit

Purpose	Respondents	Percentage
To study	22	22%
Borrowing Materials	25	25%
Using E-Resources	29	29%
Reading Journals	14	14%
For updating knowledge	10	10%
Total	100	100%

Figure 2: Purpose of Library Visit

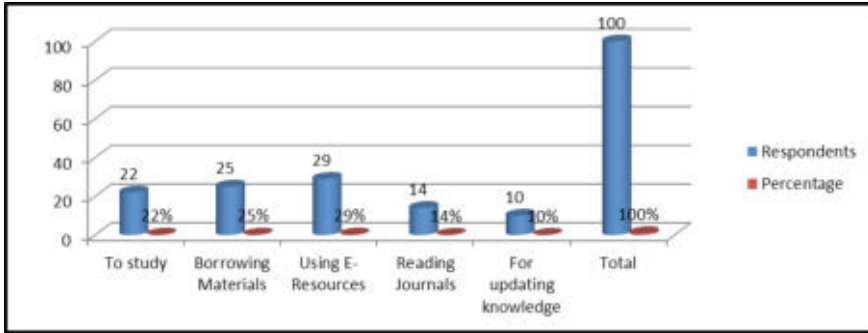


Table 2 and Figure 2 revealed that 29 (29%) of respondents visiting library to access e-resources, whereas 25 (25%) to borrow study materials from the library, 22 (22%) to study purpose, 14 (14%) to read print journals and only 10 (10%) for updating knowledge.

Table 3. Methods of information Seeking

Source	Respondents	Percentage
Research Guide	30	30%
Internet	23	23%
Library	31	31%
Friends	12	12%
Other Library	04	04%
Total	100	100%

Figure 3: Methods of information Seeking

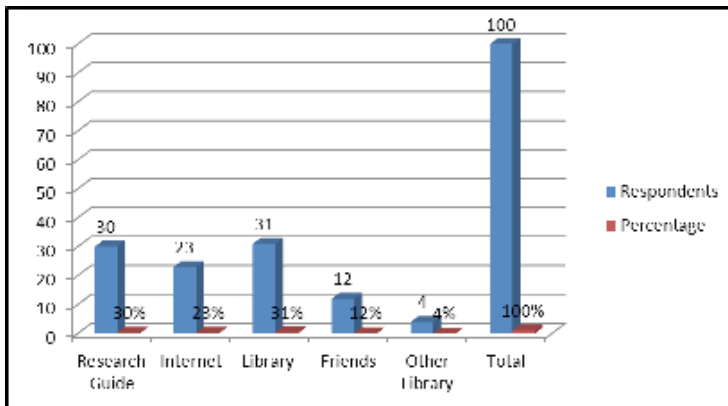


Table 3 and Figure 3 show that research guides, central library and internet are the most reliable sources while friends and other library are less used by the respondents for their information seeking.

Table 4. Use of the library Sources and Services

Sources	Respondents	Percentage
Borrowing facility	30	30%
Reference books & journals	26	26%
Reference service	20	20%
E- Resources	24	24%
Total	100	100%

Figure 4: Use of the library Sources and Services

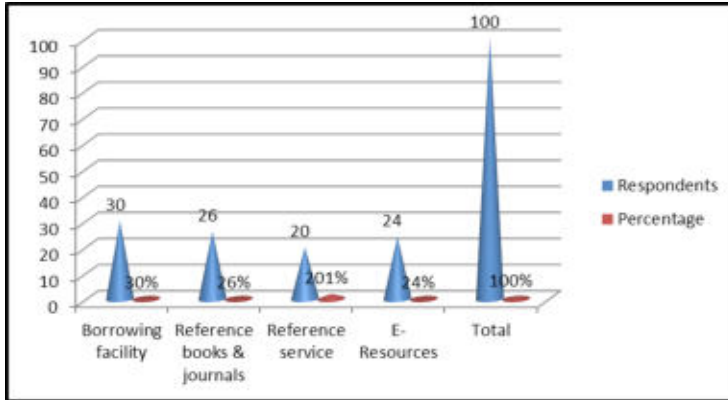


Table 4 and Figure 4 highlight that borrowing facility, reference books, journals and e- resources are being utilized majorly while reference service less utilized by the respondents.

Table 5. Purpose of Seeking Information

Purpose	Respondents	Percentage
Preparing notes	48	48%
Solving the problem	25	25%
General awareness	13	13%
To write an article	14	14%
Total	100	100%

Figure 5: Purpose of Seeking Information

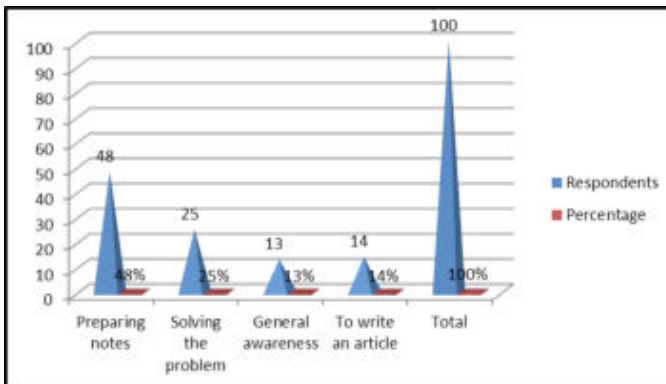


Table 5 and Figure 5 indicate that preparing notes and solving the problems are the two main purpose of seeking information. Writing article and general awareness are other purposes of seeking information by the respondents.

Table 6. Document Searching

Services	Respondents	Percentage
OPAC	90	90%
Print card catalogue	10	10%
Total	100	100%

Figure 6: Document Searching

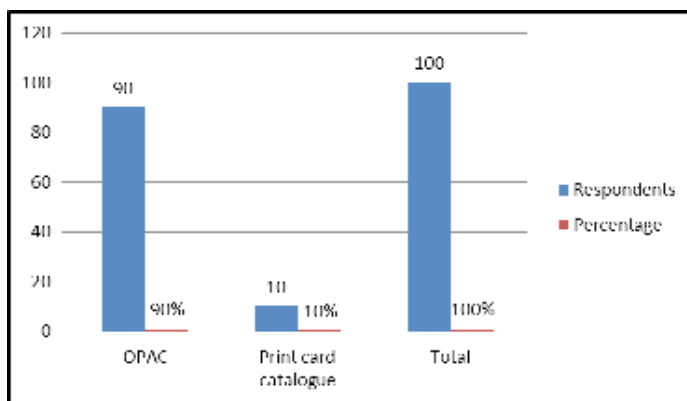


Table 6 and Figure 6 show that OPAC is an important facility and document searching method with support of 90% respondents while less used print catalogue card.

Table 7. Problem Faced in Library Using

Problems	Respondents	Percentage
Lack of knowledge how to use library	20	20%
Don't know how to use e-resources	25	25%
Don't know how to use OPAC	10	10%
Lack of latest information materials	30	30%
Lack of time	15	15%
Total	100	100%

Table 7 and Figure 7 indicate that during library visit 30% of respondents found that library has lack of latest information materials, 25% of respondents don't know how to use e-resources, 20% of respondents don't know how to use library, 15% of respondents found that library has lack of time and only 10% of respondents are not familiar with OPAC.

Figure 7: Problems Faced in Library Using

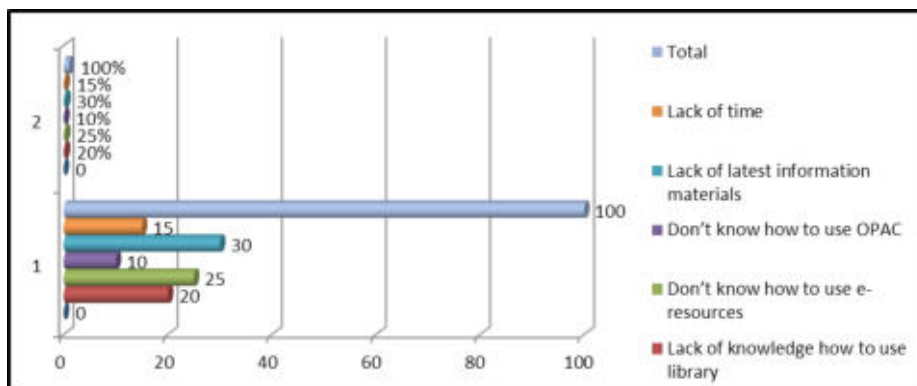


Table 8. Uses of E-Resources

E-Resources	Respondents	Percentage
E-Resources (UGCINFONET)	40	40%
Digital e-books	42	42%
Journals (institution subscribed)	18	18%
Total	100	100%

Figure 8: Uses of E-Resources

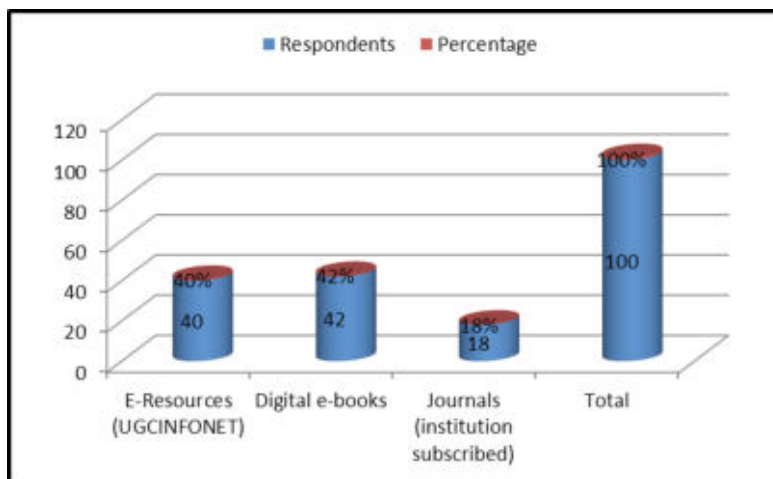


Table 8 and Figure 8 show that majority 42 (42%) of respondents stated that they are satisfied with digital e-books, while 40 (40%) of respondents using e-resources (UGC-INFONET) and only 18 (18%) of respondents responded that they are using print journals.

Table 9. Rate Your Library

Sources and services	Respondents	Percentage
Borrowing facility	25	25%
Reading room	13	13%
Collection of books	14	14%
Shelving of the books	11	11%
E-Resources	12	12%
OPAC	10	10%
Reference section	15	15%
Total	100	100%

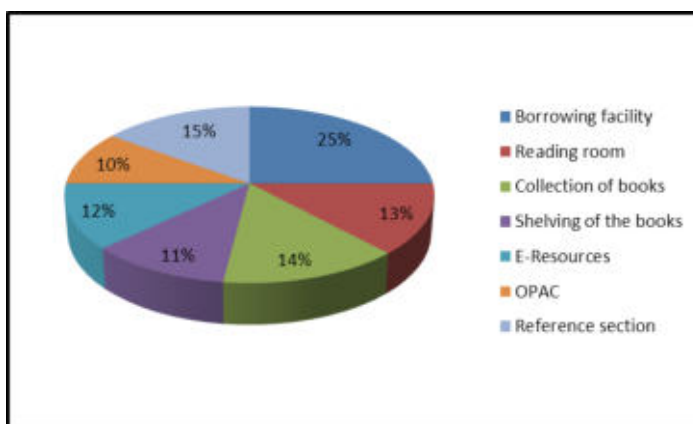
Figure 9: Rate Your Library

Table 9 and Figure 9 show that majority 25 (25%) of respondents stated that they are satisfied with borrowing facility, while 15 (15%) reference section, 14 (14%) collection of books, 13 (13%) reading room, 12 (12%) e-resources, 11 (11%) shelving the books and only 10 (10%) of respondents responded that they are using OPAC..

Conclusion and Recommendations

In this study 100 post graduate students of KLE Society's J. T. College, Gadag were surveyed. This study investigates that IT based services are being much utilized. Respondents use a variety of information sources for their academic purpose. Books and e-journals are considered mostly. Respondents perceived that J.T. College Library play an effective role in meeting their academic needs, they also prefer to consult research guide and library first. It was also noted that there was much awareness of e-resources available in library.

There is a need to make a plan for effective and better utilization of library sources and services. Some suggestions which have been received by the respondents are given below:

1. Need of advance training for post graduate students.

2. Need of library orientation programme.
3. Access of e-resources should be available at hostels through LAN.
4. Need to make library website.
5. Need of training programmes periodically.

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Section – IV

Topic: Professional Development, Future of Librarianship and Role of Library Professionals

32. Librarians Understanding and Perceptions of Information Literacy Skills and its Impact on Students: A Study

B. Surendran and S. Kishore Kumar Dr.

33. Library Leadership, Skill Development and Competency Management

Rajatha P. Shetty Dr.

34. ICT Knowledge and Developing Technology Skills for LIS Professionals in Health Science College Libraries of Dakshina Kannada and Udupi District

Chandrashekhar D. and Mahesh V. Mudhol Dr.

35. Planning and Designing of Academic Library Building

Latha T.K. and Karigowda D.

36. The Human Resources in Digital Library Development: Prospects and Issues

Sreejaya P. Dr.

37. Challenges of Competency Development on Digital Libraries in India

Vijendra Kumar

38. Information Literacy: A Key to Empower to Promote Library Professionals in Modern Libraries

Narasimulu and Jayadev B. Kumbar

39. Digital Information Literacy Skills for Library Professionals for Effective Service

P. Ganesan Dr. and Usha S. Kulal

Planning and Designing of Academic Library Building

Latha T. K. & Karigowda D.

Library is a place where interaction between the user and his required document takes place. To carry out this activity, the library must be well organized and the building of the same must be at the place, which is approachable by the user easily. Its design should be inviting and attractive. The librarian not only draws up the preliminary plan based on the consideration such as users, location, resources and team work *etc.* but he should also be in touch with architect at every stage of the plan. Construction plans should be considered in the context of the total library plan. Trustees need to study service needs, explore alternatives, project funding and establish priorities. Most planning process will lead to the identification of a probable date when new library space should be in operation. Besides books, readers and staff, the most important part of the organization of a library system is the functional library building. Every library should have an attractive spacious, well equipped, independent and functional library building. In a good functionally designed building the objective of the library can be achieved much more and economically than in a badly planned one.

Keywords: *Library building, design, Library equipment, and planning.*

Introduction

A slow development in ideas took place in medieval period and the initial form of libraries was seen by the end of medieval period. The library took the shape of a large hall in the beginning of modern period. Books were arranged in very high shelves built on all four walls of the hall. There was a time when buildings were used as libraries only if there was no other use for them. Slowly the idea of constructing building specifically for use as libraries began to develop and the library became an important part of effective educational system. Construction of library building also became a complex work with the increase in needs and importance of the library. Construction of library building has been influenced by many factors such as the education system, financial elements, commercialization of library, special focus on research activity, architectural developments and the existing library buildings *etc.*

The five laws of library science, formulated in India, provided a set of normative principles from which each and every library activity could be inferred. The basic approach in the construction of library buildings has been that of diversity in functions, flexibility in design and harmony in construction.

Besides books, readers and staff, the most important part of the organization of a library system is the functional library building. Every library should have an attractive spacious, well equipped, independent and functional library building. In a good functionally designed building the objective of the library can be achieved much more and economically than in a badly planned one. Library building is considered as the mirror which reflects the structure on the plan of services in an institution. Sri. P.N. Kaula suggested that, "A functional library building should embody a system that is too free to be hammered into the existing and future ideological moulds of Library services".²⁸

The Library Space and Building

The design of building should be functional rather than monumental providing facilities for access of collection, scope of future growth, provision of reading rooms around the stack room allowing, natural light and air to spread the building to the extent possible to create a healthy environment.

The design of library buildings differs for each kind of library depending on the parent organization, its aims, objectives, functions, users, and resources. A public library building will be different from school, college library and university library will be unlike these. Academic libraries comprise of school, college and university libraries. Among them design of each one is distinct in itself.

A well-equipped and well-managed library is the foundation of modern educational structure. The interior of the library building should be inviting. It should have a glass front all along the road faced so as to disclose to the passers by the busy readers using its collection in full freedom. The interior arrangement should be initiated in a manner as to plan interior first exterior later *i.e.*, building should be planned from within to without.

General Principles:

Before designing and building for a library, it is necessary to understand the principles of planning. A number of principles have been stated in several publications. In the planning of library buildings, Ranganathan's five laws of library science with their possible implications may be used as basic principles. On the other hand, Sri. P..N. Kaula has summarized the principles enunciated by different specialists as follows:

1. Building should be designed on the functional basis.
2. Physical design should be governed by the functions of the library.
3. Interior details should be planned anterior to the exterior.
4. Building should provide economy in administration and operation.
5. Main study area should be close to the book shelves and stacks.

6. Building should represent simplicity in character.
7. Plan of the building should be adaptable to the future growth and development.
8. There should be only one public entrance and exit in a library building for proper control and check.
9. Display area/reference area should be near public/main catalogue.

Design of the Building:

Once an architect is hired, the actual design of the building can proceed, along with final decisions on location, size, addition, or all new construction *etc.* The general steps that will be followed are:

1. Preparation of schematic design
2. Preparation of specifications and working drawings
3. Advertising and receipt of bids
4. Bonding process
5. Award of contracts
6. Actual construction acceptance of performance
7. Move to new building

Obvious Functions of Library Building:

A library building is specific, clear and direct expression of the functions of a library. Any building should be able to cater generally to the following functions:

- The effective technical operations of the library.
- The efficient and rapid production of information and materials on demand.
- The provision of quiet, comfortable and attractive areas for study and also for the users doing intensive research work.
- The provision of facilities for developing reading habit.
- The provision to facilitate the contact of the users with the contents of the library.
- The storage and prevention of reading material.
- The accessibility of the reading materials to users without loss of time.

Basic Elements while Planning for a Library Building:

1. Entrance area:
 - Vestibule
 - Property counter
 - Lavatories
 - Information center and
 - Lobby

2. Processing Area
 - Circulation section
 - Administration section
 - Acquisition and technical section
 - Reference and documentation section
3. Book shelving Area
4. Reading Area
5. Miscellaneous Area
 - Display section
 - Teaching section
 - Periodical section
 - Newspaper section
 - Maps section
 - Rare books section
 - Microfilm section
 - Group reading section
 - Conference room
 - Committee room
 - Audio visual room
 - Rest room

Major Steps Involved in the Construction of Library Building are as follows:

- Preparing the programme of construction,
- Approval of development and preliminary plans,
- Approval of final plans, and
- Construction.

Written Programme for Building Structure:

A written building programme (or proposal) is a must for any library. It is a basic statement about the need of community and can be used as a legal document of requirements to the architect. Further, building programme forces the library to make basic decisions and go through a process of soul-searching. The contents of library programme for building should reflect the following:

- a) General feature
 - Objectives of the library
 - Type of the library
 - Status of library

- Location of the library and competitors within the organization
- b) Nature of library users
 - Number, types and composition of users
 - User activities
- c) Construction features
 - Useful life of the facility
 - Unusual construction features
 - Space for special users
 - Future expansion
- d) Gathering statistics
- e) The planning team
 - Library planners
 - Consultants, architects, field representatives
 - Users
 - Library staff and other staff in the organization
- f) Resources required
- g) Implementation schedule

Specific Equipment:

A library building should have specific equipment installed to provide for air circulation, proper cooling, proper heating, proper ventilation, control of noise, effective communication and economic maintenance. Climatic factors should also be taken into consideration in working out these plans. Fumigation equipment is necessary to keep books free from fungi and insect attacks, especially in warm climate. Besides the construction features for floors and floorings, consideration should be given to the selection proper flooring materials.

Specific Factors

In the planning of library building, several other factors must be considered before the construction plans are designed. These involve climatic factors, selection of site, construction methods, costs, design flexibility and architectural characteristics. These matters concern directly the architect whose advice is essential in orientating the worked-out plans and in preparing the final design of building in consultation with the librarian or librarian-consultant.

Need for Academic Library

According to Professor D .S. Kothari, chairman of Indian Education Commission (1964-66) "A Library should provide facilities and services that are necessary for formal education and which open the vast world of books to readers beyond their area of specialization so that, reading habits are encouraged among the students and researchers for entertaining self-awareness, personal development and mental

curiosity also encouraged among them. Employees of a library should present the workshop as mental workshop and they should in association with teachers to impart education and knowledge”.

Role of Librarian in Library Building Planning

Librarian has to play a tremendous role in library building planning and construction. Actually, it is the librarian only who helps the representative of the management committee and the engineer for construction of the library building.

The librarian should prepare a summary of his planning for the library building by considering the following points:

- Function of library organized to achieve the objectives of the institution.
- Kind/type of readers.
- Current number of readers and future number of readers. Services and activities of library.
- Place and shape of library.
- Requirements of space and directions.
- Distance and duration to readers to reach the library.
- Types of study material.
- Interior and exterior shape, decoration and arrangement of library building.
- The entrance gate of the library building.
- Arrangement of certain kinds of special materials and facilities.
- The equipment to control the atmosphere such as light, fans, heat sound *etc.*
- Arrangement for future expansion and development.
- Arrangements for the communication system, computers, UPS, servers, printers, scanners *etc.*
- Green building.
- Service for audio-visual studies (separate hall is preferred).

The Standard Size of the Library

The Indian Standard Organisation (ISO) has set up, at the instance of the chairman, library committee, UGC, New Delhi, a sectional committee library buildings fittings and furniture, certain standards finalized by the said committee and adopted by the UGC are as follows (UGC:OP:it:102):

Table 1 Size of library

College Library	5000 to 50000 Volumes	20 to 100 Journals	1/5 of number of student and 1/10 of the number of teachers (readers seat)	3 to 10 (staff service points)
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Source: Report of the Library Committee of UGC-Delhi 1965, 104p

The above table indicates the different types of academic libraries in terms of numbers of books to be stocked, the number of periodicals (journals) generally displayed, the number of readers' seats provided and the number of professionals and skilled staff generally provided.

Table 2 Rooms Required

Sl. No.	Rooms Normally Separate	College Library
1	Stack room	
2	Catalogue/OPAC	
3	Central reading room	
4	Periodical rooms	
5	Special reading room	
6	Group study room	
7	Seminar room	
8	Librarian room	
9	Technical staff room	
10	Administration staff room	
11	Display space at entrance	
12	Non book material/e-resources	
13	Reproduction room	
14	Restrooms/discussion room for girls	

Source: Report of the Library Committee of UGC-Delhi 1965, 106p

Space planning:

The process of space planning is most effective when the planner(s) have a well-defined comprehension of how the library fits into the university both historically and in the future, how space will meet the physical, social and cognitive needs of its users and the pedagogical needs of the university and how to programme spaces that create a laboratory for teaching and learning and foster collaboration across the campus. Planners must strive for lively building and design programmes that anticipate the evolving needs of the academic library community - that is planning for emerging technologies, evolving library collections and delivery systems, potential future expansion and changing user demographics *etc.* As noted there are many crucial factors to be considered in planning library space.

1. Changing demographic trends (generational shifts, disparate levels of preparedness, commuter *vs.* residential student users, distance learners, flipped learning practices, *etc.*)
2. Relationship between the library and the advancement of the mission of the institution
3. Relationship between the library and campus
4. Evolving curricula and academic practices
5. Service delivery models

6. Changing role of library faculty and staff
7. Understanding the user
8. Expansive and disruptive technologies
9. Standards and guidelines
10. Design for users, collections and employees
11. Universal design practice

Major Trends in Library Design:

Many academic planners assumed that the coming of the internet would lead to the decline of the library as we know it. To the contrary, many academic libraries have experienced significantly increased patron use in recent years. While the internet can provide 24/7 access to information, it can also isolate learners. In difference, the new academic library model provides a forum for students to collaborate, enjoy fellowship, engage in healthy debate, create and challenge ideas and experience learning and discovery in a multitude of meaningful ways. The following trends define how the library has evolved to maintain its essential position within the academic landscape.

- Visualize the library as place
- Invite students and other stakeholders to the table
- Make collaboration a must
- See that technology drives the bus
- Plan for chance
- Use the library to attract and retain top students
- Optimize spaces between spaces
- Consolidate emerging specialty spaces
- Take advantages of the commons
- Rethink library programming
- Design for environmental sustainability
- Get creative with funding

Conclusion

We live in the fast changing world of 'explosion' which reigns supreme is the knowledge explosion. Everyday thousands of books, periodical articles and non-book materials are produced throughout the world, which continue to swell the collections of a library. To tide over the space requirements, it is necessary that a library building should be designed keeping in view the growing needs of a library. In India, funds are the biggest constraint for the construction of college and university library buildings. A functional library building should embody a system that is too free to be hammered into the existing and the future ideological moulds of library service.

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DOES MINDFULNESS AFFECT ORGANISATIONAL ROLE STRESS LEVEL OF ASSEMBLY LINE WORKERS?

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Abstract

Organizational stress has an impact on employee's mental health and wellbeing. Workplace stress has contributed a substantial amount of negative impact on an individual's mental health. One experiences stress in different settings like family, workplace, business, economy, and organization. This empirical study is based on a sample drawn from 786 assembly line workers of a public sector, engineering and manufacturing companies. Standardized questionnaire for organizational role stress and a structured questionnaire for mindfulness were used to collect the responses of organizational role stress and mindfulness. Regression coefficient establishes a strong inverse association between organisational role stress and mindfulness. R^2 value of .62 indicates that 62 percentage of variation in organisational role stress can be explained by mindfulness. The study findings can be used by policy makers of the manufacturing units to formulate employee's wellness program on mindfulness based interventions to reduce stress levels and improve productivity.

Keywords: Organizational role stress, Mindfulness, Assembly line workers

1. Introduction

Workplace stress plays a major impact on an individual's mental health. One experiences stress in different settings like family, workplace, business, economy, and organization. Stress is in existence since the 17th century, which is referred to as the 'Age of Enlightenment'. Understanding employees and their behavior within the organization have produced a great deal of interest in investigating the perception of employees in an organization (RIGGLE, 2007). Research has found that organizational role stress, role overload, role self-distance, and role stagnation are inversely associated with employee's job satisfaction. Research also

indicated that public sector employees were more dissatisfied due to organizational stress Kunte and Monica et al (2017). Considering the ripple effects of organizational stress on employees, organizations have considered employee wellness programs to help employees combat the challenges posed by stress. For instance, Almeida et al (2020) found that employee wellness interventions including mindfulness and meditation has considerably reduced organizational stress of working professionals. Similar findings on health care staff was studied by Strauss et al (2018), where Cognitive Behavioral Therapy and mindfulness based stress reduction program helped in reducing work stress. This paper aims to understand the effect of Mindfulness on Organizational Role stress of assembly line workers.

Organizational role stress investigates the level of stress and dimensions of the roles involved in the organization's role-related stress. It is also the result of the physiological state of individuals who perceive commitment in connection with work. Mindfulness is researched widely at the University of Massachusetts Medical School and Oxford University, London leading to compelling evidence of stress reduction (Mindful magazine, October 2016). Jonathan Passmore (2019) research leads to organizational mindfulness, collaboration between organizations and consultants. This research briefly reviews the evidence for mindfulness and tool for organizations in search of improvements in performance and employee satisfaction. The research concludes with the note that mindfulness is a tool for improving wellbeing.

Coining the term stress

Hans Selye coined the word 'stress' in 1963, it derived from the Latin word "Stringere," which means 'to draw tight', Hans Selye, the minister of stress, was also a revolutionary Austrian-Canadian endocrinologist of Hungarian source. The term stress originated from the ground of physics, stress explains elasticity that stretches an outer force, producing a quantity of twist or damage. Selye coined the term 'biological stress' and carried out a sequence of comprehensive research studies that revealed stress as a situation or feeling experienced when a person perceives demand, Selye also defined stress as the "rate of wear and tear on the body."

There is emerging evidence that in some situations an organization can be held legally liable for the emotional and physical impact of job stress on employees. Poor working conditions, sustained conflicts, traumatic events, intentional harassment of employees could claim benefit under work.

Symptoms of stress

In an organization employees are pressurized and they undergo the following symptoms which are related to the health and mental stability of the employees:

- Emotional Instability
- Non cooperative attitude
- Lack of sleep
- Personal worries
- Inability to Relax
- Nervousness and Tension.

The classification of stress on the workers is of two kinds:

- Psychological
- Behavioral

Psychological Stress:

In an organization, workers are psychologically stressed. Psychological stress reflects in the form of anxiety, depression, helplessness, hopelessness, moodiness, tension, and anger.

Behavioral Stress:

Behavioral stress aspects involve visible behavioral symptoms such as sleeplessness, tiredness, and obesity. Behavioral stress leads the workers to take a decision, negative internal politics, reduced creativity, apathy, and more.

Emerging pieces of evidence prove that an organization can be held legally liable for the emotional and physical impact of job stress on the employees in certain situations. These situations involve poor working conditions, sustained conflicts, traumatic events, and intentional harassment of employees that may claim benefit in work.

Stress and Job performance

Stress can affect job performance; it can either be helpful or harmful, depending on the level of stress involved in work. Stress and job performance are inter related. It is essential to have a certain level of stress, i.e. eustress in the work that an individual may possess. No stress leads to a lack of challenges in job settings, which results in low performance. Every employee must accept challenges healthily. A little amount of stress must be taken to acquire a successful career. As stress increases, the performance also increases, because stress helps an individual or an employee to meet the requirements of the job. If the level of stress faced by the employees is low, the performance may be disrupted. Mild stress distracts an employee as well. Therefore, it is essential to have constructive stress. This also helps and encourages employees to respond positively to challenges and convert each challenge as an opportunity for growth.

Every employee is required to balance stress and performance equally. Stress and job performance are like the strings on a violin, the art of balancing stress and job well ensures progress in the organization. Hence specific tolerable stress must be handled in a certain healthy manner, which increases the level of performance. Social support is the network of helpful activities, interactions, and relationships that provide the employees' satisfaction to perform at work.

Causes of Stress

An essential step in avoidance is to scrutinize and understand the causes of stress. Conditions that tend to cause stress are called stressors. However, every single stressor may cause foremost stress.

For instance, in the case of employees, stress is caused due to many reasons such as long working hours, workload, performance evaluation, incentive, working environment, political pressure by the administration, peer demands, age etc., in addition to all these factors faced by the employees in the organization, individual differences also cause stress. Causes for stress are often concerned with the organizations' culture, employee's ethics, and organizational values. Stress primarily depends on the perception of every human being. What one may considered as stress need not be a stress factor for others. The causes of stress in an individual or an employee are:

a. Exerting work schedule

The culture of long working hours leads to increased workloads. Frequent changes in shifts, and inflexible working hours are a symptom of exhaustion and anxiety for the employees in an organization.

b. Job-related work

Workplace, equipment, environmental noise, poor ventilation, and problems with hygiene and safety are some of the adverse working conditions which also lead to stress among the employees in an organization.

c. Personal factors

With age employees' level of stress increases, and the capacity to cope with stress also increases gradually. However, no gender difference exists, male and female employees tend to feel the same stress. Stress is an essential part of an employee's life; hence there is a need for stress coping mechanisms for the employee's community, helping them to overcome stress.

d. Organizational factors

The main factors that influence employee's stress is organizational factors such as poor leadership, performance appraisal, lack of authority, and a robust administrative hierarchy with a lack of support. These factors cause a great deal of stress because these feelings clash with the employee's goals and ambitions for accomplishing their job and providing a suitable and efficient environment in the organization.

Mindfulness

Mindfulness is a physiological process bringing one's concentration to the experience that takes place in the current moment. The term "Mindfulness" originated from the pali word 'sati', Sanskrit version of the word 'sati' is 'Smriti', meaning 'to remember', 'to recollect', 'to bear in mind' and it is a factor of the Buddhist custom. The word mindfulness lately gained fame in the west, initiated by Jon Kabat-Zinn.

Mindfulness is the present moment awareness without being judgmental. Mindfulness is a mental state achieved by focusing one's awareness on the present moment and not distracted by external factors and internal negative thoughts.

Sati

Sati originates from the Buddhist background that captures present moment awareness. The word 'sati' here implies 'remembrance' and 'recollection.' It involves the spotlight on the present moment. Mindfulness is a prevalent English word that has been around for over 300 years. A British scholar, Thomas William Rhys Davids, introduced mindfulness. However, the word mindfulness gained fame from John Kabat-Zinn, who pioneered the mindfulness-based stress reduction program at the University of Massachusetts. During the 1980s mindfulness was preached in the most primitive Buddhist schooling on 'sati patthana' which remains unrecorded in the teachings of Buddha.

Mindfulness is the process by which one masters and re-establishes themselves; it must be proficient to build-up attention. The presence of mindfulness means the presence of life since mindfulness prohibits one from absentmindedness and dispersal. Mindfulness enables one to survive and to keep the mind free from strain. It also comprises of two things involving the bear attention and precision of understanding. Bear attention refers to clear and single-minded awareness; and the precision of understanding refers to the right knowledge or wisdom based on the appropriate amount of attentiveness. Mindfulness helps in achieving peacefulness and insight. Tranquility is a primary object which keeps the mind free from stress, whereas insight leads to an understanding of perception. Mindfulness-based stress reduction has always helped to cope with psychological and mental distress over the past 30 years. It develops a positive attitude of employees by creating the present moment awareness of being non-judgmental. Mindfulness-based stress reduction helps to reduce psychological and mental distress and promotes positive well-being. Mindfulness refers to the responsiveness of present conditions or the presence of mind with unambiguous and distinct mind consciousness, which occurs at most of the consecutive instances.

Organizational role stress

Stress is in existence since the 17th century, which is referred to as the 'age of enlightenment'. Sidhu, A., et al (2020). Priyanka Chaudhari and RadhaKrishan Lodhwal (2017) Employees with higher designation experience more stress due to higher responsibility and accountability. The research found that stress in DGM is the highest among all the employees. Stress has become a favored topic among modern-day scientists, the banking industry, hospitality, health care, and insurance. Research suggests more research in organizations to identify the factors that lead to stress is important. Dipboye, R. and Dipboye, R. (2018) research suggest that work-related stress play a prominent role as antecedents to short term and long term stress. Research on work-related stress has identified variables that moderate or change the relationships among employees. Stress management programs in the industry target the individual in the organization as the focus for change.

Stress management technique includes exercise, relaxation, and meditation. Anil Sardana (2018) research suggests that structural changes like staffing, shifts, changes in the time table and changes in the office place, providing comfort, encouragements, and support, providing rewards and recognition for good work in an organization helps in managing stress.

Mindfulness:

Priyanka vallabh and Manish Singhal (2014) Research suggest that Buddhist principles of mindfulness practice are relevant to the decision making process. Adoption of mindfulness at group and organizational level decision-making process need to be explored and it also suggests rigorous research to support mindfulness initiatives, instruments and scales are need to be designed and developed for empirical studies and initiatives to train future managers at Business school level will encourage students to explore the application of Mindfulness and compassion and also providing training programs in workshops brings potential ways of exploring, implementing and supporting practical wisdom grounded in Buddhist tradition in the work environment. Lillian T. Eby., et al (2020) Research emphasize mindfulness-based practices and also explores the possible association between mindfulness and relationally orientated workplace phenomena, research documents the Numerous benefits of mindfulness for the employee's outcomes and possible extensions to unique workplace relationships and the advantage of the science of mindfulness in the organization. Karen R Johnson., et al (2020) mindfulness research has been in popularity in the workplace, the purpose of the research is to provide an overview of the scope of mindfulness as the invention in the workplace and to identify outcomes of mindfulness related training activities at the individual level job or work team or group and organizational level. The research found that mindfulness-based training is an effective intervention for an organization to improve the mental health, wellbeing, and performance of employees the other recommends mindfulness related practices as part of the professional development training for employees at all levels to improve personal and professional growth and performance. Reitz, M et al (2020) Research states that in the 21st century, mindfulness, resilience, and self-perceived leadership are the important factors; mindfulness practice adopted by the employees would lead to an improvement in mindfulness, resilience, and collaboration. Mindfulness intervention had significant improvement in leadership competency, mindfulness practices may be a promising and effective method for employee development and suggest that mindfulness can be developed by executives. There are very limited empirical researches conducted on mindfulness from a workplace perspective (Erik Dane (2013). The previous research does not focus on the role of mindfulness on the organizational role stress level of assembly line

workers. Published research articles are not available on organizational role stress and mindfulness in management research (Erik Dane, 2011)

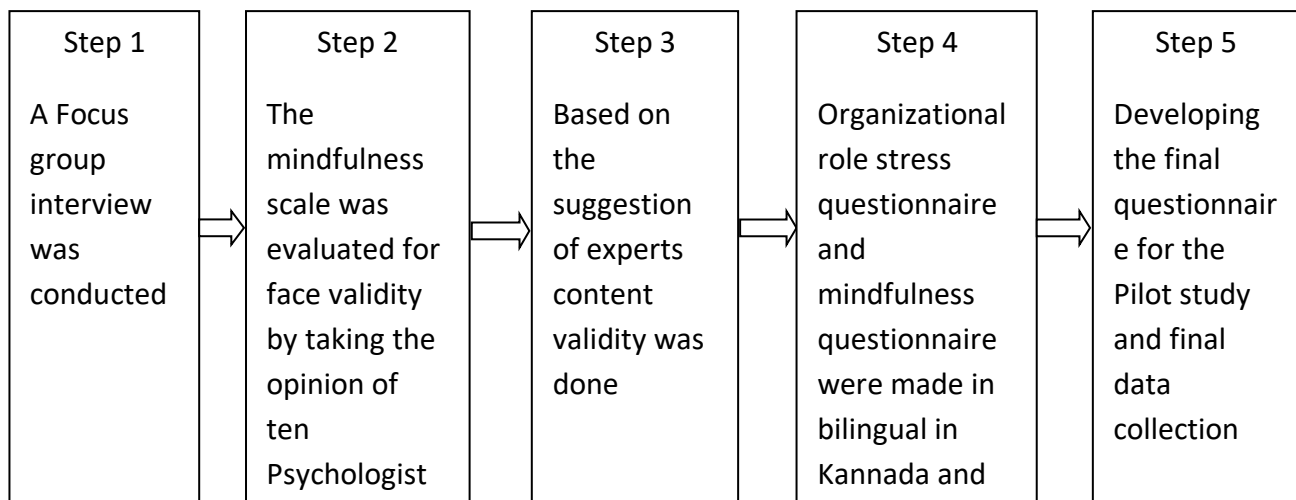
The research on articles concludes that mindfulness is a raising research area that needs to focus more on the relevance of the study. The research on stress, organizational role stress has predominantly emphasized the positivity of the research, focusing on stress coping strategies through mindfulness, mental health, physical health makes a significant contribution by providing extensive reviews. This review of literature helps the field of research to know the state of employees and provide a suggestion for future research

Study design

Mindfulness-based stress reduction has an important practical implication offering a broader coping strategy for assembly sector employees at BEML in Mysore and Bangalore District. The geographical span considered for Research will be Mysore and Bangalore and Inclusion criteria are year of experience 18- 60 years in the field of the assembly line and only male employees are considered for the study. The self-administered questionnaire was made in bilingual translated to Kannada and re-translated to English to see the accuracy of the language and questionnaires were framed in both Kannada and English for better understanding of the questions. A questionnaire was given to 1000 respondents personally by the researcher, after scrutinizing 786 responses are considered for data analysis.

Questionnaires and study variables

Figure 1: Representing the steps involved in framing the questionnaire



Two sets of questionnaires were used for data collection:

1. Organizational role stress scale developed and standardized by Udai Pareek (1983) were administered to collect the data. The Organizational role stress scale consisted of 50 items, having ten dimensions. The total organizational role stress score range from 0-200. The scoring of the data is done strictly as per the guidelines and instructions provided in the manuals and keys of the respective items
2. The researcher under guide consent constructs a mindfulness scale, currently consisting of 7 factors of mindfulness with a total of 35 items.
3. Focus group discussion was conducted to decide the dimensions of mindfulness.
4. The mindfulness Scale is evaluated for face validity by taking the opinion of 10 psychologists, each from different backgrounds, namely, Professors, Academicians, and Managers. 10 questions on each factor were framed based on the review of the literature. Considering the suggestions of the experts, few questions in each factor were rejected and few questions were rephrased by making it more clear and accurate. All Psychologists found the questions in the scale appropriate and valid in the Indian context. After revising the questions, the researcher with the consent of the guide limited the questionnaire to 5 questions each in 7 factors and further the questions were considered for content validity.
5. The organizational role stress questionnaire and mindfulness questionnaire were translated to Kannada and re-translated to English to see the accuracy of the language and questionnaires were framed in both Kannada and English for better understanding of the questions.
6. Study variables identified are mindfulness (Independent variable), organizational role stress (dependent variable), and demographics (moderating variable}.

Statistical Analysis

Cronbach's alpha was used for internal consistency/reliability using a split-half reliability method and the scale was found reliable Cronbach's alpha of mindfulness .824 and Cronbach's alpha of organizational role stress is .865, to check the homogeneity of variables and sampling adequacy KMO and Bartlett tests were conducted on mindfulness is .916 and organizational role stress is .971. Exploratory Factor analysis and

confirmatory factor analysis were conducted to validate the organizational role stress and mindfulness scale. The mindfulness questionnaire was validated through face validity and content validity.

Regression analysis:

Determine the role of mindfulness on the organizational role stress level of assembly line workers.

Regression analysis helps us to understand how organizational role stress changes when one of the mindfulness variables varies and allows us to determine the variables which have an impact.

Dependent Variable = Organizational Role Stress;

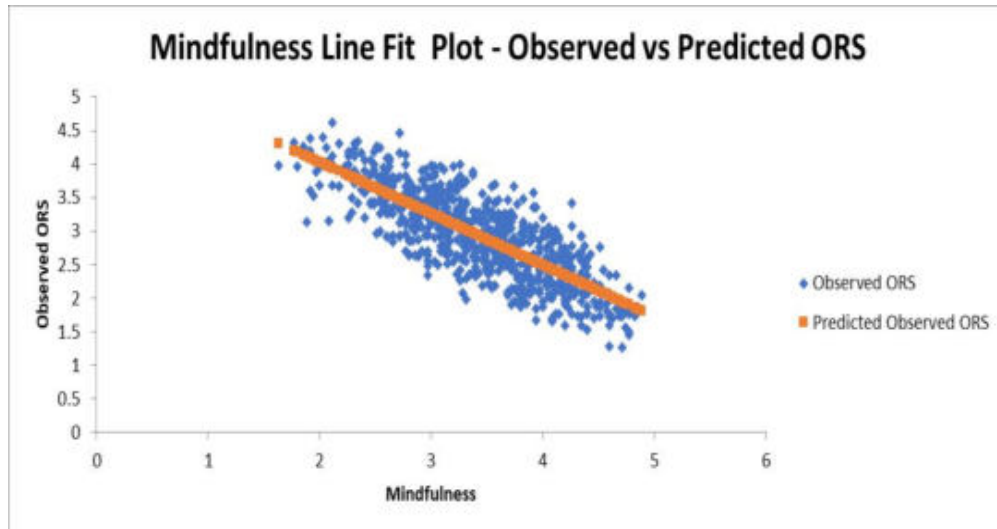
Independent Variable = Mindfulness

Table 2: Representing regression analysis.

<i>Regression Statistics</i>	
Multiple R	-0.79
R Square	0.62
Adjusted R Square	0.62
Standard Error	0.39
Observations	786.00

As observed from the above table, the correlation between different Mindfulness and Organization Role Stress is negative on a moderately high bias multiple R represent -0.79. Hence, the study says there is a significant relationship between Mindfulness and Organization Role Stress. Similarly R square determines the coefficient, which is used as an indicator of goodness of fit, R square is calculated from the Sum of Squared deviation, the table above shows the R square value of 0.62 and adjusted R square value is 0.62, From the above value, we can conclude that 62% of the variance in Organization Role Stress can be predicted using the Mindfulness score.

Figure 2: Graph Showing Mindfulness Line Fit Plot – Observed v/s Predicted Organizational role stress



From the above chart, it is evident that the F-value - 1292.93 is significant (P= 0.00)**.

Hence, it can conclude that there is a significant effect of mindfulness on the organizational role stress level of assembly line workers.

Regression Equation Intercept – 5.56 and Slope – 0.77, so organizational role stress is = $5.56 + (- 0.77 * \text{Mindfulness})$. The chart on regression models for Organization Role Stress signifies that for every one-unit increase in the Mindfulness score; the organization role stress decreases by 0.77 because mindfulness helps in accepting what is occurring and impacts the mental wellbeing. Mindfulness leads to an open attitude to tolerate tough situations and helps in improved ability which in turn reduces the risk of stress involved in the organization by reducing anger, and helps in overcoming the disappointment of the same role and face the expectations of colleagues, superiors, and subordinates. Mindfulness also brings beginners' mind attitude in employees which give sufficient space for learning.

Practical Implication of the study

This study has been inclined towards the structural frame of the public sector in India, to understand two important factors, such as mindfulness and organizational role stress. The study could also have been conducted experimentally in a more significant manner by conducting mindfulness sessions to see its effects on work stress and its outcome. The study can be structured in different states of India to bring a general

understanding of the concept of mindfulness on organizational role stress. Since most of the study is in the field of Psychology, the study of mindfulness in Management is limited hence, to suggest stress coping strategies using mindfulness as one of the main coping Mechanisms in the public sector companies.

Limitations and future scope for research

Since the period of data collection lasted for one year, factors like time lag, changes in the projects, stage of the project in which the respondent was involved might have influenced the results. There might be a possibility of inadequate representation of some cities. There is bias associated with random sampling technique in data collection might be present. Market conditions like economic depression in the USA, downsizing, and cut down in the salaries, bonuses, and promotions of employees might lead to biases. The questionnaire used for the collection of data for the research had a lesser number of variables and dimensions. The finding of the study provides further scope for the future result to investigate mindfulness from the perspective of personality.

Conclusion

The stress arising in the public sector is mainly due to nature and the characteristics of the organization as these organizations have a flat structure with few hierarchies there has been limited job opportunities and intense competition. Due to the global recession setting in, there has been considerable difficulty in the training and development programs and for the preparation of budgets. Employees have an inadequate training and development facility which lead to condition where the employees may feel insecure to take any new decisions and challenges leading to role stagnation. Public sector industries are facing a slowdown, resulting in stress due to role erosion. Unnecessary overtime work (OT) for an employee to show that the individual is performing an important task tries to increase role visibility .The research shows that role isolation, role stagnation, research inadequacy are the factors that increase stress in the organization. The organization has to take a proactive role in reducing stress through job and enrichment. The organization has to show interest in employees who are interested in higher education and self-learning. The organization should aim at encouraging the employees to take certified courses on mindfulness to boost their confidence and also must create a fun -filled environment focusing on individual achievement. Assembly line workers do field-based work and organizations have to concentrate on more robust team building which helps to develop a greater understanding of individuals by others and leads to the reduction of role isolation.

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Appendices

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Iodometric determination of glucose and ribose using potassium iodate as novel reagent in acetic acid medium

Abstract

In this work, we have reported a simple, cost effective and reliable method for the determination of glucose iodometrically by making use of potassium iodate. This volumetric method determines glucose instantly, thereby greatly reduces the time of determination.

Keywords: HIO₃, glucose, iodometry, molecular weight, gluconic acid, distilled water, oxidation, hydroxyl group, sodium thiosulphate, metabolism, colorimetric, aromatic amines

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Introduction

Glucose is the major carbohydrate found in blood and a chief source of energy in human body. The blood glucose levels are perfectly maintained under the influence of hormones like insulin. However the hormonal imbalance sometimes may result in abnormalities of glucose metabolism and results in diseased condition.¹ Thus the detection of blood glucose levels can provide a basic understanding of the malfunctioning of the tissues and body. Although various methods are reported in the literature for the determination of glucose, few are commonly used via, colorimetric method, Benedict's method,² Bertrand's method,³ Hagedorn-Jenson method,⁴ chloramine-T⁵ method etc.

Literature survey revealed that combination of iodic acid and potassium iodide has been used for tri-methylsilylation of alcohols and phenols in the presence of HMDS and iodination of aromatic amines.⁶ Recently Kelsey B LaMartina et al.,⁷ showed that the combinations of ammonium iodate and catalytic *N*-hydroxyphthalimide (NHPI) in presence of acetic acid for the selective oxidation of *n*-butyl benzene directly to 1-phenylbutyl acetate in high yield⁷ and it is also reported as catalyst for the α -sulfonylation of enamines.⁸ Recently Rai et al.,⁹ used KIO₃ as a novel oxidizing agent for the synthesis of isoxazolines.⁹

In continuation of our work on synthetic and analytical applications of HIO₃, we thought of an operationally simple titrimetric method for the determination of glucose. The method reported here makes use of the fact that glucose is known to undergo oxidation by HIO₃, yielding gluconic acid involving one molecule of HIO₃ per molecule of glucose. From the mechanism shown below, it is evident that the reactive site involved for the attack of HIO₃ is the anomeric hydroxyl group. This moiety is more reactive than the other functional groups. Therefore in the presence of other materials HIO₃ first reacts with glucose and the rest needs more time to react under the experimental condition.

Materials and method

All reagents and chemicals used were of analytical reagent grade and were procured from SRL, India. Distilled water was used

throughout the experiment. In a typical experiment, a known excess of standard solution of HIO₃ was added to a known amount of glucose. After completion of the reaction, unreacted HIO₃ was determined by iodometry. By carrying out a blank experiment simultaneously, the amount of HIO₃ consumed was determined. As the overall reaction requires one mole of HIO₃ per molecule of glucose, which is equivalent to one mole of iodine and hence the molecular weight 'm' of glucose is determined using the following equation.

1 Mole of sugar \equiv 1 mol of I₂ \equiv 2000 ml of 1N Sodium thiosulphate solution

$$M = \frac{2000 \times w}{(V_1 - V_2) \times N}$$

Where, m = Molecular weight of Glucose

W = Weight of the given sample

V₂ = Volume of sodium thiosulphate consumed (Blank)

V₁ = Volume of sodium thiosulphate consumed (experimental)

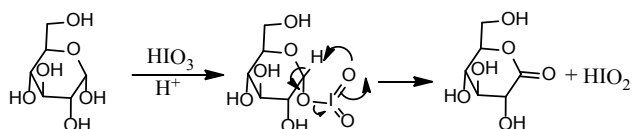
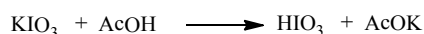
M = molarity of sodium thiosulphate

Determination of molecular weight of glucose/ribose: An accurately weighed (20-60mg) sample of glucose/ribose was dissolved in distilled water (10ml) in an Erlenmeyer flask. To this, a solution of 0.01mol of HIO₃ was introduced and it was heated to about 65°C on water bath, to this solution about 5ml of dilute sulphuric acid and 5ml of 10% potassium iodide was added and the liberated iodine was titrated against the standardized sodium thiosulphate solution using starch as indicator. In a similar way, a blank titration was conducted without adding glucose. From the difference in the volume of sodium thiosulphate solution consumed, the molecular weight 'm' was calculated using the above equation.

Results and discussions

The method reported here makes use of the fact that glucose is known to undergo an oxidative dehydrogenation by HIO₃, yielding the gluconic acid by consuming one mole of HIO₃ per one molecule of

glucose or ribose (Scheme 1). Generally a known volume of HIO_3 is added to known mass of Glucose, after the completion of the reaction, the unreacted HIO_3 is determined iodometrically. By carrying out a parallel blank experiment the amount of the HIO_3 consumed is determined. As the overall reactions require one mole CAT per one mole of the Glucose, which is equivalent to mole of iodine, weight of the Glucose is determined by using equation shown above.



Scheme

Scheme 1

Conclusion

We have developed a reliable, cost effective method for the determination of glucose using mild conditions and without the use of any sophisticated instruments and also this method requires short time.

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Conflicts of interest

The author declares that there are no conflicts of interest.

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CHANGING SCENARIO IN EMPLOYER-EMPLOYEE RELATIONSHIP

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Abstract

When an employer hires a new employee, he is not just bringing a new member of the workforce aboard, he is also starting a new relationship. Because employers and employees often work in close quarters, they necessarily develop relationships. Managing these relationships is vital to business success, as strong relationships can lead to greater employee happiness and even increased productivity. To reap these benefits, keep the dynamics of your employer-employee relationship in mind. Employees and employers are interdependent on each other in order to yield results conducive to their organisation. Hence, the bond between the two has to be strong. The management of such association between the two plays a vital role in the corporate arena. The stronger the relationship the greater the employee happiness which in return produces an increased productivity. In order to garner these benefits, you need to be mindful of keeping the significance of your employer-employee relationship in mind. The relationship between an employee and an employer should be mutual and respectful. Since, it is an employer who brings in the employee into an organisation, it is his utmost duty to make the former comfortable and happy while at work. Everyone works for someone else in one way or another. At one time, perhaps, it didn't much matter what the working relationship between two parties was. The degree of closeness in these relationships will depend on both the employer and the employee. Some employers opt to keep their employees at a distance and, in doing so, ensure that there is no confusion as to the hierarchy that exists between them. Others elect to become friendlier with their employees, seeing this as a way to amp up employee happiness. While neither option is entirely right or wrong, it is wise to avoid getting too close to employees, as doing so can cause the line between employer and employee to become blurred.

Keywords: Employee, Employer, Employee Employer- Relationship

Introduction

The maintenance of good human relationships is the main aim of employer-employee relations because in the absence of such relationships "the whole edifice of industry may collapse. According to the National Commission on Labour, "the goal of labour management relations may be stated as maximum productivity leading to rapid economic development, adequate understanding among employers, workers and Government of each other's role in industry, commitment to industry and to the individual way of life on the part of labour as well as management, sound unionism, efficient institutionalised mechanisms for handling industrial disputes and willingness among parties to cooperate as partners in the industrial system."

The objective of this article is to study

- To know about Employee- Employer Relationship
- Factors influencing Employer and Employee Relationship
- To establish and maintain industrial democracy based on the participation of Labour in the management and gains of the industry
- The develop and maintain harmonious relationship between employer and employee.

Research Methodology

The study is both practical & theoretical in nature and the required material for the study is collected from secondary sources like books, journals, reports.

History of Employee Employer Relationship

Common perception about an employer is a department or an organisation or an individual who employs workers for consideration. Employers and employees are, however, complementary to each other. An employee is one who works for an organisation or an individual in a concern for wages or salary. The Business and Management Dictionary views them as "all those who work for a wage or salary and perform services for an employer." Theoretically speaking, employer-employee relations are based on the assumption that both take actions meant to increase their own self-interest. When they are put in specific bilateral monopoly context, gain to one implies loss to the other and vice versa. This approach holds good when the normative concern of the model is macro-employer-employee relations. The concept of employer-employee relations is as old as human beings. In the earlier times, it may have been of master and servant but, over the period, it has witnessed a sea-change and is geared to achieve positive results.

The employer-employee relationship dynamic is one of the most complex aspects of an organization. What makes some employees respond better to certain types of environments and managers than others? HR professionals have asked themselves this for a quite a while in their search for candidates and management of employees. Along with these questions (and many others), we must now ask, has the employer-employee relationship changed compared to years past? And if so, how and what should we do to ensure employees stay engaged?

Nature of Employee Employer Relationship

The relationship between an employee and an employer should be mutual and respectful. Since, it is an employer who brings in the employee into an organisation, it is his utmost duty to make the former comfortable and happy while at work. A benevolent attitude of an employer will lead to employee satisfaction which will prompt good and fruitful result. However, some employer wishes to maintain a distance with his employee in order to keep up with the hierarchy between the two. It is entirely on an employer on how he wishes to treat his employee, but the bottom line should be a strong bond between the two so that the business goals are met.

Interdependency

In a relationship between an employer and an employee, there should be a reciprocated interdependency between the two. One depends on the other for the smooth execution of work. An employer will look forward to his employee for the delivery of assignments on time and undertaking other initiatives in his absence. Likewise, an employee will expect his employer to assist him in his executions and make himself accessible whenever needed.

Social Approach

Since, the association is purely corporate, there should however be space between the two wherein they can be friendly and social. Besides the business-oriented interactions, there should also be lively and fun involving topics included in their subjects of conversation. The bond between the two should be candid enough so that besides being colleagues, they also feel the wave of amity at work.

Liberty to Communicate

An employee should be allowed the liberty to communicate freely. In a situation where in an employee fails to communicate with their employees, it results in creating a void of information and ill-will. This generates the feeling in an employee of not being considered as an important asset to the organisation. Therefore, ensure the comfort level of your employee by conversing your company's effectiveness and about its activities, by which you will attract the employee further into the family of your organisation.

Factors Affecting Changing Relationship between Employer and Employee

- The changing nature of present workforce
- The changing nature of the work and working conditions
- The Changing exceptions of employees and employers
- Retention policy of the organisation
- Compensations structure
- Company Policies
- Training and Career Development
- Motivation and Incentives

Changing Scenario in Employer-Employee Relationship

Corporate organisations are changing rapidly and in apparently contradictory ways. It is recognised that the most important asset of any organisation is its people. This is because value is added to goods and services by the quality of the individuals producing or supplying them. Excellent employees are aware of the need to respond to customer needs. Well developed human capital is recognised to be as important as up-to-date capital plant. In recent years there has been a changing pattern to employment and this has helped employers to develop a more flexible working pattern among their employees to maintain a cordial relationship with the employees. These trends are:

- **Increasing self-employment**

This area is increasing in many countries

- **Reduction in full-time employment**

Firms now use fewer full time employees and tend to offer more short-term contracts

- **Part-time working**

There has been a growth in the level of part-time employment. This may be a lifestyle choice on the part of many, but firms have encouraged this trend as part-time employment offers more flexibility

- **Contractors**

Many firms now use contractors and consultants for a wide range of task. This has led to many previous employees setting up as self-employed contractors.

- **Temporary Employment**

Increasing numbers of employees have been on temporary working contracts. Again these are used by firms to ensure flexibility

- **Multiple Job Holding**

Most multiple job holding is found among the self-employed. In these cases, owners of small businesses or farms may hold a second job as an employee to augment their income.

Measures to improve Employee Employer Relationship

- **Promote Dialogue and Communication**

Open dialogue and clear communication is key to improving employee relations. Good communication helps to avoid employee confusion and unnecessary stress. It can decrease friction between employees, especially management and employees. It helps to set clear goals and expectations.

- **Focus on Company Missions and Values**

Most people want to be part of something bigger than them. This remains true of younger workers. Hence Share with your employees your core values such as honesty, service, or quality. These values help employees to feel like they are part of something important.

- **Help Employees to Feel Valuable**

Regardless of their actual quality of work, most employees feel proud of their discipline and results. For this reason, appreciation for a well-done job does more to motivate than criticism.

- **Inspire and Reward**

Consider creating employee goals with employees instead of simply handing them down. Encourage employees to set stretch goals: goals that are difficult but achievable.

- **Offer Career Development**

Even lower-level employees can benefit from development. Most people are happier when they have a goal or a dream to work toward. Consider the career path for your positions. Consider the skills and unused talents your employees have.

- **Promote Healthy Work/Life Balance**

Managers can be supportive when employees need to take time off.

Conclusions

From the employees perspective it can be concluded that employee employer relationship is not a natural phenomenon. It is observed that both the external and internal factors are responsible for employee employer relationship. Among the external factors opportunity for growth and promotion outside, location and work life space are the important. And among the internal factors compensation, work timing / shifts, working conditions, relations with supervisor / manager, opportunity to use skills, work load are important respectively. From the perspective of managers, it can be concluded that the factors that lead to a harmonious relation between the employee employer are majorly internal to the organisation. Although the external factors also influence, but as the management of the company does not have any control over the external factors it can focus on modifying the internal factors to enhance the cordial relationship with the employees in the organisation.

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has presented a paper on

Impact of Social Media on the Privacy of Individuals

in three-day Multidisciplinary World Summit on **"Resource Management and Sustainable Development"** jointly organised by University of Mysore, UG & PG Dept. of Studies in Economics, Maharani's Arts College for Women, Mysore, James Cook University, Singapore and International Council for Development Research, Mysore, on 22nd-24th February 2019 at Senate Bhavan, Manasagangotri, Mysore, Karnataka, India.

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in Two-day International Conference on "Challenges and Opportunities for Sustainable Rural Development focused on Swachh Bharath, Rural Water Supply, Sanitation, Education, Health" jointly organised by University of Mysore, Karnataka State Planning Board, Development Research Foundation, Mysore and ISBR, Bangalore on 28th & 29th August 2017 at Senate Bhavan, Manasagangotri Campus, Mysore, India and we appreciate your active participation in the Conference.


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Dr. N.R. Parasuraman
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The Conference Committee certifies that

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on 26-27 October 2017 and presented a paper titled

The impact of Green Marketing on Consumer Behaviour

The paper was co-authored by

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Dr. N.R. Parasuraman
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**6th International Conference on
Managing Human Resources
at the Workplace**

The Conference Committee certifies that

A. M Ponnappa

has participated in the **6th International Conference on Managing Human Resources at the Workplace** organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysuru on December 8-9, 2017 and presented a paper titled

Impact of Rewards and Incentives on Employee Performance with special reference to Temporary Private College Teachers

The paper was co-authored by

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A handwritten signature in black ink.

Dr. Mousumi Sengupta
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Dr. N.R. Parasuraman
Director

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IMPACT OF SOCIAL MEDIA ON THE PRIVACY OF INDIVIDUALS

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Abstract

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Some of the common features of Social Media are:

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Privacy rights advocates warn users on social media about the collection of their personal data. Some information is captured without the user's knowledge or consent through electronic tracking and third party applications. Data may also be collected for law enforcement and governmental purposes, by social media intelligence using data mining techniques. Data and information may also be collected for third party use. When information is shared on social media, that information is no longer private. There have been many cases in which young person's especially, share personal information, which can attract predators. Social Media impacts the privacy of individuals to a great extent as most of the users are not aware how the information is shared or collected by a third party without the consent of the individuals. The use of social media has skyrocketed within the past 10 years. Social media networks, have allowed people all over the world to connect with friends, professionals, and strangers in a way that was previously non-existent. The introduction of social media sites has changed the way that people present information about themselves. There are people who use social media to promote businesses, there are people who only have a social media profile for networking, and there are those who use these profiles daily to update others about their lives. Because social media use is frequent, it is worth questioning if users are letting go of some privacy rights.

Keywords: Social Media, Privacy, Information.

Introduction

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Privacy rights advocates warn users on social media about the collection of their personal data. Some information is captured without the user's knowledge or consent through electronic tracking and third party applications. Data may also be collected for law enforcement and governmental purposes, by social media intelligence using data mining techniques. Data and information may also be collected for third party use. When information is shared on social media, that information is no longer private. There have been many cases in which young person's especially, share personal information, which can attract predators. It is very important to monitor what you share, and to be aware of who you could potentially be

sharing that information with. Teens especially share significantly more information on the internet now than they have in the past. Teens are much more likely to share their personal information, such as email address, phone number, and school names. Studies suggest that teens are not aware of what they are posting and how much of that information can be accessed by third parties.

There are arguments that "privacy is dead" and that with social media growing more and more, some heavy social media users appear to have become quite unconcerned with privacy. Others argue, however, that people are still very concerned about their privacy, but are being ignored by the companies running these social networks, who can sometimes make a profit off of sharing someone's personal information. There is also a disconnect between social media user's words and their actions. Studies suggest that surveys show that people want to keep their lives private, but their actions on social media suggest otherwise. Another factor is ignorance of how accessible social media posts are. Some social media users who have been criticized for inappropriate comments stated that they did not realize that anyone outside their circle of friends would read their post; in fact, on some social media sites, unless a user selects higher privacy settings, their content is shared with a wide audience. Social media networks affect the privacy of users because the networks control what happens to user contact information, posts, and other delicate disclosures that users make on those networks. Social media networks also have the ability to sync with phone and tablet applications. Because the use of these applications requires additional contact information from users, social media networks are entrusted with keeping user information secure.

Objective of the Study

- To analyse the impact of Social Media on the privacy of individuals
- To analyse the Privacy problems faced by the Users of Social Media
- Suggest possible measures to mitigate these problems.

Research Methodology

- The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals, reports.

Impact of Social Media on the Privacy of Individuals

Social Media play a vital role in the present world but the fact is that we have compromised when it comes to privacy. With the excessive use of social media privacy is the biggest challenge faced by all of us. Today we get calls from unknown Marketers with whom we never shared our number. We get spam emails regarding offers. Our mobile phones are filled with lot of messages from Marketers.

The question to ask ourselves is where did these marketers found our details? When the information was never shared by us. The answer to this question is very simple the information we update in Social Media sites is the source of information for these predators. On a daily basis we use a number of social media sites, most of the times all these information will be collected without the consent of the user. We sign in into most of the website or application with the help of Facebook, Google or Twitter accounts. The logins to this third party website are causing major privacy issues to most of the individuals.

For Example: An individual who wishes to take up an insurance Policy from Policy Bazaar has to update certain information like Mobile Number and email address or he can create his account with the help of social media sites. Just by updating the information or by creating an account in the website the users information will be automatically shared with most of the spammers who in turn will flood the mobile with calls and messages and the email account will be filled with unwanted offers.

To explain further I would like to narrate my own experience, as an academican is am very much keen of clearing the National Eligibility Test for Lecturers. For some tips I was surfing through the internet and found a website which I thought was very useful. I was asked to provide some of the basic information along with the contact number without realising the consequences. As soon as the information was captured I was flooded with calls from the Tele Marketing Department of the company. Even after unsubscribing till date I am receiving emails from the company.

We share lot of information without realising the consequences. When users make personal content private on social networks, it is expected to only be accessed by those users. The lack of knowledge about who can access user information on these networks suggests that user privacy may be in jeopardy. Photos of Young girls are morphed and are blackmailed by the predators. Use of Social Media without proper knowledge of privacy terms and conditions can land you in trouble.

Most of the Teens are addicted to Social media. Social Media impacts the mental health of the individuals. We update a number of images and post in Facebook and Whatsapp with a sole purpose of gaining the attention. Those days products were advertised and the success of the advertisement was decided by the number of views, today we are marketing ourselves by updating images on social media on a regular basis, More number of likes and comments means that we have marketed ourselves in a better way when compared to others.

Most Widely Used Social Media Sites

No.	Network Name	Number of Users (in millions)
1	Facebook	2,270
2	YouTube	1,900
3	WhatsApp	1,500
4	Facebook Messenger	1,300
5	WeChat	1,040
6	Instagram	1,000

According to a 2016 article 1.18 billion people will log into their Facebook accounts, 500 million tweets will be sent, and there will be 95 million photos and videos posted on Instagram" in a day. Much of the privacy concerns individuals face stem from their own posts on a form of social network. Social media is a snapshot of our lives; a

community we have created on the behaviours of sharing, posting, liking, and communicating. Sharing has become a phenomenon which social media and networks have uprooted and introduced to the world. The idea of privacy is redundant; once something is posted, its accessibility remains constant even if we select who is potentially able to view it. People desire privacy in some shape or form, yet also contribute to social media, which makes it difficult to maintain privacy.

Pew Research Centre survey found that 91% of Americans "agree" or "strongly agree" that people have lost control over how personal information is collected and used by all kinds of entities. Some 80% of social media users said they were concerned about advertisers and businesses accessing the data they share on social media platforms, and 64% said the government should do more to regulate advertisers.

Privacy problems faced by the Users of Social Media

Users of social media sites are facing one or the other kind of Privacy problems the following are some of the important privacy problems faced by most of the Users.

- **Receiving Unwanted Calls from Spammers**

Most of us receive unwanted calls from telemarketers who market their products or offer credit cards or any other offers to us even though we are not interested in any of such offers.

- **Flooded with unwanted mails**

On a regular basis an individual person will receive around 10-15 emails from those companies to whom the email address was never shared by us.

- **Receiving lot of spam messages**

Every individual can check the number of spam messages received by them on the daily basis. For example Dr. Batra is very keen to repair your hairs even though an individual has hair problems.

- **Hacking Social Media sites**

Most of the Social media sites are hacked by spammers by using the basic information provided by the users during the time of signing in.

- **Theft of Personal Information**

Most of the personal information such as Date of Birth, Mobile numbers, email address and are stolen by hackers and companies and are sold to third parties.

- **Theft of Bank Account**

Vital information like phone numbers can be used to trace out credit card details which may lead to financial loss to the users.

- **Cheating Innocent User**

Most of the non-social media users are also cheated by Frauds who portray as government officials and try to get vital information like ATM pin, Card Details etc.

Suggestions to Improve Privacy Concerns of Individuals

Impact of Social media on the privacy of individuals is a great concern. Here are the few suggestions to improve the privacy concerns faced by individuals.

- **Review permissions for mobile apps and browser extensions**

Mobile apps prompt you to give them permissions to access contacts or files in device storage, and to use the camera, microphone, geolocation, and so on. Some really cannot work without these permissions, but some use this information to profile you for marketing (and worse). Fortunately, it's relatively easy to control which apps are given which permissions. The same stands for browser extensions, which also have unfortunate spying tendencies.

- **Secure your phone and computer with passwords or passcodes**

Our computers and phones store a lot of data we'd rather keep private, so protect them with passwords. These passwords don't have to be complicated and unique, but they should keep random people out. On mobile devices, do a bit better: six-digit PINs or actual passwords rather than four digits and screen-lock patterns. For devices that support biometric authentication – whether fingerprint reading or face unlock – that's generally OK, but remember that these technologies have limitations.

- **Don't fill out your social media profile.**
The more information you share online, the easier it's going to be for someone to get their hands on it. Don't cooperate.
- **Pay for things with cash.**
According to Business Insider, credit card companies are selling your purchase data to advertisers. Don't want companies knowing how much booze you're buying or other potentially embarrassing habits? Buy things the old fashioned way – with coins and bills.
- **Keep your social network activity private.**
Check your Facebook settings and make sure only friends can see what you're doing. Go to the settings cog in the upper right hand corner of your screen, then click on Privacy Settings who can see my stuff.
- **Lie when setting up password security questions.**
"What is your mother's maiden name?" or "In what city were you born?" are common questions websites often ask you to answer so as to supposedly keep your account safe from intruders. In reality, there's nothing secure about such generic queries. That's because someone who wants access to your account could easily do some Internet research to dig up the answers.
- **Use alternative online services.**
If you don't want Microsoft, Google or Apple knowing everything about you, there are plenty of alternatives to your device's default online services. Some third-party apps are designed for the privacy conscious, including SpiderOak for online storage, Kolab for email and Signal for encrypted messaging.
- **Use a Password Manager**
Using a tool such as LastPass is a must as it allows you to use a different (and strong) password for every online service. Where available, use two-factor authentication such as a password and a fingerprint scan or SMS.
- **Enable Remote Wipe**
Android Device Manager, iOS's Find My iPhone and third-party apps such as Avast Anti-Theft will ensure your data remains safe if your device is lost or stolen.
- **Use an Alternative Search Engine**
Unlike Google and Bing, DuckDuckGo doesn't record your searches or leak them to third parties.
- **Disable Digital Assistants**
The likes of Siri, Google Now and Cortana by their nature have to collect a lot of information about you to be effective.
- **Try to Be Unique**
Don't use any of the following PINs because they're far too common, accounting for almost 20 percent of those currently in use: 0000, 1111, 1212, and 1234.
- **Turn On Automatic Updates**
Keeping your software up-to-date is the most critical step you can take to boost security, according to professionals surveyed last year by Google. "Software updates are like oil changes," says Mark Surman, executive director of the Mozilla Foundation. "They can be a hassle in the moment but a lifesaver in hindsight." Hackers are always exploiting more vulnerabilities, while security pros play nonstop malware whack-a-mole. If you've got old software, you're missing the latest protections. "Most modern software will update itself if you let it," Surman says. Make sure you have auto-updates turned on across the board.

- **Don't Use Public Storages for Private Information**

Most of the users are tech savvy and love to share their information and data in Cloud Storages. Avoid using cloud storage for private information to be safe always.

- **Use Messaging Apps with End-to-End Encryption**

Use messaging apps with proper end to end encryption to avoid data theft.

- **Travel Without Sharing Location**

In the recent times we travel around by updating the location in most of the images and share current location in most of the social media sites. This can turn out to be a nightmare if this information can be accessed by thieves who can easily rob your homes without difficulties

- **Read the Terms and Conditions Carefully**

Make it a habit to read all privacy related terms and conditions when sign in to any of the social media sites to ensure that the information shared is not misused.

Conclusion

Social media networks need to be held responsible for the privacy issues associated with their use. One of the most significant issues is the content of the OSNs privacy policies. Facebook, Google Plus, and Twitter all have different policies, but they generally address similar topics such as advertising and data collection. Users should not assume that all privacy policies are identical because they do vary considerably. Social media applications do not provide users with enough information regarding how content and information are retrieved or dispersed. Because adequate details are not provided to users, it is the user's responsibility to research applications before allowing them to access content. Permissions are requested before the user downloads an application. Rather than being a creature of habit, and assuming that the permissions are harmless, users need to read the permission's description carefully and refrain from accepting any permissions that seem questionable. Permissions should particularly be avoided if they feature requests that attempt to access the user's microphone, record audio, make phone calls, or access the user's location. While some of these permissions could be used without malicious intent, the user should approach requests with caution so he can decrease the chance of privacy invasion.

Social media has a profound effect on privacy because it is directly changing the way users act on the Internet. Some users are concerned about who can access personal content, while others are concerned with not being able to express themselves freely. Social media is undoubtedly a field that is not going to fade in the near future. Therefore, users of all ages and experiences need to become more aware of what OSNs have access to and what it does with user content. By becoming more aware of privacy issues, users can urge changes to be made to the way social media

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Special Issue on

CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE RURAL DEVELOPMENT

Editors

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Multidisciplinary, Multiple Languages
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Dr.T.V.RAMANA

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CHALLENGES & OPPORTUNITIES IN RURAL EDUCATION IN INDIA

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Abstract : India is emerging as a major power economy and our cities and urban centres are beginning to display marks of affluence. Unfortunately our development is unbalanced. The villages are not able to march equally with urban India. About 69% of the country's total population continues to live in rural India. The benefits of economic growth are not reaching to more than one-third of the people. The vital sectors such as agriculture, infrastructure development, and community and social services, and in rural development as a whole, the country's performance is not appreciable. Economic development in any country to a greater extent depends on rural development and it assists the economy to grow and sustain. In the rural areas agriculture is the main source of livelihood to the people. There is a direct relationship between agriculture production, income and the demand for industrial goods. People living in the rural areas have to struggle to earn wages or are forced to migrate to urban areas. The objectives of the paper is to analyse the challenges facing the rural education and suggest ways to overcome these challenges and to create opportunities of gainful self-employment for the rural families, especially disadvantaged sections, ensuring sustainable development, enriched environment, improved quality of life and good human values. When we talk about education in India, we can't just talk about how education is in urban cities of India, without going deep into rural education that constitutes almost 90% of the schools being located in rural areas. Recent studies have shown how the face of education in rural parts of the country have developed to a great extent, but some remote areas still do need a serious check-up with children failing to receive basic quality education.

KEYWORDS: Challenges, Rural, Opportunities, Rural Education

INTRODUCTION

India lives in villages. This line emphasizes the agrarian character of the Indian economy continues to be true in spite of industrial development that has taken place in the last six and half decades since independence. The 2011 census estimates about 69% (855,087,062) of the country's total population continues to live in rural India that neither have adequate land holdings nor alternate service opportunities to produce or procure essential commodities nor a proper education. Quality and access to education is the major concern in rural schools as there are fewer committed teachers, lack of proper text books and learning material in the schools. Though Government schools exist, but when compared to private schools then quality is a major issue. Majority of people living in villages have understood the importance of education and know that it is the only way to get rid of poverty.

OBJECTIVE OF THE STUDY

- To analyse the challenges of rural Education.
- Suggest possible ways to mitigate these problems.

RESEARCH METHODOLOGY

The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books,



journals, reports.

Rural Education in India

Majority of India still lives in villages and so the topic of rural education in India is of utmost importance. A survey named called the Annual Status of Education Report (ASER), shows that even though the number of rural students attending schools is rising, but more than half of the students in fifth grade are unable to read a second grade text book and are not able to solve simple mathematical problems. Not only this, the level of maths and reading is further declining.

Quality and access to education is the major concern in rural schools as there are fewer committed teachers, lack of proper text books and learning material in the schools. Though Government schools exist, but when compared to private schools then quality is a major issue. Majority of people living in villages have understood the importance of education and know that it is the only way to get rid of poverty. But due to lack of money they are not able to send their children to private schools and hence depend upon government schools for education. Above that, in some of the government schools there is only one teacher for the entire school and if they don't show up at work, then it is a holiday.

Some government schools in rural India are overly packed with students, leading to a distorted teacher- student ratio. In one such remote village in Arunachal Pradesh there are more than 300 students in class X which makes nearly 100 students in each classroom. In such a situation it is impossible for teachers to pay full attention towards each and every student, even if they are willing to help

Every village is not provided with school which means that students have to go to another village to get education. Owing to this parents usually do not send their daughters to school, leading to a failure in achieving rural education in India.

Poverty is another setback. Government schools are not as good and private schools are expensive. This results in a very low number of students actually clearing their secondary education and taking admission in colleges for further studies. So the drop-out-rate at the secondary level is extremely high in villages. Only parents who can afford college education send their kids to secondary schools. If parents are not able to send their wards for higher education then all their previous efforts get wasted as completing just secondary education means a low paying job and the person is again struck in the same never ending cycle of money, life and poverty.

Quality related issues are far powerful than poverty. Students are not at all encouraged to think but they are asked to memorize pre-defined questions for exams. So for many students clearing examination at the end of the session, passing their exam becomes more important than gaining knowledge. Also as per the new CBSE rule, every student is supposed to be promoted to the next class irrespective of marks in their examination. Hence majority of students do not bother to study, which means a decline in their education level. Neither students nor teachers take any interest in studies which is why the level of education is declining in India despite many efforts.

There is a difference between city and village student not in terms of brain or development but their initial environment, skills, learning ability, availability of infrastructure, and access to different facilities. All of these must be considered while making the curricula which should not be different but how it is going to be taught would make the difference. Encourage the genuine rural students who are interested in education and make them competent. There are many examples of success in rural education in India like the Barefoot College, 8 Day Academy and Gurukul School in Bihar. These are innovative and successful examples of schools running in rural India. It is the time to replicate such efforts as our country and its rural population is very vast which means one of two stories of these kinds won't make any difference. Instead of this large number of such schools are required in rural India. It is also absolutely mandatory to evaluate the success of the schools and students at each and every level. Timely assessment will throw light present problems and achievements. Let us try to build a solution around these problems which will resolve the overall issues of rural education in India.

Some of the Challenges faced by Rural Education system in India

1. **Non-permanence of teachers is de-motivating** : Most of the schools in



run by the government. They appoint ad hoc teachers, instead of permanent ones, who are poorly paid as compared to the huge remuneration of a full-time Trained Graduate Teacher (TGT). Moreover, promising career prospects, which is quite a motivation booster, is almost nil for the non-permanent teachers. This leads to dissatisfaction, eventually resulting in a dearth of teachers because they move away to more permanent jobs.

2. **Late or blatantly absent** : Lack of accountability of teachers and school authorities has raised the rate of absenteeism. School Development and Management Committees (SDMCs), comprising parents and members of the local community, have been entrusted with the responsibility of overseeing teachers and their duties. However, research suggests that the committee has hardly seen success.
3. **Non-teaching duties** : Moreover, non-teaching duties like election invigilation often keep teachers away from schools. Furthermore, teachers often have to report for duty far away from their home. With an inadequate transport system in rural India, the distance only adds to their woes and often results in absenteeism.
4. **Exemption from TET** : Several states have exempted candidates from Teachers' Eligibility Test (TET) as only 20 per cent of the aspirants clear it. This wrong move, in an attempt to quickly fix the issue of dearth of teachers, has deteriorated the quality of education in the states even further. However, quality of teachers is a major concern not only in these states, but across the entire country.
5. **Lack of quality teacher training** : There are many private teacher-training institutes in India, but the quality of the training they provide is unsatisfactory. Continuous professional development is a motivator for teachers, and enough attention is needed in this regard.
6. **Lack of proper transportation** : Most villages have poor connectivity from one place to another and that is often one of the main reason why, despite efforts by local governing bodies to build schools, often go in vain. Children, most of the time have to walk miles to reach these government funded schools and this often demotivate them to attend school on a regular basis.
7. **Poverty** : People belonging to remote rural areas have meager incomes, which at times is too less to sustain a family of maybe four or five. Most likely, children from these families won't be sent to schools, instead would be asked to assist the earning member of the family to add up some extra income. On the other hand, teachers in rural educational centers in villages are paid poorly, often leading to lack of attention by teachers, ultimately forcing the students to suffer.
8. **Lack of proper infrastructure** : Lack of proper infrastructure at these rural schools is also a big concern. Most of the schools don't have proper classrooms, teaching equipment, playgrounds and even basic facilities like clean toilets. Thus, the poor conditions of schools are big reasons to drive away students.
9. **Lack of motivation among family members** : Rural education in India suffers a lot due to the lack of motivation & interest among the parents to motivate their children to pursue education

Measures to overcome the Challenges in Rural education for sustainable development

- **Motivation**: Proper motivation should be provided for the teachers in the form of permanent job opportunities & proper facilities. At the same time parents & children needs to be motivated to attend schools on a regular basis.
- **Assurance of Employment opportunities** : Graduates from rural areas should be assured of employment opportunities on the basis of merit.
- **Digital aids to the rescue** : Many remedies such as surprise school inspections, teacher-training courses etc. have been attempted to salvage the rural education scenario. Without being dismissive of any of these, I would like to point out the effectiveness of digital aids in battling the challenges plaguing our education system. This front has benefited, and gained visibility, thanks to some potential ventures by both government and non-government initiatives alike.
- **Government initiatives** : As per Modi government's Digital India initiative, a couple of projects have been introduced in the school education segment.



- For instance, E-basta aims to make digital education via tablets and computers accessible to learners in rural areas. Digital learning can help develop critical thinking skills. The project aims not only to benefit learners in learning concepts, but also to make them comfortable with technology. Steps are already being taken to introduce digital aids in preschools. Though digital aids can never really replace teachers, initiatives of these kinds can make quality content available to them.
- Again, Rashtriya Madhyamik Shiksha Abhiyan (RMSA), in partnership with state governments, is dedicated to enhance the capacity of all teachers in Information and Communications Technology (ICT).
- Many teachers are not tech-savvy, and the teacher-training courses never really prepare them to handle digital aids in classrooms. Such schemes can go a long way in keeping them motivated besides improving their competence.

Sarva Shiksha Abhiyaan

This program was initiated by the government of India during the ninth five year plan. Its aim was to universalize the elementary education across the nation. This mission adopted a time bound approach for ensuring "total education" across the country. The idea of social justice is promoted through this program. It involves various stake holders which brings together the panchayati Raj Institutions, school committees, teachers and parents associations, tribal council and many more.

Right to Education Act

With the Right to Education Act coming into force, India has joined the league of over 130 countries which have legal guarantees to provide free and compulsory education to children. This act came into force on 1st April 2010. There are almost 20 other countries which has this provision to provide free and compulsory education to its children. The main features of the right to education act are:

1. Free and compulsory education to all children of India in 6 to 14 age group.
2. No child shall be held back, expelled or required to pass a board examination until completion of elementary education.
3. School teachers will need adequate professional degree within five years or else will lose job.
4. School infrastructure to be improved in three years, else recognition cancelled.
5. Financial burden will be shared between state and central government.

Schedule outlining Norms and standards for a school in Rural Area

Non-government initiatives

eVidyaloka, a non-profit organisation, connects rural learners and teaching volunteers through digital classrooms. The passionate teachers are a varied bunch, consisting of housewives, IT professionals and retired defence personnel. The eVidyaloka team organises Skype classes according to the availability of volunteers and batch sizes.

Although there is a shortage of teachers in our country, a huge number of college pass-outs remain unemployed. The organisation tries to properly channelize the supply in the sector where there is a demand. However, frequent power cuts and poor internet connectivity in rural areas affect the productivity of the classrooms.

CONCLUSION

A lot of effort is being made in educating the Rural India. But a lot more still needs to be achieved to ensure high literacy rate in rural India and to abolish gender disparity which still persists in a large part of remote areas. A thorough study of the impact of the government schemes is very important. Free uniform, free bicycles, mid day meal schemes, provision of food and lodging will help retain the enrolments in the schools, especially of the girl child. Parents should be sensitized to educate not only their male child but also their female child. Introduction of vocational and bridge courses will help retain girls in the school. There is a need to abolish the practice of son preference. Building only infrastructure will not help but there is also a need to address the root cause of discrimination in the rural India. Only by assessing the situation of the disadvantages that children face based on economic situation, caste, gender, etc. a speedy remedial action can be taken and eventually every child can be included in the orbit of his fundamental right to learn and grow.



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ZINDAGI



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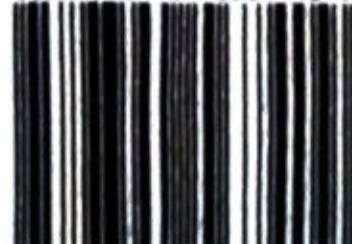
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Dr. A.S. Poovamma**DIVINE GRACE**

In the womb a beautiful soul
Taking shape from body to sole
Praying to mother dear
Let me be out of fear.

Prittle, prattle, crying aloud
She slipped out so bold
Lying so sweetly like a sugar plum
She was the doting little lump.

She grew up to be a caring daughter
With a brother and sister to look after
As a child she was a naughty little brat
With a gown and a frown; with a skirt and a plait
She was the cherub --the Angel of the Flat.

As years rolled by, she grew so fair
The Angel danced with a braided hair
Thousands saw her at a glance
And one so Azure caught her by chance
She reined her roost
With a comely, loving toast.

The divine kindness showered on her
Two little honey drops of the Mother Bee
As sweet as honey they now form her canopy
Together they dance within the ring of love
and they live in that ring of eternity.

EMPYREAL MUSINGS

A bunch of poems



BY ANJALI ANANTH

Epilogue



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There are some people who, from first sight, you can just tell have great things was ahead of them. The first time I met Anjali Ananth, when she was just two years old. Ever since then, I have only realised how gifted she is by the moment. Today, she is merely turning 18 years of age and she already has all the qualities that one seeks; she is ultra-driven, passionate and hardworking everything she did, she perfected with relentless pursuance. Despite all this, she remains humble and grounded in her conduct and mannerisms always. I have known her parents and grandparents, Uncles and Aunts from much earlier as well and one can easily see where she must imbibe these qualities from. Her grandfather, Uncles and father are ardent journalists themselves. Additionally, her father is a fervent artist and writer himself, Mother Jayashree a good Chef who have received many accolades . In addition Jayashree is a good speaker and singer. Anjali is blessed to be born in the family of scholars , writers, singers and her sister Anushree an orthodontist.

Every poem she wrote is a performance. She has embodied genuineness in her writing , starting from the soul of a poet, catching all the memories to the reality. She has demonstrated that she has talent, motivation and desire to break any barriers that may arise.

Every time I talk to her, I can see so much wisdom and emotion in such a young girl that I am left astounded. Anjali is multi talented. Not only poems she pens but a talented painter too. Painting from the coffee decoction to the wired painting which is amazing. Even as a young girl every story she told was a performance, every sentence she uttered was beautifully articulated, and every time we parted ways I just knew I would come to hear of her next big feat very soon. Her work in each of the poems is purely effortless and yet, it exudes emotion and warmth. Today, as I pen this foreword to her first book of poems, I am thrilled and overjoyed to know that, now, all of the world will be able to access and read her work as well! Good Luck ! Happy Writing.

 **DEEPAK
PRAKASHANA**

*(Dr) Ashalatha K, wife of Krishnamurthy
is a Professor at Justice K.S. Hegde
Institute of Management, Nitte.*



Prologue

Anjali Anatha Shayana who lives in Madikeri, Coorg- the Scotland of India where Nature has created a wonderful serendipity, is drawn to the language of poetry as a specific way of looking at the world and how it operates by its own sometimes inscrutable logic. Her powerful feelings and her observations allowed her to access something powerfully mystical.

Majority of the collection of poems in this Anthology are to be considered as experiments. They were written chiefly with a view to ascertain how far the language of conversation within her and at different levels of classes of society is adapted to the purpose of poetic pleasure.

Her poems reveal man's inbuilt relationship with Nature. Her understanding of Nature and her reflections on the soothing effect of Nature on her dual personality is evident. She is going on Eighteen, at this tender age her sensitivity to Nature is truly amazing. Somewhere she rings a bell as a mystical poet and the road is endless for her to traverse in her self - exploration towards Self - Realisation. The 'SOHAM' thought hovers over her writing, leaving an indelible

impression of man's intrinsic connection with the universe like the drop and the ocean.

She tries to portray different perspectives of life in a capsule. So young and so philosophical, her poems are inclusive of themes ranging from enjoying spiritual silence and loving loneliness, introspection, illusion and reality, soul and body connection – tearing hypocrisy to a deep abysmal darkness that pervades her inner psyche, wherein she oozes out distress, despair, frustration, lack of love and longing, shades of emotions coiled in her intuitive mind that gives her a guttural courage to hold on - live on and continue this journey of life to its destined end.



(Dr) A.S. POOVAMMA (Pushpa Muthanna)

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Cauvery College, Virajpet.



LIFE IS TO CHASE, NOT TO GAZE

AALIA MIDHA CHISHTY
RUDRA PRATAP SINGH SHEKHAWAT

You should never change in anything which compelled you to get up in middle of the night to write.

Just like that this is an anthology book made up by the emotions of some passionate 35 writers where they not just contributed their work but also, they contributed their feelings.

Let everyone know that why you're here, and do that in passion because remember that "Life Is To Chase, Not To Gaze".

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Life is to Chase, Not to Gaze

Dr. A.S. Poovamma



She is Dr. A.S. Poovamma - English language and literature has a great fascination for her. she loves writing poems, Short Stories and she has presented papers in International Seminars and published a few poems, short stories and articles in news-papers. She worked as an Associate Professor in English for more than a decade and now heading an Institution as the Principal. She is deeply interested in Teaching-Learning and Writing. Organized National Seminars and Communicative Skills programs.

Life is to Chase, Not to Gaze

A VISION

In the distance hangs the hills
Half green and the other half brown.
Under the shade and glade of the trees and shrubs;
In the open space of a patch of grassland
On the stone henge sat the mother
Gazing at the son seated by her side.

Mom and son on a sunny day; full of gay
A ray of love transcending from her heart
Through the beam of her glittering eye
Reading the face of her son that spoke
Volumes of hidden love and care -
Concern and anxiety for the dear mother rare.

Radiating sun with its brilliant hues -
An additional joy - the source of love and a
Spring of life spreading its aura around
The magic look of the mother dear
That snap -shot is a relic of the past
But sure, capture of the love-lorn mother
Seizing the moment in the book of Memory
To savor the moment in her life's memorable journey.

The sun will run at its bidding speed
But the loving son shall linger on in the mind's gallery.

IT'S YOUR TURN

A hand is shown moving a white chess piece on a dark board. In the background, there is a wooden bookshelf filled with books and a white cowboy hat on a table.

AALIA MIDHA CHISHTY

It is merely just not an anthology of some passionate writers but a bouquet full of different aromatic flowers to the readers, who will enjoy the feel of writers and lost in their aromas.

The heart was yelling to discover in the chaos of life, the chance was taken by the pen in hand, writing and expressing the craving to explore. Some take initiative and become the family of zealous 35 to make this anthology, I showed it to them and uttered "IT'S YOUR TURN".

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FOUNTAIN

Like a violet behind a Mossy Stone
Like a lady of Shallot locked in a bone
She lived for years under the sun-screen cover
Silently grooming to be a glowing flower.

As seasons change people pass-
Leaving behind the Old-the New to Surpass
Like a child in the bower
She bloomed with a shower
To be spotted by those in power.

Like lightning speed her fingers moved,
Weaving the web of others' desires
Always dreaming to be the Fountain-head-
She perspires.

Like a Fountain that sprinkles droplets of water
Words of dew sprout out there after
imaging the pages that fill the chapter
She walks the road to fame in her Alma -mater.

She casts a Charming spell
On those who stutter and fall
Very soon they rise up to be her pal
So, she dwells among the multitude of fans-
Who always yearn to be under her spell.

-Dr. A. S. Poovamma Principal Cauvery College,
Virajpet.



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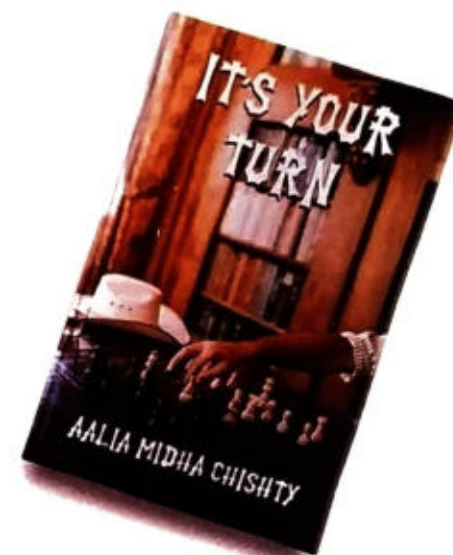
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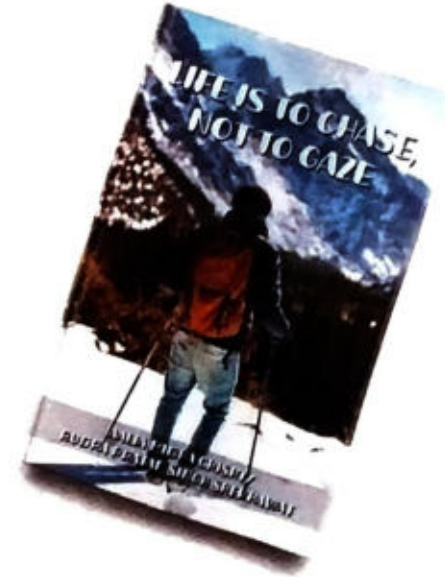
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**Role of women in agro-economics- with special
reference to Kodagu**

Jointly presented by:

Mrs. K.K Chitravathy HOD, dept of BBM

Cavuary College Gonikoppal

Mr. A. M. Ponnappa

Lecturer, Dept of Commerce

Cavuary College Gonikoppal



"Women are leaders everywhere you look—from the CEO who runs a Fortune 500 company to the housewife who raises her children and heads her household. Our country was built by strong women, and we will continue to break down walls and defy stereotypes." Nancy Pelosi

Introduction

Agriculture

Agriculture is being considered as the back bone of Indian economy. Agriculture is defined as the “the science or practice of farming, including cultivation of the soil for the growing of crops and the rearing of animals to provide food, wool, and other products.”

Agricultural Economics or Agro Economics

“The scientific study of methods, practice, conditions, and policies affecting agriculture.”

Agro economics is an applied field of economics concerned with the application of economic theory in optimizing the production and distribution of food and fibre.

“Agricultural economics today includes a variety of applied areas, having considerable overlap with conventional economics.”

Women Empowerment

Empowerment refers to increasing the spiritual, political, social or economic strength of Individuals and communities.

Women Empowerment refers to measures designed to increase the degree of autonomy and self-determination among women in order to enable them to represent their interests in a responsible and self-determined way, acting on their own authority. It also refers both to the process of self-empowerment and

to professional support of people, which enables them to overcome their sense of powerlessness and lack of influence, and to recognise and eventually to use their resources and chances.

“When women are empowered and can claim their rights and the access to land, leadership, opportunities and choices, economies grow, food security is enhanced and prospects are improved for the current and future generation.”

Women are the backbone of the development of rural and national economies. They comprise 43% of the world’s agricultural labour force, which Rises to 70% in some countries.

In Africa, 80% of the agricultural production comes from small farmers, who are mostly rural women. Women comprise the largest percentage of workforce in the agricultural sector, but do not have access and control over all land and productive resources.

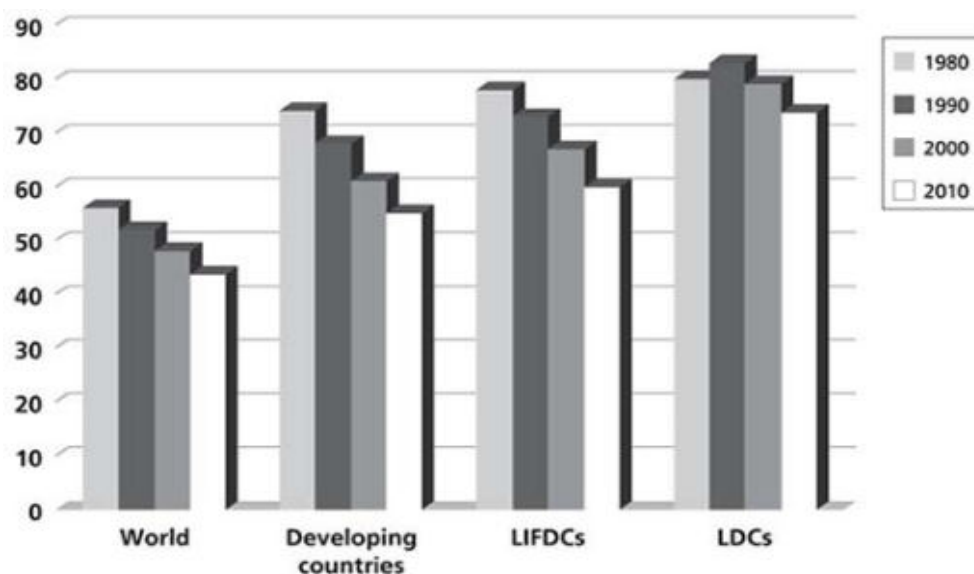
Despite the important roles they play in agricultural economies, rural women suffer from the highest illiteracy rates and are most visible face of poverty. Women guarantee livelihoods, especially in rural areas. As a result of their efforts in agricultural production, women’s production helps to guarantee their self-sustenance.

Role of Women in agro economics:

Rural Indian women are extensively involved in agricultural activities. However the nature and extent of their involvement differs with the variations in agro production systems. The mode of female participation in agricultural production varies with the land owning status of farm households. Their roles range from managers to landless labourers. In over all farm production, women’s average contribution is estimated at 55% to 66% of the total labour with percentages,

much higher in certain regions. In the Indian Himalayas a pair of bullocks works 1064 hours, a man 1212 hours and a woman 3485 hours in a year on a one hectare farm, a figure that illustrates women’s significant contribution to agricultural production.

FAO (Food and Agriculture Organisation) has noted that while the overall proportion of the economically active population (EAP) working in agriculture declined during the 1990s, the percentage of economically active women working in agriculture at the global level remained nearly 50 percent through 2000, with an even higher percentage in developing countries (61 percent) and in LDCs (79 percent). Furthermore, although FAO projections to 2010 indicate a continued reduction in the overall female participation in agriculture globally, the percentage of economically active women working in agriculture in LDCs is projected to remain above 70 percent. The chart below compares FAO estimates of the proportions of the female economically active population working in agriculture, first at the global level, and then for developing countries, low-income food deficit countries (LIFDCs) and the Least Developed Countries (LDCs).



Agriculture in Kodagu:

Kodagu famously known as the Kashmir of Karnataka. Agriculture is the most important factor that upholds the economy of Kodagu. The main crops cultivated are Coffee, pepper, paddy, Orange cardamom, and other spices. Along with these recently homemade wines (currently banned by the state government) and honey are famous. The economy depends upon agriculture, coffee plantations, forestry and tourism. Kodagu is a flourishing agricultural centre because it produces cash crops like coffee, rice, orange etc. Majority region of Kodagu is used for agriculture. People of Kodagu are traditionally agriculturists and most of their rituals, traditions and festive centre around agriculture.

Role of women in agriculture in Kodagu:

Women play a vital role both in coffee cultivation as well as paddy cultivation. In paddy fields women are employed right from the beginning along with men. They are utilized in transplanting, planting, weeding and harvesting. In the same way they are also used in coffee plantations in trimming the coffee plants, weeding, manuring, harvesting, drying and cleaning coffee beans.



Role of women in agriculture before 1990 in Kodagu

Agriculture in Kodagu defines family tradition, social relations and gender roles. Women played a vital role because it is largely a household enterprise. Most of the women in Kodagu were occupied in agriculture due to the following reasons:

- Agriculture was the main occupation
- It was the main source of income for the family
- Less number of corporate sectors
- Opportunities for women were less in commercial sectors.
- Mechanisation was less which in turn increased the demand for labour.
- Family bonding
- Education barrier that prevented women from participating in more skilled activities.
- Joint family
- Women participation in agriculture work was unpaid subsistence labour.

Current Scenario:

Agriculture has seen a substantial change in the recent times. Agriculture is treated as a job which is done only by illiterates and unskilled workers. When it comes to the role of women in agriculture there are drastic changes. Women are seeking new opportunities apart from agriculture.

- They feel that agriculture is less profitable.
- They feel proud to be associated with corporate and work for others, but feel sad to say that they are self employed agriculturist.
- The literacy rate of women has increased considerably which in turn has made them to take up jobs in urban areas.

- Women are more attracted to western culture.
- Recent trend is that girls are getting married to a guy who is either in abroad or who is working for a software company.
- Current generation are totally ignorant about agricultural activities
- The current basic needs are more technology based



Reasons for less participation of women in agriculture in Kodagu in recent years

- Women are more literate
- Some of the government policies are favourable towards women
- Migration to urban areas
- Increase in the number of corporate sectors
- Agricultural productivity has come down
- Conversion of agricultural land into commercial plots
- Agriculture has become less remunerative
- Wage disparity between men and women.

Measures to improve women's participation in agriculture which in turn will empower Women

- Equal pay for equal work irrespective of the gender.
- Enhancement of Agricultural productivity which in turn creates demand for labour.
- Government should encourage the production of homemade wines, Honey, Jams, and Cookies etc.
- Proper Law should be enacted to curb the unauthorised conversion of agricultural land to commercial plots.
- Supporting price to agricultural products.
- Women should be encouraged to take active participation in agriculture.
- Poultry, piggery and home stays should be encouraged.



Conclusion

Agriculture with its allied sectors is unquestionably the largest livelihood provider in India, especially in rural areas. It also contributes a significant figure to GDP and Women empowerment in rural areas. On this special occasion let us all take an oath to ourselves and try to improve the condition of agriculture and status of women.

"A woman is like a tea bag—you never know how strong she is until she gets in hot water." Eleanor Roosevelt

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भारतीय विदेश नीति में राष्ट्रीय सुरक्षा की अवधारणा तथा नरेन्द्र मोदी सरकार की रणनीति—अभिषेक कुमार	1989
भारत में सामाजिक न्याय: एक अवलोकन—अजीत कुमार शर्मा	1993
हिंदी एवं कन्नड़ नाटकों का अवलोकन—डॉ० श्रीधर हेगडे; श्रीमती सविता पी०पी०	1998

हिंदी एवं कन्नड़ नाटकों का अवलोकन

डॉ० श्रीधर हेगडे

प्राध्यापक एवं विभागाध्यक्ष हिन्दी विभाग, मंगलूर विश्वविद्यालय की इकाई, फील्ड मार्बल के. एम. कार्यप्या कालेज, मडिकेरी-571201 कोडगु, कर्नाटक

श्रीमती सविता पी०पी०

विभागाध्यक्ष, हिन्दी विभाग, कावेरी कॉलेज, गोनिकोप्या कोडगु, कर्नाटक

कन्नड़ साहित्य हिंदी की अपेक्षा अधिक प्राचीन है। कन्नड़ के प्राचीन कवि पंप, रत्ना आदि के ग्रंथों में नाटकीयता स्पष्ट दृष्टिगोचर होती है। आधुनिक कन्नड़ साहित्य के पितामह श्री बी. एम. श्रीकठय्या ने रत्न कवी कृत श्गधायुद्धर काव्य के आधार पर नाटक की रचना की है। कवी रत्नाकर वर्णा (1560ई.) के 'भरतेश वैभव', गोविंद वैद्य कृत (1860) 'कंठीरव विजय' में वर्णित नाट्यशाला का परिचय कन्नड़ नाटकों का अस्तित्व का परिचायक है। सत्रहवीं सदी के ब्रजभाषा के कई नाटक प्राप्त होते हैं। किंतु खड़ी बोली हिंदी में नाटकों का प्रणम 19वीं शताब्दी के उत्तरार्ध में ही दृष्टिगोचर होता है। कन्नड़ में उपलब्ध प्रथम नाटक श्री सिंगरार्य कृत श्मित्रविंदा गोविंदा (1680) यह प्राचीन कन्नड़ में है।

खड़ीबोली हिंदी और कन्नड़ नाट्य साहित्य को वास्तव में प्रेरणा संस्कृत नाट्य परंपरा से मिली हुई है। इन उभय भाषाओं के आद्य आधुनिक नाटक अनुवाद के रूप में ही मिलते हैं। खड़ीबोली हिंदी का सर्वप्रथम नाटक राजा लक्ष्मणसिंह द्वारा अनूदित 'शकुंतला' (1863 ई.) है, तो कन्नड़ के नवोदय काल में श्री तुरमरी शेषगिरिराव द्वारा अनूदित 'शकुंतला' (1869ई.) आधुनिक कन्नड़ का प्रथम नाटक है।

कन्नड़ का रंगमंच हिंदी रंगमंच की अपेक्षा अधिक सुव्यवस्थित है, जब कि रंगमंच के अभाव में हिंदी को पारसी व गुजराती रंगमंच का आश्रय ग्रहण करना पड़ा। उभय भाषाओं में सिनेमा, दूरदर्शन के कारण नाटक-मंडलियों का हास परि-परि होता जा रहा है, फिर भी कन्नड़ के लोकनाटक, यक्षगान, दोड्डाट, सण्णाट, दासराट आदि आज भी लोकप्रिय हैं। जन्मजात नट ए.व्ही. वरदाचार्य ने अपने साधियों के सहयोग से 'गुलेवकावली', 'सदारमे' पारसी ढंग के नाटकों को मंचीकृत कर जनप्रिय बनाया। उत्तर कर्नाटक में गरुड सदाशिवराय ने 'पादुका पट्टभिषेक', 'चौति चंद्रमा', 'विषम-विवाह', 'एन्चम् नायक' नाटकों के जरिये जनता में नाटकों के प्रति अभिरुचि उत्पन्न की। हिंदी में पृथ्वीराज कपूर ने इसी कार्य को करने का प्रयत्न किया।

जब अंग्रेज अपने शासन के साथ-साथ स्वसंस्कृति को फैंलाने का प्रयास करने लगे, तब भारत भर में सांस्कृतिक पुनर्जागरण-युग प्रारंभ हुआ। जनता को जागृत करने के उद्देश्य से कई पौराणिक, ऐतिहासिक, सामाजिक अन्य विषय से संबंधित नाटक लिखे गये।

हिंदी नाट्य साहित्य के स्वरूप का विकास भारतेंदु युग (1859 ई- 1900ई.) से होता है। उनके कई नाटकों में समाजिक बुराइयों एवं धर्म के पाखंडियों पर तीखा व्यंग्य मिलता है। भारत दुर्दशा में राष्ट्र भक्ति का स्वर मुखरित है। इस युग के उल्लेखनीय नाटक हैं - श्रीनिवासकृत रणधीर और प्रेम मोहिनी, राधाकृष्णदास कृत 'दुःखी बाला', बदरीनारायण चौधरी लिखित 'भारत सौभाग्य' आदि प्रमुख हैं।

जैसे भारतेन्दु हरिश्चन्द्र के हिंदी-नाटकों ने नाट्य-साहित्य का मार्ग प्रशस्त किया, वैसे कन्नड में बी.एम. श्रीकंटय्या ने ग्रीक दुःखान्त नाटकों की लीक पर अश्वत्थामन 'पारसीकर, गदायुद्ध' आदि नाटक लिखकर आधुनिक नाटक साहित्य का मार्ग प्रशस्त किया।

पौराणिक नाटक :

आधुनिक युग में उभय भाषाओं में पौराणिक नाटकों की परंपरा का भी विकास हुआ। रामायण, महाभारत, पुराण आदि कथाओं पर आधारित नाटकों के दर्शन इसकाल में होते रहे हैं। रामचरित सम्बन्धी नाटक हैं - शीतला प्रसाद कृत 'जानकी मंगल' (1868) गंगा प्रसाद का 'रामाभिषेक' (1910) सेठ गोविंददास कृत 'कर्तव्य' (1935) चतुरसेन शास्त्री का 'मेघनाद' (1936) आदि उल्लेखनीय हैं। कन्नड में इस कोटि के नाटकों में एम.एस. श्रीकंटगौड कृत 'सीता स्वयंवरम्' (1902) सोसले अय्यशास्त्री रचित 'रामायण नाटक' (1904) बल्लावे नरहरिशास्त्री रचित नाटक (1949) आदि हैं।

कृष्ण-कथा सम्बन्धी नाटकों में 'रुक्मिणी परिणव' (हरिऔध), माखनलाल चतुर्वेदी का 'कृष्णार्जुन युद्ध' (1918), सेठ गोविंददास रचित 'कर्तव्य' (1935) आदि हिंदी नाट्य-क्षेत्र में उल्लेखनीय हैं। कन्नड में बल्लावे हरि कृत 'रुक्मिणी स्वयंवर' (1921) वी. सीताराम रचित 'आग्रह' (1931), बी. पुट्टस्वामय्य कृत संत हुलमी' आदि प्रमुख हैं।

उभय भाषाओं के पौराणिक नाटकों के अध्ययन से यह विदित होता है कि हिंदी में कन्नड की अपेक्षा पौराणिक नाटकों की संख्या अधिक है। उभय भाषाओं के पौराणिक नाटकों का उद्देश्य पुराण के आदर्श गरित्रों को उपस्थित कर लोगों को उनका अनुकरण करने की ओर प्रवृत्त करना रहा है। प्रारंभ में कतिपय नाटकों में धार्मिक भावना और भक्ति भावना का आधिक्य रहा। पर कालान्तर में पौराणिक नाटकों में देवी चरित्रों में मानवीय सहज गुणों का आरोप किये जाने की प्रवृत्ति दिखायी देती है। धर्म का स्थान देश प्रेम ग्रहण करता गया।

पौराणिक नाटकों के अध्ययन से यह विदित होता है कि शेक्सपीयर व अन्य नाटककारों की नाट्य-शैली को रूप से अनेक नाटककारों ने अपनाने का प्रयत्न किया है। फलस्वरूप दुःखान्त नाटक भी रचे जाने लगे।

गांधीवादी विचारधारा से प्रभावित पौराणिक नाटकों के दर्शन हिंदी में होते हैं। उभय भाषाओं के कुछ पौराणिक नाटकों में गद्य-पद्य का प्रयोग भी मिलता है। पद्य का प्रयोग शायद लोक-नाटकों की परम्परा का प्रभाव परिलक्षित होता है पर आजकल के पौराणिक नाटकों में गीत के आयोजन की न्यूनता पायी जाती है।

ऐतिहासिक नाटक :

हिंदी में ऐतिहासिक नाटकों की परम्परा भारतेन्दु कृत नीलदेवी (1881 ई.) नाटक से प्रारम्भ हुई। यह एक दुःखान्त नाटक है। भारतेन्दु युग में राधाकृष्णदास ने 'महारानी पद्मावती' (1882ई.) तथा 'महाराणा प्रताप' [1889 ई.), राधाचरण गोस्वामी ने सती चन्द्रावली' (1890ई.) तथा 'अमरसिंह राठौर' (1895 ई.) लाला आनिवासदास ने 'रेणधीर प्रेम मोहिनी' (1878 ई.) लिखकर ऐतिहासिक नाटक परम्परा में अपना महत्वपूर्ण योगदान दिया। पर उच्चकोटि के ऐतिहासिक नाटकों का प्रणयन जयशंकर प्रसाद और उनके समकालीन व उत्तरकालीन नाटककारों ने किया। 'राज्यश्री' (1915), 'विशाखा' (1921), 'अजातशत्रु' (1922), 'स्कंदगुप्त' (1929), 'चन्द्रगुप्त' (1931), 'ध्रुवस्वामिनी' (1932) प्रसाद के प्रमुख नाटक हैं।

प्रसादोत्तर युग में ऐतिहासिक नाटकों की परम्परा के विकास में कई नाटककारों का सहयोग मिला। हरिकृष्ण 'प्रेमी' के 'रक्षाबन्धन' (1934), 'शिव-साधना' (1937), 'प्रतिशोध' (1937) 'कीर्तिस्तम्भ' (1955),

वृन्दावनलाल वर्मा के नाटकों में झांसी की रानी' (1948), 'पूर्व की ओर (1950), गोविन्द वल्लभ पन्त के 'राजमुकुट' (1955) 'अन्त पुर का छिद्र' (1940), चन्द्रगुप्त विद्यालंकार के 'अशोक' (1935), रेवा' (1938), सेठ गोविंददास के हर्ष 'शशिगुप्त' अशोक कृत 'जय पराजय' (1937), लक्ष्मी नारायण मिश्र रचित अशोक (1927) वृन्दावनलाल वर्मा कृत 'फूलों की बोली' (1947), 'पूर्व की ओर, जगदीशचन्द्र माथुर रचित कोणार्क(1951), सुदर्शन रचित 'सिकंदर' (1947), रामकृष्ण बेनीपुरी कृत 'अम्बपाली', आचार्य चतुरसेन शास्त्री कृत धर्मराज (1957) आदि उल्लेखनीय हैं।

दृष्टिकोण

कन्नड के ऐतिहासिक नाटकों की परंपरा का सूत्रपात श्री ए. एन. स्वामी वैकटाद्रि शंकर ने (सन 1898- 1938) किया। कहा जाता है कि संत ने तेईस से अधिक नाटक रचे हैं, पर अब तक केवल छः ऐतिहासिक नाटक उपलब्ध हुए हैं। 'सुगुण गंधीर' (1921 - 22), 'विविक्रमराय' (1926), 'बेट्टेद अरसुर पहाडी राजा' (1926), 'नरसिंह' (1927), 'मंत्रशक्ति' (1929) प्रमुख हैं। वृंदावनलाल वर्मा की तरह 'संत' भी इतिहासात्मक विशेषज्ञ थे। ग्रीक एवं शेक्सपीयर के दुःखान्त नाटकों का प्रभाव इनके नाटकों पर परिलक्षित होता है। फिर भी संस्कृत नाट्य-प्रणाली से परहेज नहीं। प्रसाद के नाटकों की भाँति इनके नाटकों में लम्बे सम्वाद कठिन-दृश्य-बिघाएँ, क्लिष्ट भाषा का प्रयोग आदि के कारण नाटकों की अभिनेयता में बाधा पड़ी है।

कन्नड ऐतिहासिक नाटकों की परम्परा के विकास में एम. आर. श्रीनिवासमूर्ति, देवुडु नरसिंहशास्त्री आदि ने महत्वपूर्ण योग दिया है।

एम. आर. श्री. के ऐतिहासिक नाटकों में 'कंठीरव विजय' (1946), 'धर्मदुरन्त' (1947) प्रमुख हैं। नाटककार ने आधुनिक समय की राजनीतिक, साम्प्रदायिक समस्याओं का समाधान करने का प्रयास किया है। हिंदी में हरिकृष्ण 'प्रेमी' ने अपने नाटकों द्वारा जो आदर्श प्रस्तुत किया है, वह काम एम. आर. श्री. ने अपने नाटकों द्वारा व्यक्त किया है।

कवि, कहानीकार तथा आलोचक होते हुए भी ऐतिहासिक नाटक-क्षेत्र में कई लेखकों ने सराहनीय योगदान दिया। यहाँ पर उल्लेखनीय नाटक हैं- राघवेंद्र मनसबदार कृत श्रुतिज्ञा पालनश (1929), देवुडु नरहरि शास्त्री कृत 'मयूर' (1939), कडेगोडलु शंकर भट्ट रचित 'यज्ञकुण्ड' (1939), कुवेंपु कृत 'रक्ताक्षी' (1932), एम. नरसिंहमूर्ति का 'रत्नसिंहासन' (1933), डॉ. रं.श्री. मुगली रचित 'सेवा प्रदीप' (1936), श्रीरंग रचित 'परमेश्वर पुलवेशी' (1936), बी.एम.वेंकटराम रचित 'ओलसंच' अथवा ज्योति (1936), भुजंगराव कृत 'उद्धार' (1939), गरड सदाशिव राय रचित शल्वम् नायकश तथा 'कितूर चेन्नम्', अ.न. कृष्णराव रचित 'राजपूत लक्ष्मी' (1945), मान, चौडव्य कृत 'चन्द्रगुप्त' (1946), तिरुमल विद्वान वेंकटाचार्य रचित 'भोज प्रबंध' (1947), एम. गोविंद रेड्डी विरचित 'पृथ्वी संयुक्त दी. पुट्टस्वामय्य का 'गौतम बुद्ध' (1948). बी. गोपाल कृत 'नवशासन' (1949)

उभय भाषाओं के ऐतिहासिक नाटकों के अध्ययन से यह विदित होता है कि हिंदी का ऐतिहासिक नाटक साहित्य कन्नड के ऐतिहासिक नाटक साहित्य की अपेक्षा विषय चयन की दृष्टि से विशाल है। हिंदी में ऐतिहासिक

नाटकों की परंपरा 19वीं शताब्दी के उत्तरार्ध में दृष्टिगोचर होती है तो कन्नड में बीसवीं सदी के तृतीय दशक के आरंभ में। हिंदी का प्रथम ऐतिहासिक नाटक 'नीला देवी' है तो कन्नड में 'सुगुण गंधीर' को यह श्रेय मिलता है। अतीतकालीन वीर पुरुषों एवं विभिन्न प्रसंगों का निरूपण कर वर्तमान की समस्याओं और जनता का ध्यान आकृष्ट करना तथा उन समस्याओं का समाधान ढूँढना इन ऐतिहासिक नाटकों का उद्देश्य रहा है।

हिंदी नाटककारों ने भारतीय इतिहास के विभिन्न कालखण्डों, व्यक्तियों एवं प्रसंगों को अपनी नाट्य-कृतियों चित्रित किया है। कन्नड में अधिकतर नाटकों का विषय चयन कर्नाटक के इतिहास से सम्बन्धित है। बीसवीं शती के नाटक ग्रीक तथा शेक्सपीयर के दुःखान्त नाटकों से प्रभावित हैं।

राष्ट्रीय भावना एवं सांस्कृतिक चित्रण के साथ-साथ नाटकीय कलात्मकता की ओर ध्यान देते हुए पाश्चात्य नाट्य-शिल्प से प्रभावित नाटककारों में चारित्रिक संघर्षों पर ध्यान देने की प्रवृत्ति अधिक दिखायी देती है। हिंदी में प्रसाद के पश्चात् श्रेमीश, सेठ गोविंददास, उदयशंकर भट्ट, लक्ष्मीनारायण मिश्र आदि तथा कन्नड में एम. आर.श्री., श्रीनिवास, कुवेंपु आदि नाटककारों ने भारतीय एवं पाश्चात्य नाट्य-शिल्प के सार-सार को अपनाकर कलात्मक नाटक लिखे उभय भाषाओं की प्रारंभिक नाट्य-कृतियों में दीर्घ सम्वाद और स्वगत कथनों की जो प्रवृत्ति थी, वह धीरे-धीरे कम होती गयी। अधिकतर ऐतिहासिक नाटकों में ऐतिहासिक वातावरण और साहित्य की प्राण-गुंजार की अभिव्यक्ति सन्तुलित रूप में दिखायी देती है। हिंदी के अधिकांश वीर प्रधान नाटक अधिकतर सुःखान्त ही हैं। पर कन्नड में वीर प्रधान नाटक अधिकतर दुःखान्त ही हैं। इसका कारण यह है कि कन्नड के नाटककारों पर हिंदी नाटककारों की अपेक्षा ग्रीक दुःखान्त नाटकों का प्रभाव अधिक दृष्टिगोचर होता है। कन्नड के दुखान्त नाटकों को श्दुरन्तश या श्रुद्र-नाटक कहते हैं। उभय भाषाओं के अधिकतर ऐतिहासिक नाटकों में राष्ट्रीय भावना अन्तःसलिल की भाँति प्रवाहित हुई है।

सामाजिक नाटक :

हिंदी और कन्नड के सामाजिक नाटकों का सूत्रपात उन्सवीं शती में ही हुआ परन्तु बीसवीं शती में इस कोटि के नाटकों में शनैः शनैः विषय, प्रवृत्ति और शिल्प की दृष्टि से कई परिवर्तन और प्रयोग हुए।

हिंदी में भारतेंदु के नाटकों में सामाजिक विषयों का निरूपण हुआ है। 'विद्या-सुन्दर' (1868), 'वैदिकी हिंसा हिंसा न भवति' (1873) और 'प्रेमयोगिनी' (1875) इनके सामाजिक प्रहसन हैं। भारतेंदु युग में ही काशीनाथ खत्री, प्रतापनारायण मिश्र, देवकीनन्दन त्रिपाठी के नाटकों में विधवा-समस्या, बाल-विवाह, गोहत्या एवं अन्य सामाजिक बुराइयों का चित्रण मिलता है।

कन्नड का प्रथम सामाजिक नाटक सूरी वेंकटरमण कृत 'इगप्प हेगडे प्रहसन' (1887) है। शेषाचार्य कृत 'सुवदना भास्कर' (1919) तथा गरुड सदाशिवराव कृत 'रायर सोसे', संसार नौका (1922) 'विषम विवाह' आदि सामाजिक नाटक बीसवीं शती के पूर्वार्ध में लिखे गये।

बीसवीं शती में इब्सन, बर्नार्ड शा, शेरिडन, मेटर्लिक तथा गालसवदर्दी आदि विख्यात नाटककारों से प्रभावित होकर उभय भाषाओं के नाटककारों ने सामाजिक समस्याओं से सम्बंधित नाटक भी रचे। सामाजिक समस्या-प्रधान नाटकों में यौन समस्याओं को अधिक महत्व दिया गया। साथ ही आंतरिक या मानसिक इंद्र के चित्रण को भी स्थान मिला।

हिंदी में लक्ष्मी नारायण मिश्र ने अपने नाटकों में यौन समस्याओं का चित्रण विशेष रूप से किया है। सेठ गोविंद दास, उपेंद्रनाथ अशक, वृंदावनलाल वर्मा, हरि कृष्ण प्रेमी, गोविंद बल्लभ पंत आदि ने समाज की विभिन्न समस्याओं का प्रभावशाली चित्रण किया है।

लक्ष्मीनारायण मिश्र के समस्या प्रधान नाटक हैं- सन्यासी, राक्षस का मंदिर(1931) मुक्ति का रहस्य(1932), राजयोग(1939) सिंदूर की होली (1934 आधी रात(1937) आदि के नाटकों में फ्रॉयड की तरह यौन समस्याओं को महत्व मिला है।

सेठ गोविंदास ने राजनीतिक, राष्ट्रीय, नैतिक तथा अन्य सामाजिक समस्याओं का चित्रण अपने कुछ नाटकों में किया है। उनके प्रमुख सामाजिक विषय-संबंधी नाटक हैं- 'कुलीनता' (1940), 'सेवापथ' (1940), 'दुःख' (1946), 'संतोष कहाँ' (1945), 'महत्व किसे' (1947) आदि।

उपेंद्रनाथ 'अशक' एक सफल सामाजिक नाटककार हैं। उनके प्रमुख सामाजिक नाटक हैं - 'स्वर्ग की झलक' (1939), 'छटा बेटा' (1940), 'कैप' (1945), 'अलग-अलग रास्ते' (1955), 'अंजोदीदी' (1955), 'अंधी गली' (1952) आदि। अर्थ लोलुपता, कामुकता, विवाह समस्या, नारी समस्या, अविभक्त कुटुंब आदि पहलुओं पर प्रकाश डालनेवाले ये नाटक रंगमंच की दृष्टि से भी सर्वोत्तम हैं।

वृंदावनलाल वर्मा कृत 'राखी की लाज' (1943), 'बाँस की फाँस' (1947), 'खिलौने की खोज' (1950), 'केवट' (1951), 'नीलकंठ' (1951), 'सगुन' (1951), 'देखादेखी' (1952), गोविंद बल्लभ पंत कृत 'अंगूर की बेंटी' (1937), 'सिंदूर की बिंदी' (1937), पृथ्वीनाथ शर्मा रचित 'दुविधा' (1937), 'अपराध' (1939), 'माथ' (1944), उदयशंकर भट्ट कृत 'कमला' (1939), 'मुक्तिपथ' (1944), 'क्रांतिकारी' (1953), जगन्नाथ मिलिंद कृत 'समर्पण' (1950), रामनरेश त्रिपाठी रचित 'पैसा परमेश्वर' (1953), भगवती चरण वर्मा काश्तुम्हे खा गया' (1955), 'रातरानी', 'मादा कैक्टस' (1957), हरिकृष्ण 'प्रेमी' रचित 'छाया', प्रेमचंद कृत प्रेम की बेंटी' (1913), चतुरसेन शास्त्री रचित सगध्वनि' (1952), जगन्नाथ नलिन कृत 'अवसान' आदि सामाजिक नाटक हैं।

हिंदी नाटकों की तरह कन्नड में भी सामाजिक नाटकों द्वारा वैचारिक क्रांति हुई। कन्नड के प्रसिद्ध नाटककार टी.पी कैलासम, प्रो आर. वी. जागीरदार। अध्या रंगाचार्य, श्री रंग जैसे नाटककारों पर इब्सन, बर्नार्ड शा, मटेर लिंक जैसे महान व्यक्तियों का प्रभाव पड़ा।

कन्नड में सामाजिक समस्यात्मक नाटकों का सूत्रपात करने का श्रेय टी.पी कैलासम को मिलता है। आलोचकों ने कैलासम को कन्नड नाट्य साहित्य का कैलाश पर्वत कहा है। 'सूले' (वेश्या 1929) 'ताली कटुक्कू कूलीने' (1941) उनके श्रेष्ठ सामाजिक नाटक हैं। इनमें वेश्या समस्याएं एवं काम संबंधी समस्याओं का प्रस्तुतीकरण हुआ है। इब्सन और शा की भांति इनकी शैली में हास्य, व्यंग्य और विडंबना के दर्शन होते हैं।

नाटककार श्रीरंग ने सामान्य जनजीवन की समस्याओं का समाधान बौद्धिक दृष्टिकोण से खोजने का प्रयत्न किया है। 'मुक्कण विराट पुरुष' (1929), 'उदर वैराग्य' (1930), 'वैद्यराज' (1931), 'दरिद्र नारायण' (1934), 'संध्याकाल' (1939) 'संसारिक कंस' (1945) 'जरार्संधि' (1948), 'केळु जनमेजय', 'शोकचक्र', 'जीवन जो खाली इनके प्रमुख नाटक हैं कि नाटकों के संवादों में ऑस्कर वाइल् का वाक् चतुर्य और विडंबना में बर्नार्ड शा का अनुकरण पाया जाता है।

दृष्टिकोण

डॉ शिवराम कारण चर्चित 'गर्भगुडी'(1932), हेगादरेनु नावु मुखंडराईतू'(1937), नाटक (1937) 'बित्तिद मेले'(1940) (वि. सदाशिव कृत 'मांगल्य' 'विधि' (1938), 'ग्रहचार' गोकाक 'विनायक' रचित 'जननायक' (1939), 'युगांतर' (1947), अ.न. कृष्णराव मास्ति वेंकटेश अय्यंगार 'श्रीनिवास' रचित 'मंजुला' (1930), सी.के. वेंकटरामधर रचित नम्म समाज'(1931), सुंदरी' (1934), तारानाथ कृत 'मोहनास' (1931), गोविंदराव कृत 'देवर बागिलु'(1932) श्री रमानंद कृत 'कलकौ' (1974), हरिदास विरचित 'द्रोही' (1935), के. शेटी रचित व्यभिचारिणी (1936), संशय पिशाची' (1936), एम.व्ही. सीतारामस्य कृत 'हूवीन आसे'(1930), डॉ. र. श्री. मुगली कृत नामधारी'. " (1939), लक्ष्मणराय रचित 'बाय बंडाय' (1950), 'तिरूक का उद्धार (1949), बेल्तंगडी लक्ष्मणराव कृत "भाग्यलक्ष्मी" (1949), के.एन.राम रचित 'मगू' (1949), लिगसूर विठ्ठलदास रचित ' देवर हरके' (1950) उल्लेखनीय नाटक है।

कुल कहा जा सकता राष्ट्रीयता की भावनाओं सुधारवादी प्रवृत्ति के दर्शन होते इस में कन्नड सामाजिक प्रहसन भाषाओं के अधिकांश नाटकों में समाज अनाचार, आर्थिक विद्यालय, नेताओं स्वार्थपरता, समस्या, आदि विचार का प्रतिपादन, जाति-पाँति, अछूत समस्या, आर्थिक वैषम्य, मालक मजदूर संघर्ष, घूसखोरी आदि विषयों पर प्रकाश डाला गया है। उभय भाषाओं के सामाजिक नाटकों में समाज के बहुरूपी चित्र विद्यमान है।

अन्य विषय-संबंधी नाटक :

स्वातंत्र्य आंदोलन के फलस्वरूप देशभर में एक नवीन जागृति उत्पन्न हुई। स्वातंत्र्य और राष्ट्रप्रेम की भावना से युक्त अनेक नाटक रचे गये हैं। हिंदी में भारतेन्दु, बदरीनारायण प्रेमघन, प्रतापनारायण मिश्र, सेठ गोविंददास तथा कन्नड में बैकटराम, दोरेस्वामी अय्यंगार, कांतप्प शेट्टी, रेणुकाचार्य, रामकृष्णराव जैसे नाटककारों ने इस क्षेत्र में पर्याप्त सहयोग दिया है।

जीवन परक नाटक :

उभय भाषाओं के नाटककारों ने समाज सुधारक, संत और महात्माओं की जीवनी पर आधारित नाटक भी रचे हैं। जीवनीपरक नाटक के सृजन के लिए जिस उच्चटि की कलात्मकता चाहिए, उसका अभाव अधिकतर हिंदी के जीवनीपरक नाटकों में दिखायी देता है। इस साहित्य के नाटकों में पात्र अविश्वसनीय तथा अति मानवीय प्रतीत होते हैं। किन्तु रामदास भारद्वाज का शसोरो का सन्तश् (1950), सुदर्शन रचित 'दयानंद' (1927), लक्ष्मीनारायण मिश्र कृत शकवि भारतेन्दुश् (1955), कलात्मक दृष्टि से उत्तम कृतियाँ हैं। कन्नड के अधिकतर जीवनीपरक नाटकों में आध्यात्मिक रुझान होने पर भी घटनाओं तथा चरित्र की योजना पर विशेष ध्यान दिया गया है। इस दृष्टि से डॉ व्ही.जी कृत 'विद्यारण्य विजया' (1928) माधवाचार्य कृत मीराबाई (1940) कंठी सिद्धलिंगय्या रचित वीरागिणी महादेवी(1941) अ.न. कृष्णराय कृत 'बसवेश्वर' आदि नाटक उल्लेखनीय हैं।

प्रतीक नाटक

अमूर्त भाव या अचेतन को कथा का आधार बनाकर मानवीकरण या सचेतन रूप में अभिव्यक्त कुछ नाटक दोनों भाषाओं मिलते हैं। इस कोटि नाटकों कथानक प्रतीकों के माध्यम से गढ़ा जाता है। हिंदी में प्रसाद कृत 'कामना', भानुचंद्र 'चंद्रिका' (1933), सुमित्रानंदन कृत 'ज्योत्सना' (1934) गोविंददास 'नवरस' (1941), लक्ष्मीनारायणलाल 'सुंदर रस' (1959) उत्तम नाट्य-कृतियाँ हैं। कन्नड प्रतीकात्मक नाटकों का सृजन हिंदी की अपेक्षा कम ही है। लघु नाटकों के क्षेत्र में 'कुर्वेपु' कृत 'बलिदान' (1928), शिवराम कृत 'रक्तकाणिके', 'हिरियदेवरु' (1936) गिरीश कर्नाड रचित 'हयवदन' उल्लेखनीय हैं।

इस प्रकार हिंदी और कन्नड पौराणिक, ऐतिहासिक, प्रतीकात्मक, गीतिनाट्य अनेक विषयों पर प्रकार के नाटक रचे गये। परंतु समस्या इस युग की विकसित प्रौढ़ धारा रही है। स्वतंत्र्य-प्राप्ति के पश्चात् विभिन्न भाषाओं उत्कृष्ट नाटक कृतियों के अनुवाद भी हुए और आज भी उन्हें भाषाओं का नाट्य साहित्य अनेक रूपों में विकसित हो रहा है पश्चात्य प्रभाव को वह भाषाओं के नाटकों ने केवल शिल्प की दृष्टि से अपनाया विषयतत्व और विचारधारा सर्वथा भारतीय ही रही है।

सन्दर्भ

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विभागाध्यक्ष, हिन्दी विभाग,

कावेरी कालेज गोनिकोप्पा, कोडगु, कर्नाटक

कर्नाटक के ज्ञानपीठ प्रशस्ति प्राप्त बरकवि द. रा. बेन्द्रेजी का सायो आट एकांकी पढ़ते ही भारतेन्दुजी के अंधेर नगरी प्रहसन की याद बरबस ही आ जाती है। कन्नड के प्रसिद्ध आलोचक त.सु. शामराय ने अपने कन्नड नाटक नामक ग्रंथ में लिखा है— सायो आट बहुत ही सुंदर, विडंबनात्मक प्रहसन है, लेकिन इसकी मूल प्रेरणा के रूप में शायद हिंदी का एक नाटक है.. आगे चलकर वे लिखते हैं सायो आट भारतंदु के अंधेरनगरी चौपटराजा का हू-ब-हू अनुकरण है, लेकिन उस नाटक का भाषांतर नहीं। दोनों एकांकियों के विस्तृत विवेचन से यह बात अपने आप स्पष्ट हो जाती है कि सायो आट की मूल प्रेरणा के रूप में तो कोई हिंदी कर्नाटक है और न ही यह — अंधेरनगरी चौपटराजा का हू-ब-हू अनुकरण है। इन दोनों प्रहसनों के मूल में कोई एक लोककथा रही होगी, क्योंकि, अंधेर नगरी के प्रारंभ में श्री रामदीन सिंह ने ग्रंथ बनने का कारण शीर्षक के अंतर्गत लिखा है.. दक्षिण में पारसी और महाराष्ट्र नाटकवाले प्रायः अंधेरनगरी का प्रहसन खेला करते हैं... बेन्द्रेजी की मातृभाषा मराठी होने से शायद वे अंधेर नगरी के कथानक से परिचित रहे होंगे और उन्होंने सायो आट की रचना की होगी।

दोनों के मूल में एक ही लोककथा के होने पर भी ये एकांकी अपना स्वतंत्र महत्व रखते हैं, अपना अलग अस्तित्व रखते हैं।

अंधेर नगरी राम भजो राम भजो राम भजो भाई वाले रामभजन से प्रारंभ होता है तो सायो आट शोकांतिका मृत्युदेवता की — मरे हुए अंत तक सुख से रहे सुख से मरे हुए अंत तक रहे। अंत तक मरे हुए रहे सुख से, मरे हुए मरे हुए रहे सुख से। मरे हुए कभी न मरे, हे यम हे रुद्र न मरे मरे हुए न मरे।।

इस असंबद्ध प्रार्थना से शुरू होता है। अंधेरनगरी में सीधे पात्र प्रवेश करते हैं लेकिन सायो आट में सूत्रधार अपने मित्र व सखा के साथ हुई बातचीत के द्वारा नांदी का कार्यनिर्वाह करता है, जो एकांकी खेला जा रहा है उसका परिचय देता है।

सायो आट के प्रथम प्रवेश में एक चोर चोरी के लिए सेंध लगाते वक्त दीवार गिरकर उसके नीचे मर जाता है। उसकी पत्नी उसके लिए रो रही है, न्याय माँग रही है। कोतवाल आकर घर के मालिक को ही अपराधी तय कर लेता है। तभी उस गाँव का राजा वहाँ आकर चोर की स्त्री की बात मानकर उस गृहस्थ से कहता है कि या तो तुम इससे से शादी करो या मरने के लिए तैयार हो जाओ। गृहस्थ चतुरता से चोर दीवार के नीचे टबकर मरा है मुझे क्यों सजा मिले? सजा तो दीवार को मिलनी चाहिए कहकर छुटकारा पा लेता है। अब दीवार को बनानेवाले को पकड़ने का हुक्म दिया जाता है। दीवार बनानेवाला मिलता नहीं इसलिए कोतवाल एक कुली को पकड़ लाता है। राजा के लिए आदमी को आदमी मिल गया तो बस है। गृहस्थ से बताई गई बात ही इससे भी कही जाती है। वह मंत्री का हाथ गरम करता है। मंत्री उसे निर्दोष साबित कर चोर के हत्यारे को बताने के लिए कहता है। वह दूर खड़ी भीड़ में से एक वेश्या की ओर इशारा करता है। वेश्या से भी वही बात दुहराई जाती है या तो चोर की स्त्री के साथ शादी करो या मरने के लिए

तैयार हो जाओ। वेश्या इस बात का विरोध करती है तो राजा उसे मारने का हुक्म देता है। यह रोती गिड़गिड़ाती अंत में कहती है कि आदमी मरा हुआ है उसके लिए औरत को मारना न्याय नहीं है। राजा पशोपेश में पड़ जाता है, तभी कोतवाल एक संन्यासी को पकड़ लाता है— और संन्यासी को मृत्यु दंड दिया जाता है। संन्यासी की पगधूली जिस स्मशान में पड़ेगी उस स्मशान में मरनेवाला राजा बन जायेगा यह सुनकर राजा खुद ही मरने के लिए तैयार हो जाता है। इसी बीच तीसरे प्रवेश में पुरवासी राजा का मूर्ख न्याय, राज्य में फैला अंधेर आदि का वर्णन करते हैं। अंतिम प्रवेश में सूत्रधार फिर स्टेज पर आता है नाटककार के साथ और पूरी एकांकी को रीव्यू के रूप में प्रस्तुत करता है।

अंधेरनगरी में प्रथम अंक में महंत अपने दो शिष्यों— नारायणदास तथा गोबरधनदास के साथ प्रवेश करते हैं। गोबरधनदास बहुतसी भिक्षा लाने को कहकर जाता है। महंत बहुत लोभ न करने का आदेश शिष्य को देते हैं।

द्वितीय अंक में बाजार का दृश्य उपस्थित किया गया है जहाँ कबाबवाला, घासीराम, नरंगीवाली, हलवाई, कुंजडिन, मुगल, पाचकवाला, महलीवाली, जातवाला, बनिया आदि उपस्थित हैं जो अपने-अपने पेशे के अनुसार आवाज लगा लगाकर अपनी वस्तुओं को बेचते हैं।

तृतीय अंक में अंधेरनगरी का हाल जानकर महन्त वहाँ न रहने का उपदेश देते हैं, लेकिन गोबरधनदास मानता नहीं। महन्त उसे सावधान करते हुए कहते हैं कि अब कभी संकट पड़े तो उन्हें स्मरण करना और अपने शिष्य नारायणदास को लेकर चले जाते हैं।

चौथे अंक में एक फर्यादी फर्याद लेके आता है कि उसकी बकरी कल्लू बनिये की दीवार के नीचे दबकर मरी है, अतः न्याय किया जाय। राजा दीवार को बुलाने के लिए कहता है। दीवार लाई नहीं जा सकती। दीवार का मालिक कल्लू बनिया ही पकड़ा जाता है। यह कारीगर को दोषी बताता है। कारीगर चूनेवाले पर, चूनेवाला भिंशती पर, भिंशतवाला कसाई

पर, कसाई गड़रिये पर और गड़रिया कोतवाल की सवारी पर दोष मढ़ता है। राजा मान लेता है और फलतः कोतवाल को ही फाँसी पर चढ़ाने का निश्चय किया जाता है।

पाँचवें अंक में गोबरधनदास पकड़ा जाता है। कारण है कोतवाल की गर्दन पतली है और फाँसी का फंदा बड़ा है। फाँसी के लिए मोटे आदमी का होना आवश्यक है। गोबरधनदास ही मिठाई खा-खाकर मोटा हुआ है। वह अपने गुरु को याद करता है।

छठे अंक में अपने शिष्य को फाँसी से मुक्त करने के लिए महंत उपस्थित होते हैं। उपदेश देने के बहाने उसके कान में अपनी योजना बताते हैं। इसके बाद दोनों में फाँसी पर चढ़ने के लिए होड़-सी लगती है। उसी समय राजा, मंत्री और कोतवाल आ जाते हैं और जब यह जान लेते हैं कि इस समय ऐसी साईत है कि जो मरेगा सीधा वैकुण्ठ जायेगा मंत्री और कोतवाल में फाँसी पर लटकने की होड़ लगती है। लेकिन राजा के आछत और कौन वैकुण्ठ जा सकता है? और लोग राजा को टिकटी पर खड़ा करते हैं।

सायो आट और अंधेरनगरी दोनों प्रहसनो का एकमात्र उद्देश्य मूर्ख राजा की राज्य व्यवस्था से लोगों को परिचित करना है। संभवतः दोनों लेखकों का ध्यान ब्रिटिश राज्य में फैली हुई अंधेर से है। लेकिन कटुसत्य यह है कि ये दोनों प्रहसन आज की राजनीतिक अवस्था का भी हू-ब-हू चित्रण करते हैं। अंधेरनगरी के पाँचवें अंक में आनेवाला गोबरधनदास का यह गीत साँचे मारे मारे डोल। छली दुष्ट सिर चढ़ी बोलें। साँच कहे तो पनही खावें झूठे बहु बिधि पदवी पावें। अंधा धन्ध मच्यौ सब देसा। मानाहू राजा रहत विदेसा।

तत्कालीन परिस्थिति का चित्रण तो करता ही है साथ ही तत्कालीन युग की सीमा तोड़कर आज की वर्तमान स्थिति का भी सटीक चित्र उपस्थित करता है। दोनों विडंबनात्मक प्रहसन हैं। अंधेरनगरी का कथानक बिना किसी इलाब के सौंपे अपने लक्ष्य की ओर बढ़ता है। उसमें महंत और चेलों की कथा तथा राजा और उसका परिवार तथा कात्याय— इस न्याय में चले का फँसना आदि घटनाएँ सुलझे हुए ढंग से प्रस्तुत की गई हैं।

सायो आट में पारंपरिक सूत्रधार को नये रूप में प्रस्तुत कर ट्रेजडी खेलने की बात कहकर प्रहसन के अंत तक हंसाया गया है। भारतेंदु अधेरनगरी के गीतों से अपना उद्देश्य स्पष्ट कर देते हैं लेकिन बेन्द्रे जी के

सायो आट में वह प्रकट रूप से नहीं कहा गया है। भारतेंदु प्रहसन के प्रारंभ में ही कह देते हैं कि चंदन, आम तथा चंपा के वन को काटकर करीर वृक्ष की जो रक्षा करता है, हंस, मोर तथा कायल को मारकर कौए की लीला में जो प्रेम रखता है, हाथी देकर गदहा खरीदता है और कपूर तथा कपास को समान समझता है। जहाँ गुणी लोगों के ऐसे विचार हो, उस देश को नमस्कार है। लेकिन विडंबनात्मक सत्य यह है कि जिस परिस्थिति को देखकर भारतेंदु या बेन्द्रेजी ने अपने प्रहसन लिखे स्वातंत्र्य प्राप्ति के बाद भी वह परिस्थिति बदली नहीं है। एक कदम आगे बढ़कर अगर कहें तो उससे भी ज्यादा तीव्रतर परिस्थिति में आज हम साँसे ले रहे हैं। भारतेंदु ने लिखा था—मान्य योग्य नहि होत कोरो पद पाए।

मान्य योग्य नर तैं जे केवल स्वहित जाए।

बेन्द्रेजी का सायो आट नांदी और चार प्रवेशों में बिखरा है और भारतेंदु अपनी अधेरनगरी को छः अंकों में विभाजित करते हैं। यद्यपि इन्होंने प्रवेश और अंक कहा है फिर भी ये दृश्य ही हैं।

आकार की दृष्टि से १७ पृष्ठवाला अधेरनगरी प्रहसन ३२ पृष्ठवाले सायो आट से छोटा है। दोनों प्रहसनों की कथाओं में साम्य होने पर भी अधेरनगरी की कथावस्तु में ज्यादा कसावट है, कथा तीर की तरह अपने लक्ष्य की ओर दौड़ती है। इसका आकार भी लघु है। सायो आट में कथा धीरे-धीरे अपने लक्ष्य की ओर बढ़ती है। वैसे सायो—आट के प्रारंभ में चोरी करते वक्त चोर का, दीवार के नीचे दबकर मरना ज्यादा यथार्थ लगता है और अपराध करते वक्त अपराध से मरे हुए पति के लिए उसकी पत्नी का न्याय माँगना वर्तमान स्थिति का विडंबनात्मक रूप प्रस्तुत करता है। दोनों एकांकियों में कथावस्तु का विकास काफी कौतूहलवर्धक और नाटकीय शैली में हुआ है, दोनों प्रहसन चरमसीमा पर पहुँच कर समाप्त होते हैं जिससे ज्यादा प्रभावी बन पड़े हैं। दीवार के

नीचे दबकर मरना, न्याय देने के सिलसिले में दीवार को बुला भेजना, घटना से जिनका संबंध नहीं उन व्यक्तियों को फँसाना, अंत में फाँसी पर चढ़ने के लिए स्पर्धा और राजा का खुद सूली पर चढ़ना, ये सारी बातें दोनों प्रहसनों में पाई जाती हैं, फिर भी सायो आट अधेरनगरी की हू-ब-हू कॉपी नहीं है। अधेरनगरी का कथानक एकदम साधारण कोटि का है, जिसका एकमात्र उद्देश्य मनोरंजन ही प्रतीत होता है। बच्चे इसे देखकर जितना आनंदित होंगे, उतना आजकल की विचारवादी पीढ़ी सायद ही होगी। लेकिन सायो आट का कथानक हँसाते-हँसाते सचमुच ही रुला देता है।

दोनों प्रहसनों में अभिव्यंजित घटनाओं का चुनाव जीवन की दैनिक घटनाओं में से हुआ है, जिससे दोन प्रहसन में यथार्थता और मनोरंजन का सुंदर संगम हुआ है। अधेरनगरी में महंतजी के चेले का भिक्षा मांगना सब सस्ता पाकर वही मुकाम करना, महंत का चेतावनी देना, दीवार के नीचे बकरी का दब जाना, चौपट राजा का विधि न्याय गोबरधनदास का संकट में फँसाना, महंत की चतुराई, मूर्ख राजा का खुद ही फाँसी पर लटकने का निर्णय यथार्थ का विडंबनात्मक वर्णन करते करते मनोरंजन की सामग्री भी पेश करते हैं। उसी तरह सायो आट भी चोर का सेंप की उस विचित्र न्याय की चपेट से बचने की कोशिश, संन्यासी के शिष्य का बली बनना, संन्यासी आगमन और अधेरनगरी स्टाईल में शिष्य को बचाकर खुद राजा को उसी के विचित्र न्याय का बली बनाना — मनोरंजन की सामग्री प्रस्तुत करता ही है अपरोक्ष रूप से तत्कालीन राजकीय व्यवस्था पर एक करार चाँटा भी है।

राजा, मंत्री, कोतवाल और संन्यासी ये पात्र अधेरनगरी और सायो आट दोनों में उपस्थित हैं। इनके अलावा सायो आट में वेश्या, कूली, चोर की स्त्री, पुरनिवासी, सूत्रधार और नाटककार आते हैं तो अधेरनगरी में कारीगर, चूनेवाला, भिश्ती, कसाई और बाजार में चीजें बेचनेवाले अलग-अलग पेशे के लोग आते हैं।

अधेरनगरी में सभी मुख्य पात्र पुरुष पात्र हैं, इसमें एक भी स्त्री पात्र नहीं। (बाजारवाले दृश्य में

आनेवालों की पात्र उतना महत्व नहीं रखते) सायो आट में दो स्त्री पात्र हैं, एक वेश्या और दूसरी चोर की स्त्री।

दोनों प्रहसनों में विचित्र राजा का स्वभाव एक—सा है, उसमें राई का भी फरक नहीं है। अन्य सारे पात्र इसी पात्र के पोषक रूप में प्रस्तुत किये गये हैं। इस मूर्ख राजा के विचित्र शासन और पागल न्याय से बचने की कोशिश में प्रजाको निरंतर संघर्षरत रहना पड़ता है। यह संघर्ष एक ओर हँसी के फव्वारे उड़ाता है तो दूसरी तरफ गहरी वेदना की टीस—सी छोड़ जाता है।

एकांकी हो, नाटक या प्रहसन हो, कथानक के विकास में, पात्रों की चरित्रगत विशेषताओं के उद्घाटन संवादों का बड़ा हाथ होता है। अधेरनगरी और सायो आट की भाषा सरल, स्वाभाविक, अनलंकृत, प्रमादयुक्त और बोलचाल की है। बोलचाल की होने पर भी इस भाषा में प्रौढ़ता के दर्शन होते हैं, काव्य का रस मिलता है। सायो आट में तो भाषा बेंद्रेजी के इशारे पर नाच—सी उठी है। इसमें आनेवाले सभी पात्रों के संवादों से हँसी फव्वारे छूटते हैं। सूत्रधार, चोर की स्त्री, दीवान, राजा आदि के संवाद कहीं कहीं पर लंबे बन पड़े हैं पर बोर नहीं करते। दोनों प्रहसनों के संवाद छोटे छोटे, चुस्त और कथानक के सूत्र को आगे बढ़ाने में अत्यंत उपयुक्त हैं। भाषा की दृष्टि सायो आट ज्यादा सफल है तो संवादों के लिए अधेरनगरी अपने को श्रेष्ठ साबित करता है।

सायो आट में इन्द्रार्थ रखनेवाले शब्दों से हास्य निर्मित है, जैसे चाहू महाराज, न भूतो न भविष्यति, दीवान— दीवाना, उणु उण्णार तो अधेरनगरी में वाक्यों को विगाड़कर हास्य सृष्टि की गई है, जैसे राजा को पान खाइए महाराज का सुपनखा आई ए महाराज सुनाई देना। शब्दों की कसरत द्वारा भी हास्य की निर्मिति का प्रयत्न पा जाता है, जैसे बकरी के लिए लकरी, कुवरी कहना। सायो आट में भाषा का चमत्कार देखते ही बनता है के वेचगिदेवो हागादरे तण्णगावतु (हाथ गरम है तो, फिर सब ठंडा हो गया) कई वाक्य दोनों प्रहसनों में थोड़े बहुत फरक के साथ एक जैसे ही पाये जाते हैं उदा— तुम्हारा न्याय यहाँ ऐसा होगा जैसा

जम के यहाँ भी न होगा और, हौदु प्रभुगळे, तम्मई राज्यदल्लि तावे नमगे मृत्यु (ही महाराज, आपके इस राज्य में आपही हमारे लिए यम है, आप ही हमारी मृत्यु है।) अधेरनगरी की भाषा मुहावरेदार है। इस प्रहसन का नाम ही आज एक मुहावरा बन गया है। यहाँ इसकी का प्रमाण प्रस्तुत करता है। सायो आट की भाषा अधेरनगरी से भी ज्यादा मुहावरेदार है। लगता है कि सायो आट में मुहावरे खैरत में बाँट रहे हैं।

माडिदवन पाप आडिदवन बायल्लि (करनेवाले का पाप कहनेवाले के मुँह में) कोट्टु तनगे बाँचट्टु पररिगे(दिया अपना, छिपाया हुआ पराया) कंडहन्डिदरे कंडदंतह सिट्ट (सच को सुन आग बबूला हो जाना) हेण्णु अंदरे हेण कूड कण्णु तैर्युबदु (औरत का नाम सुनकर लाश भी उठ बैठती है) कुळिगे इड भूमिगे भार (खाने को सजा, भूमि को भार) इस तरह एकांकी भर ये मुहावरे बिखरे हुए दिखाई देते हैं। दोनों प्रहसनों में गालियों का प्रयोग खुले मन से मुक्त हस्त से किया गया है। अधेरनगरी में बहुत से वाक्यों की शुरुआत क्यों बे से होती है, दुष्ट, लुच्चा, पाजी आदि गालियाँ भी मिलती हैं। सायो आट में कळ्ळमुंडे (चोरसाली), मूळे मुंडे (रॉड के अर्थ में) आदि गालियों का प्रयोग किया गया है जिससे भाषा में स्वाभाविकता आ गई है। सायो आट में शाब्दिक हास्य के साथ अर्थपूर्ण हास्य की भी कमी नहीं है।

यद्यपि सायो आट के प्रारंभ में इसे साग्रसंगीत कहा गया है, फिर भी इसमें नांदी के अंतर्गत केवल दो गाने आते हैं। (जिसका उल्लेख किया जा चुका है) यह साग्रसंगीत विशेषण अधेरनगरी के लिए ही ज्यादा उपयुक्त लगता है। इसका दूसरा दृश्य पूरा गीतिमय है। प्रथम दृश्य में एक भजन और दोहा है, तीसरे दृश्य के अंत में एक दोहा आता है मंगलाचरण का काम करता है। अधेरनगरी में आनेवाले गाने तत्कालीन परिस्थिति पर सुंदर प्रकाश डालते हैं, इसके दोहे नीति की सीख देते हैं। सायो आट के दोनों पद उस दृष्टि से इस तरह की कोई विशेषताएँ नहीं रखते, असंबद्ध प्रलाप की तरह लगनेवाले ये पद हास्य निर्मिति में सहायक मात्र बनकर आए हैं।

प्रहसन कहते ही यह स्वयंसिद्ध हो गया है

कि इसमें हास्य का ही साम्राज्य होगा। अधेरनगरी का तो प्रहसन के अंतर्गत वर्गीकरण किया गया है और इसमें विशुद्ध हास्य के ही दर्शन होते हैं। लेकिन बेंद्रेजी के सायो आट को कन्नड साहित्य में एकांकी के अंतर्गत ही रखा जाता है। यद्यपि इसके प्रारंभ में सूत्रधार एक ट्रेजेडी खेलने की बात कहकर चला जाता है फिर भी एकांकी के अंत तक प्रेक्षक हँसी में डूबा रहता है। इसकी विशेषता है कि ऊपरी तौर पर हँसी के फव्वारे फूटने पर भी एकांकी की घटनाएँ अंदर ही अंदर एक टीस-सी छोड़ जाती है।

संकलन त्रय की दृष्टि से देखा जाय तो, अधेरनगरी में तीन अंक गाँव बाहर जंगल के हैं, एक राजसभा का एक स्मशान का और एक बाजार का है। सायो आट में किसी भी प्रवेश के लिए स्थान निर्देश नहीं दिया गया है लेकिन संवादों के सिलसिले में पाठक जान जाता है कि इसके प्रथम और अंतिम प्रवेश का स्थान रंगमंच ही है, प्रथम स्थल कोई गस्ता है जहाँ दीवार गिरकर चोर मरा है, दूसरे प्रवेश का स्थल राजभवन है और तीसरे प्रवेश का स्थल राजमार्ग है, इस तरह दोनों कृतियों में स्थलैक्य का निर्वाह नहीं पाया जाता।

अधेर नगरी के कथानक का काल समय कुछ बड़ा है। गोवर्धनदास का गुरु के साथ आना, वहीं रह जाना मिठाई खा खाकर मोटा बनाना... इसके लिए थोड़ा तो समय लगेगा ही। चोर की मृत्यु से लेकर राजा के फांसी लगा लेने अधेरनगरी के कथानक का काल (समय) कुछ बड़ा है। गोवर्धनदास का गुरु के साथ आना, वहीं रह जाना, तक की घटनाएँ, धिप्र गति से चलती रहती हैं। कालैक्य की दृष्टि से देखा जाय तो अधेरनगरी से सायो आट ज्यादा सफल है। इसकी कोई भी घटना असंबद्ध नहीं है, कथानक तीर की तरह अपने लक्ष्य की ओर दौड़ता है।

अधेरनगरी और सायो आट अब तक कई बार सफलता से मंचित किए गए हैं फिर भी रंगमंच की दृष्टि से तरह एकांकी को मंचित करने के लिए किसी रंगनिर्देश का भी उल्लेख नहीं किया गया है।

अंधर नगरी ज्यादा सफल है। बेंद्रेजी के सायो आट में जिस तरह दृश्यों (प्रवेश) के स्थान निर्देश का

अभाव है उसी तरह भारतेन्दुजी के अधेरनगरी के दूसरे अंक में अलग-अलग चीजें बेचनेवालों के मुँह से तत्कालीन वातावरण का हू-ब-हू चित्रण खड़ा करने का प्रयास किया है। ब्रिटिश साम्राज्य में भारतीय जनता अलग-अलग टैक्सों के बोझ नीचे किस तरह दबी जा रही थी उसे-

बना हाकिम सब जो खाते। सब पर दूना टिकस लगाते कहकर व्यंग्यपूर्ण ढंग से बताया गया है। आपसी फूट और बैर से आतातायी अंग्रेज बड़ी आसानी से पूरे भारत को लील सके इस बात की और संकेत करते हुए भारतेन्दु लिखते हैं-

जैसे काजी जैसे पाजी। रैयत गजी टके सेर भाजी ले हिंदुस्थान का मेवा फूट और बेर

पाचकवाले की पक्तियों में तो समाज के कई वर्गों के लोगों का इस तरह वर्णन किया गया है कि तत्कालीन देशकाल वर्णन के साथ-साथ ये पक्तियाँ हमारी वर्तमान स्थिति का भी व्यंग्यपूर्ण रीति से वर्णन करती हैं। जैसे-

चूरन अमले सबजो खावै। दूनी रिश्वत तुरंत पचावै।
चूरन सभी महाजन खाते। जिससे जमा हजम कर जाते।

चूरन खावे एडिटर जात। जिनके पेट पचे नहीं बात।
चूरन साहेब लोग जो खाता। सारा हिंद हजम कर जाता।

चूरन पुलिसवाले खाते। सब कानून हजम कर जाते।
टके के वास्ते धर्म और प्रतिष्ठा बेचनेवाले, टके के वास्ते झूठी गवाही देनेवाले तब तो थे ही आज भी भरे पड़े हैं।

सायो आट देशकाल चित्रण की दृष्टि से अधेरनगरी की सफलता पा नहीं सका है। रात में गुप्त वेश धारण कर संस्थानिक (रियासतदार) शहर में घूमते थे, इनका दीवाला निकल गया था। लोग घर में ही सारा धन गाड़ रखते थे, उस समय भी हाथ गरम (रिश्वत लेना) किया जाता है। चाहे जिस अपराध के लिए चाहे जिसको पकड़कर चाहे जो सजा दी जाती थी आदि बातों का संकेत सायो आट में मिलता है।

भारतेन्दुजी ने और बेंद्रेजी ने अपने-अपने प्रहसनों में तत्कालीन परिस्थिति का विडंबनात्मक रूप प्रस्तुत

कर प्रजाकी असहायता का चित्रण किया है। मूर्ख शासक और अंधा कानून अगर मिल जाय तो प्रजा की क्या हालत होती है यह बताते हुए वे दोनों प्रहसन उस समय की स्थिति का विडंबनात्मक चित्र प्रस्तुत करते हैं।

सायो आट में बेद्रेजी ट्रेजडी के नाम से नाक चढ़ानेवालों को भारत में ट्रेजडी नयी नहीं, पुरानी ही है यह बताना चाहते हैं।

हिंदी के सर्वप्रथम मौलिक नाटककार भारतेन्दु हरिश्चंद्र के नाटकों की प्रेरणा है नवीन जागरण की नव्यज्योति। वे हास्य और व्यंग्य के सिद्धहस्त लेखक माने जाते हैं। अंधेर नगरी में लोटपोट कर देनेवाला हास्य है। इसमें समाज और व्यक्तिजीवन पर मार्मिक लेकिन मनोरंजक, सूक्ष्म लेकिन तीक्ष्ण व्यंग्य किया गया है।

कन्नड के सुप्रसिद्ध कवि, द.रा. बेद्रेजी का सायो आट उनके हुच्चाट नामक एकांकी संग्रह में संग्रहीत है। हुच्चाट याने पागलों का खेल। लेकिन सायो आट में गंभीरता को हास्य के दुपट्टे से बाँधकर उड़ा दिया गया है। करुणा के प्रवाह में हंसी की तरंग उठाकर प्रेक्षक—वाचक को एकांकी के आरंभ से अंत तक हटाया गया है।

कविवर बेद्रेजी का हास्य कन्नड के कैलास या आद्य रंगाचार्य के हास्य से भी उच्च दर्जे का है। कभी—कभी ठठाकर हंसने का प्रसंग आने पर भी उसका कारण केवल वाकचातुर्य अथवा असंबद्ध प्रलाप नहीं होता वैचारिक विडंबना ही इसके मूल में पाया जाता है। शब्दाडंबर से ज्यादा अर्थस्वारस्य ही इनके एकांकी में अधिक है।

सायोआट की मूल प्रेरणा के बारे में पहले ही लिखा गया है। यह सुंदर विडंबनात्मक एकांकी कहीं—कहीं गरी पर भी मात कर जाता है। एकांकी के अंत में आनेवाले संवादों में बेद्रेजी ने विडंबनात्मक पद्धति का जो आधार लिया है उससे यह स्पष्ट हो जाता है। प्रारंभ में सूत्रधार एक ट्रेजेडी खेलने की बात कहकर चला जाता है और एकांकी के अंत तक हँस—हँस कर लोटपोट हो जाते हैं। फिर भी क्या यह ट्रेजेडी है? हाँ, राजा अगर इस तरह शकार का अवतार

हो तो प्रजा का क्या हाल होगा? ऐसा देखा जाय तो हँसी—वैसे देखा जाय तो रुलाई, बाहर की लहरें उठती हैं लेकिन अंदर ही अंदर एक प्रकार के संकट से ग्रस्त बौखलाहट खोलती रहती है और वहाँ पर बेद्रे जी के सायो आट की। भारतेन्दुजी के अंधेरनगरी से समानता देखी जा सकती है।

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Impact of Social Media on the Privacy of Individuals

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Abstract

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Some of the common features of Social Media are:

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups

Privacy rights advocates warn users on social media about the collection of their personal data. Some information is captured without the user's knowledge or consent through electronic tracking and third party applications. Data may also be collected for law enforcement and governmental purposes, by social media intelligence using data mining techniques. Data and information may also be collected for third party use. When information is shared on social media, that information is no longer private. There have been many cases in which young person's especially, share personal information, which can attract predators. Social Media impacts the privacy of individuals to a great extent as most of the users are not aware how the information is shared or collected by a third party without the consent of the individuals. The use of social media has skyrocketed within the past 10 years. Social media networks, have allowed people all over the world to connect with friends, professionals, and strangers in a way that was previously non-existent. The introduction of social media sites has changed the way that people present information about themselves. There are people who use social media to promote businesses, there are people who only have a social media profile for networking, and there are those who use these profiles daily to update others about their lives. Because social media use is frequent, it is worth questioning if users are letting go of some privacy rights.

Key Words: Social Media, Privacy, Information.

Introduction

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Privacy rights advocates warn users on social media about the collection of their personal data. Some information is captured without the user's knowledge

or consent through electronic tracking and third party applications. Data may also be collected for law enforcement and governmental purposes, by social media intelligence using data mining techniques. Data and information may also be collected for third party use. When information is shared on social media, that information is no longer private. There have been many cases in which young person's especially, share personal information, which can attract predators. It is very important to monitor what you share, and to be aware of who you could potentially be sharing that information with. Teens especially share significantly more information on the internet now than they have in the past. Teens are much more likely to share their personal information, such as email address, phone number, and school names. Studies suggest that teens are not aware of what they are posting and how much of that information can be accessed by third parties.

There are arguments that "privacy is dead" and that with social media growing more and more, some heavy social media users appear to have become quite unconcerned with privacy. Others argue, however, that people are still very concerned about their privacy, but are being ignored by the companies running these social networks, who can sometimes make a profit off of sharing someone's personal information. There is also a disconnect between social media user's words and their actions. Studies suggest that surveys show that people want to keep their lives private, but their actions on social media suggest otherwise. Another factor is ignorance of how accessible social media posts are. Some social media users who have been criticized for inappropriate comments stated that they did not realize that anyone outside their circle of friends would read their post; in fact, on some social media sites, unless a user selects higher privacy settings, their content is shared with a wide audience. Social media networks affect the privacy of users because the networks control what happens to user contact information, posts, and other delicate disclosures that users make on those networks. Social media networks also have the ability to sync with phone and tablet applications. Because the use of these applications requires additional contact information from users, social media networks are entrusted with keeping user information secure.

OBJECTIVE OF THE STUDY

- To analyse the impact of Social Media on the privacy of individuals
- To analyse the Privacy problems faced by the Users of Social Media
- Suggest possible measures to mitigate these problems.

RESEARCH METHODOLOGY

- The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals, reports.

Impact of Social Media on the Privacy of Individuals

Social Media play a vital role in the present world but the fact is that we have compromised when it comes to privacy. With the excessive use of social media privacy is the biggest challenge faced by all of us. Today we get calls from unknown Marketers with whom we never shared our

number. We get spam emails regarding offers. Our mobile phones are filled with lot of messages from Marketers.

The question to ask ourselves is where did these marketers found our details? When the information was never shared by us. The answer to this question is very simple the information we update in Social Media sites is the source of information for these predators. On a daily basis we use a number of social media sites, most of the times all these information will be collected without the consent of the user. We sign in into most of the website or application with the help of Facebook, Google or Twitter accounts. The logins to this third party website are causing major privacy issues to most of the individuals.

For Example: An individual who wishes to take up an insurance Policy from Policy Bazaar has to update certain information like Mobile Number and email address or he can create his account with the help of social media sites. Just by updating the information or by creating an account in the website the users information will be automatically shared with most of the spammers who in turn will flood the mobile with calls and messages and the email account will be filled with unwanted offers.

To explain further I would like to narrate my own experience, as an academican is am very much keen of clearing the National Eligibility Test for Lecturers. For some tips I was surfing through the internet and found a website which I thought was very useful. I was asked to provide some of the basic information along with the contact number without realising the consequences. As soon as the information was captured I was flooded with calls from the Tele Marketing Department of the company. Even after unsubscribing till date I am receiving emails from the company.

We share lot of information without realising the consequences. When users make personal content private on social networks, it is expected to only be accessed by those users. The lack of knowledge about who can access user information on these networks suggests that user privacy may be in jeopardy. Photos of Young girls are morphed and are blackmailed by the predators. Use of Social Media without proper knowledge of privacy terms and conditions can land you in trouble.

Most of the Teens are addicted to Social media. Social Media impacts the mental health of the individuals. We update a number of images and post in Facebook and Whatsapp with a sole purpose of gaining the attention. Those days products were advertised and the success of the advertisement was decided by the number of views, today we are marketing ourselves by updating images on social media on a regular basis, More number of likes and comments means that we have marketed ourselves in a better way when compared to others.

Most widely used Social Media sites

No	Network Name	Number of Users(in millions)
1	Facebook	2,270
2	YouTube	1,900
3	WhatsApp	1,500
4	Facebook Messenger	1,300
5	WeChat	1,040
6	Instagram	1,000

According to a 2016 article 1.18 billion people will log into their Facebook accounts, 500 million tweets will be sent, and there will be 95 million photos and videos posted on Instagram" in a day. Much of the privacy concerns individuals face stem from their own posts on a form of social network. Social media is a snapshot of our lives; a community we have created on the behaviours of sharing, posting, liking, and communicating. Sharing has become a phenomenon which social media and networks have uprooted and introduced to the world. The idea of privacy is redundant; once something is posted, its accessibility remains constant even if we select who is potentially able to view it. People desire privacy in some shape or form, yet also contribute to social media, which makes it difficult to maintain privacy.

Pew Research Centre survey found that 91% of Americans "agree" or "strongly agree" that people have lost control over how personal information is collected and used by all kinds of entities. Some 80% of social media users said they were concerned about advertisers and businesses accessing the data they share on social media platforms, and 64% said the government should do more to regulate advertisers.

Privacy problems faced by the Users of Social Media

Users are social media sites are facing one or the other kind of Privacy problems the following are some of the important privacy problems faced by most of the Users.

- **Receiving Unwanted Calls from Spammers**
Most of us receive unwanted calls from telemarketers who market their products or offer credit cards or any other offers to us even though we are not interested in any of such offers.
- **Flooded with unwanted mails**
One a regular basis an individual person will receive around 10-15 emails from those companies to whom the email address were never shared by us.

- **Receiving lot of spam messages**
Every individual can check the number of spam messages received by them on the daily basis. For example Dr. Batra is very keen to repair your hairs even though an individual has hair problems.
- **Hacking Social Media sites**
Most of the Social media sites are hacked by spammers by using the basic information provided by the users during the time of signing in.
- **Theft of Personal Information**
Most of the personal information such as Date of Birth, Mobile numbers, email address and are stolen by hackers and companies and are sold to third parties.
- **Theft of Bank Account**
Vital information like phone numbers can be used to trace out credit card details which may lead to financial loss to the users.
- **Cheating Innocent User**
Most of the non-social media users are also cheated by Frauds who portray as government officials and try to get vital information like ATM pin, Card Details etc.

Suggestions to Improve Privacy Concerns of Individuals

Impact of Social media on the privacy of individuals is a great concern. Here are the few suggestions to improve the privacy concerns faced by individuals.

- **Review permissions for mobile apps and browser extensions**

Mobile apps prompt you to give them permissions to access contacts or files in device storage, and to use the camera, microphone, geolocation, and so on. Some really cannot work without these permissions, but some use this information to profile you for marketing (and worse). Fortunately, it's relatively easy to control which apps are given which permissions. The same stands for browser extensions, which also have unfortunate spying tendencies.

- **Secure your phone and computer with passwords or passcodes**

Our computers and phones store a lot of data we'd rather keep private, so protect them with passwords. These passwords don't have to be complicated and unique, but they should keep random people out. On mobile devices, do a bit better: six-digit PINs or actual passwords rather than four digits and screen-lock patterns. For devices that support biometric authentication — whether fingerprint reading or face unlock — that's generally OK, but remember that these technologies have limitations.

- **Don't fill out your social media profile.**

The more information you share online, the easier it's going to be for someone to get their hands on it. Don't cooperate.

- **Pay for things with cash.**

According to Business Insider, credit card companies are selling your purchase data to advertisers. Don't want companies knowing how much booze you're buying or other potentially embarrassing habits? Buy things the old fashioned way—with coins and bills.

- **Keep your social network activity private.**

Check your Facebook settings and make sure only friends can see what you're doing. Go to the settings cog in the upper right hand corner of your screen, then click on Privacy Settings who can see my stuff.

- **Lie when setting up password security questions.**

"What is your mother's maiden name?" or "In what city were you born?" are common questions websites often ask you to answer so as to supposedly keep your account safe from intruders. In reality, there's nothing secure about such generic queries. That's because someone who wants access to your account could easily do some Internet research to dig up the answers.

- **Use alternative online services.**

If you don't want Microsoft, Google or Apple knowing everything about you, there are plenty of alternatives to your device's default online services. Some third-party apps are designed for the privacy conscious, including SpiderOak for online storage, Kolab for email and Signal for encrypted messaging.

- **Use a password manager.**

Using a tool such as LastPass is a must as it allows you to use a different (and strong) password for every online service. Where available, use two-factor authentication such as a password and a fingerprint scan or SMS.

- **Enable remote wipe.**

Android Device Manager, iOS's Find My iPhone and third-party apps such as Avast Anti-Theft will ensure your data remains safe if your device is lost or stolen.

- **Use an alternative search engine.**

Unlike Google and Bing, DuckDuckGo doesn't record your searches or leak them to third parties.

- **Disable digital assistants.**

The likes of Siri, Google Now and Cortana by their nature have to collect a lot of information about you to be effective.

- **Try to Be Unique**

Don't use any of the following PINs because they're far too common, accounting for almost 20 percent of those currently in use: 0000, 1111, 1212, and 1234.

- **Turn On Automatic Updates**

Keeping your software up-to-date is the most critical step you can take to boost security, according to professionals surveyed last year by Google. "Software updates are like oil changes," says Mark Surman, executive director of the Mozilla Foundation. "They can be a hassle in the moment but a lifesaver in hindsight." Hackers are always exploiting more vulnerabilities, while security pros play nonstop malware whack-a-mole. If you've got old software, you're missing the latest protections. "Most modern software will update itself if you let it," Surman says. Make sure you have auto-updates turned on across the board.

- **Don't use public storages for private information**

Most of the users are tech savvy and love to share their information and data in Cloud Storages. Avoid using cloud storage for private information to be safe always.

- **Use messaging apps with end-to-end encryption**

Use messaging apps with proper end to end encryption to avoid data theft.

- **Travel without sharing location**

In the recent times we travel around by updating the location in most of the images and share current location in most of the social media sites. This can turn out to be a nightmare if this information can be accessed by thieves who can easily rob your homes without difficulties

- **Read the Terms and Conditions carefully**

Make it a habit to read all privacy related terms and conditions when sign in to any of the social media sites to ensure that the information shared is not misused.

Conclusion

Social media networks need to be held responsible for the privacy issues associated with their use. One of the most significant issues is the content of the OSNs privacy policies. Facebook, Google Plus, and Twitter all have different policies, but they generally address similar topics such as advertising and data collection. Users should not assume that all privacy policies are identical because they do vary considerably. Social media applications do not provide users with enough information regarding how content and information are retrieved or dispersed. Because adequate details are not provided to users, it is the user's responsibility to research applications before allowing them to access content. Permissions are requested before the user downloads an application. Rather than being a creature of habit, and assuming that the permissions are harmless, users need to read the permission's description carefully and refrain from accepting any permissions that seem questionable. Permissions should particularly be avoided if they feature requests that attempt to access the user's microphone, record audio, make phone calls, or access the user's location. While some of these permissions could be used without malicious intent, the user should approach requests with caution so he can decrease the chance of privacy invasion.

Social media has a profound effect on privacy because it is directly changing the way users act on the Internet. Some users are concerned about who can access personal content, while others are concerned with not being able to express themselves freely. Social media is undoubtedly a field that is not going to fade in the near future. Therefore, users of all ages and experiences need to become more aware of what OSNs have access to and what it does with user content. By becoming more aware of privacy issues, users can urge changes to be made to the way social media

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The impact of Green Marketing on Consumer Behaviour

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Abstract

Consumers have started to realize that their purchasing behaviour can cause a huge impact to the environment as there is a worldwide concern on environmental degradation issues such as global warming and pollutions. Green is now in the mainstream of modern businesses. Therefore being socially, responsible by offering green (environmentally friendly) products and services should be the practices of any companies that wish to sustain a competitive advantage in today's business world. This study aims at consumers' green purchase behaviour using price and quality attributes as contributors to the formation of purchase intention. Global warming and greenhouse gas emission is the main problem which today everybody is facing. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. Everybody is putting their efforts and innovations to reduce this greenhouse emission The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition. Environment friendly, so called green marketing has become a discussed subject and companies are constantly trying to find the best ways to reach the customers with their green message. Customers are becoming more demanding and they have started to pay more attention to the environment. What is important with brands is how customers perceive them, what the image of the brand is?

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that the satisfaction of these needs and wants Occurs, with minimal detrimental impact on natural environment. Due to increase in climate change and global warming, the public concern for environmental problems is continuously increased over the past decades. The businesses and consumers have started to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth's resources and the environment.

Keywords

Green marketing, Consumer behaviour, Consumer marketing, Environment, and Eco-friendly.

INTRODUCTION

Consumer behaviour is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

On a global level, there is an increased awareness of global warming and adverse climate conditions and as a result there is a spur in interest toward environmental protection and sustainable development. This issue is changing the consumer buying behaviour and this change in consumer buying behaviour is going to set the lasting trends in Indian and international marketing area. A true marketer must understand these changing trends in the society and responds positively to this change in order to sustain in the competitive market.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, including: Being manufactured in a sustainable fashion.

In India few large scale companies like IndusInd Bank Samsung India are responding to this changing behaviour by incorporating green theme in their communication with the customers. Green theme must not be limited in the advertisement but the concept shall be internalised by the company.

Example: IndusInd Bank: One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.. Canara Bank is following the foot prints of IndusInd which has restricted the disposal of paper receipts for cash withdrawals at ATMS.

Samsung India has always had a roaring range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.

Objectives

- **To know the concept of green marketing**
- **To know the impact of green marketing on consumer behaviour**
- **To identify whether consumers are willing to pay more for eco-friendly products**
- **To suggest possible measure to make green marketing more effective.**

RESEARCH METHODOLOGY

The study is both practical & theoretical in nature and the required material for the study is collected through primary sources as well as secondary sources like books, journals, reports

GREEN MARKETING

Green marketing is somewhat new concept which evolves in recent years. But Marketing is the holistic approach towards identifying and satisfying need and wants of consumer and potential consumer. Green Marketing means manufacturing and marketing of those products and services which are manufactured through green processes.

A product may be considered —green if it:

- Conserves water and energy
- Prevents contributions to air, water and land pollution
- Protects indoor air quality
- Uses renewable, responsibly sourced materials
- Produces little environmental impact
- Is manufactured in an environmentally conscious way
- Using one's own bag, rather than a plastic carrier provided by a shop.

According to the **American Marketing Association**, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other terms use for Green Marketing is Environmental Marketing and Ecological Marketing.

Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness.

Green Marketing is not limited to adding green theme to company brand name or making websites or product/packaging design with green colour. It is the overall efforts of a company to eliminate processes which are detrimental to the environment and use environmental friendly processes and packaging for manufacturing and presenting product. In doing this a firm may have to spent few extra bucks initially but in the long run this will pay in terms of increased sales and revenue. Recently due to changes in policies for corporate results compliance procedure by SEBI all companies are using e mail channels for reporting of financial results which has saved lot of paper and trees. The firms benefited in terms of reduced cost. Such innovative practices can reduce waste, green house gas emission and cost also.

BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green.

Some of the advantages of green marketing are

- It ensures that the environmental resources are not depleted
- It ensures that minimum waste materials are generated
- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company
- It satisfies consumers
- It helps in accessing new markets & gain competitive advantage

Green Marketing Tools

Eco-label, eco-brand and environmental advertisement are part of the green marketing tools which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products. Practicing these policy tools plays an important role in changing consumer purchasing behaviour to purchase environmental friendly products, thus, decreasing the adverse effect of artificial products on the environment

Eco-labelling

Eco-label is one of the important green marketing tools used on eco-friendly products. Eco label is characterized as a tool for consumers to assist the progress of making a decision to choose eco friendly product. It also allows them to understand how the process of products is made. Environmental labels are used by marketing to facilitate the labelling of green products.

Eco-brand

The American Marketing Association interprets a brand as “a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers

and to distinguish them from those of a competitor.” This description can be concluded for the eco-brand as well. Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products. Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact.

Environmental advertisement

In order to improve green movements worldwide and raise public attention to environmental problems, most organizations prefer environmental advertisements through media or newspapers as green techniques for introducing their products to environmentally responsible consumers. Green advertisement is one of the ways to influence consumers’ purchasing behaviour that will strongly encourage consumers to buy products that are eco-friendly to our environment. Besides, direct their attention to the positive consequences of their purchasing behaviour, for themselves as well as the environment

Is Green marketing affecting the buying behaviour of the Consumer?

Yes... In the recent past few percentages of Consumers has started to realize that their purchasing behaviour can cause a huge impact to the environment & their health as well. Most of the literate consumers are more attracted to ECO friendly products. They are ready to pay more for the product which is beneficial for them, instead of buying a product which causes problems to them in the later stage.

For Example: When the country heard about lead content in Maggie, customers completely stopped using Maggie, even though Nestle Company came up with the latest product of Maggie which showed there is no lead content, the sale has not reached to that extent it was being sold before.

Most of us have started buying Patanjali products because Most of the consumers believe that, the products of Patanjali are produced in an eco friendly manner with less of chemicals.

But the major fact is that, green marketing is still at the grass root stage. Only few percentage of the population has understood the concept & importance of green marketing. The concept of green marketing needs a lot of promotion & publicity to make each & every consumer aware of the benefits that green marketing brings along with it. Most of the people have heard the concept of green marketing only in either some text book or some news paper. They are completely ignorant about the holistic approach of green marketing. The companies can promote green marketing by adopting eco friendly methods of production process and there should be transparency in production as well as in marketing. Environmentally responsible organisations should attempt to minimize their waste. There should be strict organisational policies for the implementation of green marketing in their work place.

The organisation should create awareness program for the employees as the society in which it operates. They should continuously upgrade their product & process in accordance with the latest technological changes which will be beneficial for the future.

Telsa, a company which is into the manufacturing of electric cars is producing cars for the future which is beneficial for the mankind but the problem faced by them is that the cost of their cars are very high. The government should come up with a policy so that Old vehicles can be exchanged for the latest one which will be helpful in reducing the pollution level & contribute for the sustainable development of the economy & the Nation.

CHALLENGES OF GREEN MARKETING

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products
- Lack of incentives & motivation from the government
- Initial Profit is low
- Firms have to strive hard in convincing its stake holders

Suggestions to make green Marketing effective

- Promotion & Publicity regarding the concept of green marketing
- Incentives by the Government
- Proper awareness should be provided to consumers regarding the benefits of green marketing.
- Government regulations
- Firms should concentrate on long term profit instead of short term benefits
- Alteration of business practices to make the product & eco friendly
- Promoting healthier living with fewer chemicals
- Use recycled materials as much as possible
- Brand the product with green logos for marketing

Conclusion

Green marketing is a tool for protecting the environment, though it is not easy to adopt it in short run but in the long run it will have a positive impact on the firm. Green Marketing is in its initial stage, a lot of effort is required to gain its full acceptance. Not all consumers are strongly influenced by green marketing. Thus there is a need to identify & concentrate promotion of goods on those market targets that are environmentally concerned. It protects our environment from looming global warming crisis, ozone depletion & deforestation. Green products as the name suggests are eco friendly products and positively influence the purchasing behaviour of the consumers. Marketers are trying to come up with new innovative products which are energy efficient and are free from various toxic substances. Going green can save our planet, so let us all try to make our planet free from pollution, global warming.

In most of the studies conducted until today, a negative relation between green price and purchasing behaviour has been observed. Nevertheless, the result currently people are now willing to pay more for environment-friendly product against environmental pollution that threatens our world together with developing technology and industrialization. It is required that consumers have environmental awareness in the name of protecting the environment by non-governmental organization, governments, companies and individuals. Moreover, companies should especially pay attention to promotion activities and should increase their activities in this direction and should develop their contents. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance you product's performance and strengthen your customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

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