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Making of Modern India

Dr. Ram Pande

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GANDHI AND JAWAHARLAL NEHRU
Fruitful Partnership in the History of Nationalism

– Dr. (Mrs.) Arti Vajpayee

Are we rivals?' Gandhi asked in the Harijan of 25 July 1936, and himself answered: 'I cannot think of myself as a rival to Jawaharlal or him to me. Or, if we are, we are rivals in making love to each other in the pursuit of the common goal' It is doubtful if Gandhi's explanation carried conviction to the young socialists, who looked up to Nehru as the leader of the militant Left, or even to the British officials, who pinned their hopes on a split in the nationalist ranks.

The crisis in the Congress leadership in 1936 was a grave one—graver than the public knew—but this was not the first occasion when Gandhi and Nehru had differed. They had serious differences in 1922 on the aftermath of the Chauri Chaura tragedy, in 1928 on complete independence versus Dominion Status, in 1929 on the Viceroy's declaration, in 1931 on the Gandhi-Irwin Pact, in 1932 on the fast against separate electorates for untouchables, and in 1934 on the manner of the withdrawal of the civil disobedience movement.

The intellectual gulf that divided them was revealed by Nehru himself in his autobiography which he wrote in 1934-5 in gaol. Among Nehru's colleagues were several who expected and even incited him to revolt against the Mahatma's dominance in the Congress. On 4 March 1936, just as he was leaving for India, Subhash Bose begged him not to consider his 'position to be weaker than it really is. Gandhi will never take a stand which will alienate you."[1] Four years later, Jayaprakash Narayan pleaded with Nehru to leave the Congress and form a new party 'to fulfill the remaining part of the political task and the main part of the social task of the Indian revolution.'[2]

Nehru did not heed these siren voices. He did not carry his differences with Gandhi to breaking point; the clash of ideas between himself and Gandhi did not turn into a clash of wills nor did he encourage

his followers to organize an opposition to Gandhi's leadership, or to plan a split in the Congress party. Despite differences of thought, temperament and style, Gandhi and Nehru stood together for more than a quarter of a century. It was one of the longest, most intriguing and fruitful partnerships in the history of nationalism.

The story of this partnership, the strains to which it was subjected, the factors which enabled it to survive, show that it was not simply a case of domination of one by the other, that Jawaharlal needed Gandhi as much as Gandhi needed him, that political calculation no less than emotional affinity kept them together during these years.

Gandhi's first impact on the young Nehru was strong indeed. Jawaharlal was, in his own words, 'simply bowled over by Gandhi straight off'. The call to nonviolent battle against the British Raj in 1919-20 struck a chord. 'I jumped at it. I did not care for the consequences.' His life underwent a metamorphosis. He turned his back on the legal profession, simplified his life, gave up smoking, turned vegetarian and began to read the Gita regularly, not from a philosophical or theological point of view', but because it had numerous parts which had a powerful effect upon me.[4] 'Non-cooperation is to me', he wrote to the Chief Secretary to the UP Government, 'a sacred thing and its very basis is truth and non violence.'[5] He was full of excitement, optimism and buoyant enthusiasm. He sensed the happiness of person crusading for a cause.[6]

In 1936, as in 1928, Nehru had stooped to Gandhi, but he had stooped to conquer. It is true that he was not able to get his views and programmes accepted immediately, or in their intorety, out he was able to influence the final decisions much more from within the party than he would have been able to do if—like Subhas Bose—he had left it to plough his own lonely furrow.

As Prime Minister, Nehru continued to lean on Gandhi for advice and moral support during the latter half of 1947. Gandhi's death sublimated Nehru's relationship with him. The Mahatma's heroic fight against fanaticism and violence in his last months, and finally his martyrdom, had created a deep impression on Nehru.

The political equation between Gandhi and Nehru, extending as it did over a quarter of a century, was not static. It was continually evolving, and seeking a new equilibrium in response not only to the

inner drives of two men of exceptional energy and integrity, but to the realities of the changing political scene in India. During the first ten years, the partners were really Gandhi and Motilal, the young Nehru's role being that of a favourite and earnest disciple of the Mahatma. The Lahore Congress brought Jawaharlal to the forefront of national politics, but it was not until the late thirties that he became a factor to reckon with in the counsels of the Congress. It is an indication of his rising political stature that while in the twenties his dissent was merely an inconvenience to the Congress establishment, in 1936 it almost split the pary. He owed his position in the party and the country in a great measure to his own qualities: his high idealism and dynamism, tireless energy and robust optimism, infectious faith in the destinies of the Congress and India, his glamour for the youth and charisma for the masses. Nevertheless, it is doubtful if he could have reached the apex of party leadership so early and decisively, had Gandhi not catapulted him into it at critical junctures in 1929 and 1936.

Gandhi knew that Jawaharlal was not a blind follower' and had a mind of his own. Their philosophies of life diverged widely, but they were at one in their desire to rid the country of foreign rule, its gross poverty, and its social and economic inequalities. Gandhi wanted to harness Nehru's great talents and energies and was confident of containing his impetuous and rebellious spirit. 'He is undoubtedly an extremist', Gandhi wrote soon after Nehru's election to the Congress Presidency in 1929, 'thinking far ahead of his surroundings. But he is humble enough and practical enough not to force the pace to the breaking point.' Seven years later, on the eve of a serious crisis in the party, Gandhi assured an English correspondent: 'But though Jawaharlal is extreme in his presentation of his methods, he is sober in action. So far as I know him, he will not precipitate a conflict. . . . My own feeling is that Jawaharlal will accept the decision of the majority of his colleagues."[8]

To the question why two men with such diverse backgrounds and temperaments remained together, the simple answer is that they needed each other. In 1919, the young Nehru needed Gandhi to provide an outlet to his passionate but pent-up nationalism, and Gandhi, about to enter the Indian political stage, was on the lookout for able lieutenants. He had already enlisted Mahadev Desai, Vallabhbhai Patel and Rajendra Prasad. It is not surprising that the young Jawaharlal should have caught

the Mahatma's perceptive eye and evoked from the outset a special consideration. He was to become Gandhi's link with the younger generation and his window to the world. Informed by study and travel, he became Gandhi's mentor on international affairs. His passion for clarity and logic often clashed with the Mahatma's intuitive and pragmatic approach, but he discovered before long that the Mahatma had an uncanny sense of the mood of the Indian masses, their potential and their limitations, and that his political decisions were in fact sounder than the explanations in which he clothed them. Nehru realized the indispensability of Gandhi's leadership and, therefore, never pressed his differences to an open breach with him. Whatever his doubts about the possibilities of non-violence for changing the hearts of those who wielded political and economic power, Jawaharlal felt certain that Gandhi was leading the country in the right direction. Indeed, realizing Gandhi's receptivity, flexibility and unpredictability, Nehru continued to hope that eventually the Mahatma's weight would be thrown in favour of radicalizing India's politics and economy.

Whatever their political differences, it is important to remember that Gandhi's link with Jawaharlal Nehru transcended the political nexus. Gandhi's extraordinary capacity to love and be loved was experienced by many of his colleagues and their families, but for the Nehru family he seems to have had a special affection.

With Motilal, he was a colleague rather than a mentor. Jawaharlal was doubtless a disciple, but a favourite one: the Mahatma's face shone with pleasure and pride in the company of the young Nehru, whom he hailed as his son long before he described him as his 'heir'. Intellectual and political differences did not diminish Gandhi's affection, which was deeply reciprocated by Jawaharlal. There was hardly a major domestic decision—whether the treatment of his ailing wife, the education of his daughter, or the marriage of his sister—on which Jawaharlal did not seek the Mahatma's advice and blessing. It was to 'Bapu' that the family instinctively turned for solace in moments of grief. When Kamala Nehru was dying in Switzerland, Jawaharlal was cabling her condition daily not only to her mother in India but to Gandhi as well.

Gandhi had less difficulty in understanding Nehru than Nehru had in understanding Gandhi. The Mahatma seems to have sensed

almost immediately the deep loneliness, idealism and restless energy of the young Nehru and to have understood him even better than Motilal had done. Indeed, in the earlier years, Gandhi acted as a bridge between father and son. For Gandhi, the crucial test came when, after his visit to Europe in 1927, Jawaharlal suddenly seemed to have outgrown the political and economic framework of the party. Gandhi's reaction to young Nehru's rebellion was characteristic. He did not attempt to muzzle him. On the contrary, he encouraged him to be candid about the differences: 'I suggest a dignified way of unfurling your banner. Write to me a letter for publication showing your differences. I will print it in Young India and write a brief reply.' Subsequently when Jawaharlal was straining at the leash after signing the Delhi Manifesto, welcoming Lord Irwin's declaration on Dominion Status for India, Gandhi told him: 'Let this incident be a lesson. Resist me always when my suggestion does not appeal to your head or heart. I shall not love you the less for that resistance.'[10]

Gandhi's refusal to impose his ideas on Nehru could not but have a moderating influence on Jawaharlal. The lack of resistance from the Mahatma reduced the incentive for an open revolt. Gandhi repeatedly offered to step off the political stage altogether, and to leave the field to Nehru and others. Since Gandhi did not owe his influence in the party to any office, it made him the less vulnerable: it was pointless to seek to throw out a leader who was always willing to retire voluntarily.

It was not without much inner conflict and anguish that Nehru was able to reconcile the conflict between his mind and heart, between his own convictions, and loyalty to Gandhi and the party. Yet nobody knew better than Nehru how much he owed to Gandhi. It was from the Mahatma that he had imbibed an ethical outlook, a concern for the 'naked hungry mass' of India, and faith in peaceful and patient methods, in good means as a lever for good ends,, and in argument and persuasion rather than in coercion.

The working partnership between them lasted until the end, but their philosophies of life never really converged. In October 1945, a few months before the negotiations for the final demission of British power began, Gandhi wrote to Nehru: 'I am now an old man... I have, therefore, named you as my heir. I must, however, understand my heir and my heir should understand me. Then alone shall I be content.' He

went on to express his conviction that truth and non-violence could only be realized in the simplicity of village life and to envisage independent India, as was his wont, as a federation of self-reliant village republics. Nehru replied:

> The question before us is not one of truth versus untruth and nonviolence versus violence. One assumes as one must, that true co-operation and peaceful methods must be aimed at, and a society which encourages these must be our objective. The whole question is how to achieve this society and what its content should be. I do not understand why a village should necessarily embody truth and non-violence. A village, normally speaking, is backward intellectually and culturally and no progress can be made from a backward environment. Narrow-minded people are much more likely to be untruthful and violent ... [11]

This scepticism about the feasibility of the rural Utopia, as outlined in Hind Swaraj, was not confined to Nehru: it was shared by almost the entire Congress leadership, and the intelligentsia, who never learned to appreciate Gandhi's philosophic anarchism, his unqualified commitment to non-violence, and his criticism of science and technology, industrialism and institutions of the West.

The argument between Gandhi and Nehru in 1945 on what constituted the good society remained inconclusive, but Nehru adhered to the line he had always taken in public and private. 'We cannot stop the river of change', he had written in his autobiography, 'or cut ourselves adrift from it, and psychologically, we who have eaten the apple of Eden cannot forget the taste and go back to primitiveness'[12] hardly anyone affected surprise when, in Gandhi's lifetime, the Constituent Assembly set itself to the task of framing a constitution for a strong nation-state, based on parliamentary democracy, with all the paraphernalia of a civil service, army, navy and air-force, along with an infrastructure of modern industry. For Nehru and his colleagues, the question in 1947, as a shrewd critic has recently pointed out, was not that of 'personal loyalty' to Gandhi, but 'a matter of social perspective and principles. . . a choice between a strong industrial (and military) state versus a commonwealth of barely self-sufficient agricultural communities.'[13] Nehru chose the first, as indeed he had said he would, even during Gandhi's lifetime.

Nehru would have been the last person to profess that he was following Gandhi's blueprint for an independent India during his years in power. Even if it had been possible to recognize such a blueprint, it could hardly have been adapted to the mechanism of the modern state. Sarvodaya, unlike socialism cannot be legislated into existence. The changes it postulates in the minds and hearts, of men can be better attempted through voluntary effort and the example of devoted men, than through the authority of parliaments, cabinets, civil services, courts and the police. In fairness to Nehru, it must be acknowledged, however, that he applied Gandhi's ideas as far as he could to the needs of a modern nation-state. In that process 'something of Gandhism was knocked out, everything could not be absorbed. But nobody absorbed so much of Gandhi as Nehru did or incorporated so much of him in the inexorable working of state hood.'[14] The spirit of Gandhi may be seen in Nehru's consistent respect for individual liberty and secularism, his rejection of violence and regimentation, and his determination to find a national consensus within the parliamentary system. Like Gandhi, Nehru had a deep concern for the small peasant, the landless labourer and the industrial worker. The concept of Five Year Plans, though far removed from Gandhian economics, stressed the uplift of rural India and included programmes for community development, village self-government and cottage industries. Indeed, the point has recently been made that the Indian Planning Commission gave away hundreds of crores to subsidize village handicrafts, as a form of rural unemployment relief and as a tribute to Gandhi's sacred memory.[15]

In foreign policy Nehru was not Gandhian enough to advocate unilateral disarmament of India, nor did he turn the other cheek to Pakistan and China. Nevertheless, throughout his years of office, he threw his weight in favour of non-alignment with military blocks, conciliation, peaceful negotiation of differences between nations, and the widening of the area of peace. The deep conviction with which, despite difficulties and rebuffs, he pursued these aims doubtless stemmed from his long association with Gandhi. During his twilight years, in a world darkened by growing cynicism, violence and ruthlessness, Nehru was speaking in even more Gandhian accents, pleading for the linking of the 'scientific approach' and the 'spiritualistic approach'[16] and warning the Planning Commission against the dangers of 'giganticism.'[17] And in almost the last thing he wrote, he pointed out

that while progress in science, technology and production were desirable, 'we must not forget that the essential objective to be aimed at is the quality of the individual and the concept of Dharma underlying it'.

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Nehru's approach is thus marked by a clear demarcation both from nineteenth century liberalism with its negation of equality and the early twentieth century Russian experiment in socialism with its association with violence and denial of liberty. The historical significance of Nehru's vision for India lies in his bold attempt to overcome the schism characterizing western civilization and to harmonize liberty with justice on the one hand and social revolution with non-violence on the other. A synthesis of the vital elements of liberalism with those of Marxism thus embodied an important aspect of Nehru's creative approach to modernity.

Finally, Nehru needs to be remembered for his attempt to make creative use of Gandhi's critique of modernization. Nehru did not reject mechanization as Gandhi had done, but he incorporated some of the latter's thought to evolve an Indian variant of the modern, industrial society. For instance, Nehru rejected Gandhi's backward looking ruralism, but recognized the role of rural development, of labour-intensive technology, and of small and cottage industries in a village-

based, labour-surplus and mass poor Indian economy. Nehru also shared Gandhi's revulsion against elitist affluence. Without rejecting the concept of economic progress, Nehru sought to interpret economic progress as a war on mass poverty.

In the case of forms of production, then, not only were the two leers pluralists but they wanted similar types of industries to be operated by the State and the private/co-operative sectors. There are at least five other themes on which the thinking of the two leaders complemented each other. First they shared an absolute commitment to the democratic in the realization of economic objective Jawaharlal Nehru considered democratic and non-democratic options –often on the strength of Gandhi's statements. Gandhi's profound passion for democracy hardly needs documentation, but it is important to note that he identified democracy with the Swaraj of the masses established and sustained by non violence. Second, both shared a passion for distributive justice. Third, they were both staunch economic nationalists, as evidenced by Nehru's statement on the relationship between economic independence and the development of basic industries, and Gandhi's philosophy of Swadeshi. Their nailism led to self-reliance as a major objective in Indian planning. Fourth, Nehru was deeply concerned, like Gandhi, about the conflict between modern large-scale technology and distributive Justice, mental health and ethical and spiritual values. Finally, though it is tyue that the earlier Plans failed to reduce employment, it is not possible to maintain that Nehru under-rated the importance of the problem. Many people will be surprised when reminded that Nehru laid down for the ten years beginning with the Third Plan the same target which the Janata government has fixed for the ten years beginning with the sixth plan.

These statements show how difficult it is to be original in setting an I erall employment target for India. It is obvious from this brief review that there was much common ground in their thinking—with some differences of emphasis— in many crucial areas of economic policy. But on some questions their diverse philosophical positions produced more marked differences. First of all, we can detect a strong difference between them on what they would consider to be desirable levels of consumption Gandhi explicitly believed in minimum necessary material consumption. Village self-relianced was, therefore, a second issue on which the two leaders held a substantially different position. But on

national self-relianced, they shared the same opinions. A third major difference can be noticed in their attitude to the state to Gandhi, the State represented. The crucial distinction we should note here is the one between social ownership which. Gandhi's thought emphasizes and State ownership which Nehru visualizes.

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Chapter 13

ENVIRONMENT POLLUTION AND THE DEVELOPMENT

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ABSTRACT

Environment pollution is the major problem faced by every country. Natural resources are depleting rapidly Creating scarcity problem for the next generation. A large number of population particularly poor segments of societies are suffering badly. On the one hand, every country growth to alleviate living standard of their people and on the other hand environmental problems are becoming Complicated due to excessive use of resources. The environmental issues are very complicated because it has trade-offs between economic growth and environment. Higher economic growth means higher utilization of resources without considering its farreaching consequences on the future generations. the resources consumed in the present period will not be available in future. So their judicious use is necessary.

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INTRODUCTION

Environment pollution is the major problem faced by every country. Natural resources are depleting rapidly, creating scarcity problem for the next generation. A large number of population particularly poor segments of societies are suffering badly. On the one hand, every country is trying to increase economic growth to alleviate living standard of their people and on the other hand, environmental problems are becoming complicated due to excessive use of resources.

The environmental issues are very complicated because it has trade-offs between economic growth and environment. Higher economic growth means higher utilization of resources without considering its far-reaching consequences on the future generations. The resources consumed in the present period will not be available in future. So their judicious use is necessary.

The agriculture and industrial revolution were the response to the pressure of population growth. Limitations of a fixed resources led to the first, shortage of wood to the second. In the first case we adjusted technology and consumption in the second we adjusted technology suiting to fossil energy. Cities, in response to the costs and opportunities of industrial station and urbanization, we finally began to adjust our population. These revolutions have helped the mankind to develop per swiftly, but at the same time it has brought many complexities and problem. The principle defect of the industrial way of life with its some one born today is inheritable unless it continues to be exploited for a while longer by an entrenched minority of the cuos of imposing great suffering on the rest of mankind. We can be certain however, be that that sooner or later it will become epidemics social crises and wars or because we want it to because we wish to create a society which will not impose hardship and cruelty upon our children in succession of thoughtful humans and awakened changes.

Environmental pollution is the major problem faced by every country. Natural resources are depleting rapidly, creating scarcity problem for the next generation. a large number of population particularly poor segments of societies are suffering badly. On the one hand, every country is trying to increase economic growth to alleviate living standard of their people and on the other hand, environmental problems are becoming complicated due to excessive use of resources.

The concept of 'environment' has evolved since it started to become a global issue in the early 1970s. At first, it was a kind of global recognition that the Earth's ecosystems are in fact fragile, and that human beings have been contributing much to its degeneration. When countries started to join efforts to strike a balance between improving the quality of human life and protecting the environment for the sake of future generations, a new awareness materialized. The social and economic welfare of human beings is closely linked to their environment. any change in the socio-economic fields will have an impact on the earth's environment and vice versa, whether positively

of negatively, immediately or eventually. And in many cases, negative results are irreversible. The Earth Summit held in Rio in 1992 concluded that the economic, social and environmental concerns are inescapably interlinked to world development. Hence, it pledged to eradicate environmental problems, reduce poverty and foster sustainable development through integrated efforts and global cooperation.

Pollution is one of the many environmental challenges facing the world today. The impact of pollution is more severe in developing countries, leading to ill health, death and disabilities of millions of people annually. Developed countries have the resources and technologies to combat pollution. As a result of the health risks and the potential impact of climate change, there have been efforts to reduce pollution. However, while this may be easy for developed countries, halting environmental pollution may undermine economic growth competitiveness of developing countries whose economies depend on natural resources. Developed countries have achieved substantial economic growth and development and can afford to focus on environmental goals because basic living necessities have been achieved.

OBJECTIVES OF THE STUDY

- To find out interface between environment pollution and the Development.

METHODOLOGY OF THE STUDY

The present study is based on secondary sources. The information collected from different sources include news paper, magazines, Books.

Environment and Sustainable Development

There is close link between environment and sustainable development which is used in the broad perspective and the overall development of human beings without any distinction. The World Conservative Strategy initiated by the united Nations Environment programme (UNEP), the World Wide fund for Nature (WWF) and international Union for Conservation of Nature (IUCN), Which really provided the platform for international debate on sustainability. The most noteworthy step towards sustainable development is the publication of an international report titled 'our common Future' by World Commission on Environment (WCED) in 1987. This is commonly known as 'The Brundtaland Report'. According to this report the major objective of development should be to ensure the satisfaction of human needs and aspirations of a material kind. It emphasized the fact that over exploitation of resources may compel human societies to compromise their ability to meet the essential need of their people in future. Settled agriculture, the diversion of watercourses, the extraction of minerals, the emission of heat and noxious gases into the atmosphere, commercial forests, and genetic manipulation, were all mentioned in the report as examples of human intervention in natural system during the course of development. It called upon all countries to adopt the objective of sustainable goal and test of national policy and international cooperation

Environmental Interdependence: The Environmentalists all over the world have emphasized the need for maintaining environmental quality through sustainable use of resources. All human activities designed and implemented for the economic growth of a country and the social needs would have direct or indirect impact on environment. The qualitative and in some cases quantitative change in water, air land and economic sectors, environmental concerns are similar in both developed and developing countries as the citizens of all countries must have access to clean water, air, safe drinking water and sufficient supplies of clean renewable energy. Furthermore, all industrial and agricultural activities depend on common environmental resources as land, soil, forests, ocean, rivers, mineral deposits, etc.

Trade-off Between Economic Growth and Environment- There is a trade-off between economic growth and environment because of desire to high growth and excessive use of resources that cause environmental pollution. Poor people and poor countries depend on the soil for food, the rivers for water and forests for fuel. Because they need these resources desperately, they have little choice, without assets or income, but to overuse them and to destroy their natural environment simply to survive.

In doing so, they threaten their health and lives of their children. As the income and consumption levels of the poor increase there is likely to be net increase there is likely to be net increase in environmental destruction. Meeting increasing consumption demand while keeping environmental degradation at a minimum is an uphill task. As the poor countries desire more economic growth they will use more available natural resources resulting in environmental degradation. Economic growth is vital for giving more options to poor societies, but their models of development must become less energy intensive and more environmentally sound.

For industrialized countries, too stopping growth or even seriously slowing it is not much of an option for protecting the global environment. Their slower growth Would imperil growth in the poor nations, which are dependent on the markets of the rich nation. Moreover, their continuing growth is needed to generate new environmentally safe technologies and extra margin of resources needed for transfer to poor nations. But, the growth models of industrial nations must change drastically. The current quantity of growth should be replaced by quality. In order to create balance between economic growth and environmental degradation it is necessary to break the cycle of poverty and environmental destruction in the less developed countries (LDCs).

Role of Industrialization: Environment Pollution Development

The important role of industrialization in the development process of developing countries cannot be overemphasized. There is need for Structural transformation form small-scale agriculture to industrialization in order for developing countries to experience inclusive and pro-poor growth. However, industrialization requires massive use of energy resources which could lead to pollution and environmental degradation. China would not have achieved the impressive economic growth and development it has

recorded in recent years if she had cared about pollution at the initial stage of development. Other developed economies like the OECD

Are also focusing on environmental sustainability after achieving considerable growth and improvement in the living standard of there is energy intensive, with strong focus on investment and industrialization, and is being adopted by a number of developing countries.

CONCLUSION

At each and every point and in every level of development, countries need to make choices between often confliction goals. Developing countries desire to ensure energy for all at a competitive price to achieve and sustain economic growth and poverty reduction. The energy poverty experienced in these regions has been linked with the high level of income and non-income poverty in the regions. In their desire to develop and improve the standards of living of their citizens, these countries will opt for the goals of economic growth and chap energy for all. This may lead to environmental pollution and degradation. More so, energy access, and at a lower price, is necessary to make the industries in developing countries competitive and contribute to economic growth, job creation and development. Ensuring energy access to the population and enhancing the competitiveness of local industries may require providing energy at lower prices through energy subsidies. This will encourage energy over-consumption, waste and inefficiency and also fuel environmental pollution.

The environmental issues are very complicated because it has trade-offs between economic growth and environment. Higher utilization of resources without considering its far-reaching consequences on the future generations. The resources consumed in the present period will not be available in future. So their judicious use is necessary. The difficulty in maintaining balance between economic growth and environmental degradation is not only an uphill task but also a major policy implication for the developing countries like Pakistan. Which have been striving hard for sustainable economic growth since long.

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समाज पर ICT का प्रभाव

IMPACT OF ICT ON SOCIETY

विद्या माहेश्वरी तथा अजय काले
एस.के.पी. गवर्नमेंट पी.जी. कालेज, देवास (म.प्र.)

सारांश

इसमें दो राय नहीं कि ICT के समाज में अनेकशः उपयोग हो रहे हैं किन्तु समाज पर ICT का प्रभाव कई कारकों के द्वारा अवरुद्ध हो रहा है। इस अध्ययन का उद्देश्य आज के डिजिटल संसार में ICT की महत्ता तथा ICT का उपयोग करने से लाभ तथा हानियों को ज्ञात करना है। सबसे बड़ा लाभ यह हुआ है कि सूचना तक पहुंच के कारण मनोरंजन, विश्व भर के लोगों से सम्पर्क बढ़ाने तथा आपूर्ति करने वालों से माल प्राप्त करना सुगम हुआ है। एक अन्य महत्वपूर्ण लाभ यह भी हुआ है कागजरहित पर्यावरण जिसमें सूचना को संग्रहित किया जा सकता है। ICT से हानियां भी कम नहीं हो रही यथा- लोगों से पारस्परिक विचार विमर्श कम हुआ है। गोपनीयता में कमी आई है। शायद शिक्षा के क्षेत्र में उन छात्रों को कठिनाई हुई है जो ICT सुविधाओं के लिए आवश्यक साधन नहीं जुटा पाते।

INTRODUCTION :

Before starting the paper let we know that terms society and ICT. A society is a group of people involved in interpersonal relationship and sharing the same geographical location. The essential ingredients for a society are a piece of land, a group of people living more or less a common life, having a common spirit of work with common aims and common ideals. Now coming to the term ICT or Information and Communication Technology. The ICT comprises of three different letters which have their own specific meaning. A good way to think about ICT is to consider all the uses of digital technology that already exist to help individuals, business and organizations using information. ICT covers any communication device or application, encompassing : radio, television, cellular phones, computer etc. as well as various services and applications, such as video conferencing and distance learning. Now question arises that what is the relation between these two terms – society and ICT considering the enormous benefits that are experience in the impact of ICT in society, organizations, educational institutes and organizations still experience some in the effective and efficient use of the ICT resources. Today ICT acquisition and implementation is facing a lot of problems. This research work is being conducted to expose some of the inhibiting factors that are hindering the impact of ICT on society, organization and educational institutes.

OBJECTIVE OF THE STUDY

The objective of the study is as follows :-

- To know the importance of ICT in today's digital world
- To know the pros and cons of using ICT

RESEARCH METHODOLOGY

This research paper contents both primary as well as secondary data. The nature of the study is theoretical

THE POSITIVE AND NEGATIVE IMPACT OF ICT ON SOCIETY :

There is always a positive and negative side of every phenomenon. But whether the effect is positive or negative the effects of information, communication technology (ICT) is far reaching and cannot be overemphasized. The effect of ICT lens looks at how our lives have been changed for better and for worse, by impact of ICT. It includes both positive effects and negative effects and looks at how individuals, organizations and society are affected

POSITIVE IMPACT OF ICT :

- **Access to information :** Possibly the greatest effect of ICT on individuals is the huge increase in access to information and services that have accompanied the growth of the internet. Some of the positive aspects of this increased access are better, and often cheaper, communications, such as VoIP phone and instant messaging. In addition, the use of ICT to access information has brought new opportunities for leisure and entertainment, the facility to make contacts and form relationships with people around the world, and the ability to obtain goods and services from a wider range of suppliers.
- **Improved access to education :** e.g. distance learning and online tutorials. New ways of learning, e.g. interactive multimedia and virtual offices and jobs in the communication industry.
- **New tools new opportunities :** The second big effect of ICT is that it gives access to new tools that did not previously exist. A lot of these are tied into the access to information mentioned above, but there are many examples of standalone ICT system as well. ICT can be used for photography, where digital cameras, Photo editing soft wares and high quality pointers have enabled people to produce results that would have previously required a photographic studio. It also helps disable people e.g. screen reading software enables partially sighted or blind people to work with ordinary text rather than Braille. Advanced banking system to process payments like credit / debit cards, internet banking, Bank transfer facility.

- **Paperless environment** : ICT has created the paperless environment in which information can be stored and retrieved through the digital medium.
- **Effects on Employment** : The introduction of computers at the workplace has resulted in creation of new jobs. Replacement of computer illiterate workers and displacements of jobs.
- **Automated Productions** : Used in manufacturing industries to automate their process in order to reduce cost, increase production e.g. computer controlled robots.
- **Modern Public Services in the Internet** : They include –
  - o E-Government
  - o E-Education
  - o E-Health (Care)

NEGATIVE IMPACT OF ICT :

- **Job Loss** : ICT can be the loss of person's job. This has both economic consequences- loss of income and social consequence – loss of status and self esteem. Job losses may occur for several reasons, including : manual operations being replaced by automation, e.g. robots replacing people on an assembly line, job export e.g. data processing work being sent to other countries where operating costs are lower, multiple workers being replaced by a smaller number who are able to do the same amount of work.
- **Reduced personal interaction** : As more and more people begin to work from home, or jobs become de-skilled, computer based, the social implications are going to very serious. Most people need some form of social interaction in their daily lives and if they do not get chances to meet and talk with other people they may feel isolated and unhappy.
- **Reduced Physical Activity** : Another negative effect of ICT is that users may adopt a more sedentary lifestyle. Bad posture, eyestrain, physical and mental stress can lead to health problems such as obesity, repetitive strain injury, heart disease and diabetes.
- **Lack of privacy** : As more and more information is collected and stored on us and with the use of more sophisticated equipments to search the data, privacy is harder to achieve.
- **Education** : The use of ICT involves large cost and poorer students / educational establishments can be at disadvantages. This is often referred to as being a factor in the digital divide. Students and sometimes teachers can get looked on the

technology aspect, rather than the subject content: just because a topic can be taught via ICT, does not mean that it is taught most effectively. The manner in which the subject is taught probably has a larger effect than the mere use of ICT i.e. if the teacher does not adopt there methods in order to make best use of ICT, the students do not gain from that use. The attitude of the educational establishment also seems to have a greater effect , i.e. the people running them may not have the knowledge and experience or often the money to enable widespread and effective use of ICT in their institutions. Reducing levels of education and understanding due to the vast amount of incorrect and misleading information that is available causing moral and ethical problems due to the nature of some of the material available.

CONCLUSION :

ICT is empowering social business to make a real difference in communities around the world securing a better future for the digital generations to come. It has made social impact affordable, social impact scalable and enables new ways to connect to and engages with local communities. Online channels are also an incredibly powerful way to broadcast business messages.

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विज्ञान से समाज तक

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डॉ. दुर्गादत्त ओझा
विज्ञान रत्न, विज्ञान पार्षद् विज्ञान प्रदीप,
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शुभ संदेश

यह अत्यन्त हर्ष का विषय है कि विज्ञान परिषद्, प्रयाग की मध्यप्रदेश की इंदौर स्थित शाखा अपने स्थापना के दो वर्ष पूरे कर रही है। यह सुखद् विषय है कि इस नवीन शाखा ने अपने स्थापना से अनवरत रूप से जन समुदाय में चेतना जागृत करने हेतु अत्यन्त ही महत्वपूर्ण विषयों प्रमुखतः स्वास्थ्य, पोषण, पर्यावरण संरक्षण, महिला विकास आदि कार्यक्रम आयोजित किए हैं।

इस उदीयमान शाखा ने मात्र एक वर्ष में हीं एक राष्ट्रीय विज्ञान संगोष्ठी का हिन्दी में सफल आयोजन कर अ का परिचय दिया है जो कि स्तुत्य है।

मैं इस अवसर पर इस शाखा के समस्त कार्यकारिणी सदस्यों तथा संगोष्ठी से जुड़े व्यक्तियों को बधाई दे आशा करता हूँ कि कालांतर में भी यह शाखा विज्ञान लोकप्रिकरण के क्षेत्र में उत्तरोत्तर प्रगति करती रहेगी।

(डॉ. डी.डी. ओझ
संरक्षक
विज्ञान परिषद, प्र
मध्यप्रदेश शाख

- पंजाब में किशोरियों की पोशाक को प्रभावित करने वाली बाजार शक्तियाँ ...
  डॉ. रुचि सक्सेना
- महिलाओं में निम्न उद्यमिता दर को प्रभावित करने वाले कारक ...
  कु० शिवा चौबे एवं श्री प्रियांक सुनहरे
- अर्द्धरात्रि के पूर्व की टिकटिक लेख की समीक्षा ...
  कु० दीपा मुखर्जी तथा कु० पूनम नामदेव
- विपस्सना ध्यान का मानव जाति के मनोविज्ञान पर प्रभाव ...
  साकेत भीम्टे
- शिक्षा में आई.सी.टी. की भूमिका ...
  डॉ. निधि भटनागर
- तकनीक विकास का महत्व ...
  प्रो. स्वाती भटनागर
- नान ऐल्काहालिक फैटी लिवर डिजीज (NAFLD) पर खान-पान का प्रभाव ...
  श्रीमती चौधरी इन्द्र बाला तथा श्रीमती माले, पी.
- समाज पर ICT का प्रभाव ...
  विद्या माहेश्वरी तथा अजय काले

भारत में महिला सशक्तिकरण के विविध आयाम

प्रो. (डॉ.) सी. बी. भांगे
डॉ. नियाज अहमद अन्सारी | ममता जॉंगिड
डॉ. आर एस भाकुनी

Bharti

1

महिला कैदियों की समस्याएं और उनका समाधान

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[3]सहा. प्राध्यापक, राजनीति विज्ञान, शासकीय आदर्श महाविद्यालय
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जेल प्रशासन का यह दायित्व होता है कि जिस कानूनी प्रक्रियाओं के अंतर्गत एक महिला को जेल भेजा है, वह उसे उसी रूप में समाज को पुनः वापस करे। समाज का यह कर्तव्य भी होना चाहिए कि वह जेल से छूटी महिलाओं के व्यक्तित्व को विकसित करने और सुधार कार्यक्रमों के अंतर्गत उसे अच्छा नागरिक बनाने में यथासंभव सहयोग करें। यह सर्वविदित है कि सदियों से भारतीय समाज का स्वरूप पुरूषप्रधान होने की वजह से महिलाओं को बहुत अत्याचारों का सामना करना पड़ा है। गिरते मानवीय मूल्यों की वजह से अधिकतर पुरूष रोजगार या पत्नी पाते ही माँ-बहन के प्रति अपने स्थायी कर्तव्यों को भूल जाते हैं।

विडम्बना ये है कि पत्नी, साली या सास ही समदन या ननद को अ
दुश्मन समझकर उसी शाखा को काटने लगती है जिसपर उनका चहेता बैठा
आज भी पुरुषवर्ग नारी का उत्पीड़न करने को अपना जन्मसिद्ध अधिकार
भोग विलास की वस्तु मानता है जिसमें न्यूनाधिक और प्रत्यक्ष-अप्रत्यक्ष सब
नारीवर्ग का भी होता है। यह वैश्विक विडबनी है कि जैसे-जैसे महिलाओं
सुरक्षा के लिए कानूनी एवं प्रशासनिक उपाय किए जा रहे है, वैसे-वैसे महिला
के प्रति अपराधों का ग्राफ निरन्तर ऊपर चढ़ता जा रहा है। नारी का शो
जीवन के प्रत्येक क्षेत्र जैसे-परिवार, उत्तराधिकार, सम्पत्ति, वर चयन, शास
सेवा, खेल, शिक्षा, विज्ञापन, फिल्म आदि में असंख्य कानून होने के बाद
जारी है। जैसाकि किसी ने सटीक कहा है-

नारी ने नर को जन्म दिया, नर ने उसे बाजार दिया।
जब चाहा मारा और कुचला, मन चाहा दुत्कार दिया ।।

वस्तुतः आज नारी तृतीय विश्व बन गई है, जहां उसे सुविधाएं और मा
अधिकार बहुत कम प्राप्त है, लेकिन इनके लिए श्रम बहुत अधिक है।
अम्बेडकर ने भी कहा है, ***"भारतीय नारी श्रम से नहीं घबराती, किन्तु
अपने साथ हो रहे असमान व्यवहार, अपमान एवं शोषण से अवश्य डरती है।***

भारतीय दंड संहिता के अनुसार बलात्कार, अपहरण अथवा बहला-फुस
के भगाकर ले जाना, शारीरिक या मानसिक शोषण, दहेज के लिए मार डाल
पत्नी से मारपीट, यौन उत्पीड़न आदि को गंभीर अपराधों की श्रेणी में रखा ग
है। विभिन्न कारणों से महिलाओं को जेल भी जाना पड़ता है। भारत में जनहि
याचिका के जनक माने जानेवाले ***न्यायाधीश पी. एन. भगवती*** ने महिला कैदि
सहित सभी कैदियों की समस्याएं के निराकरण हेतु कहा था कि कुछ
अपराधियों के अलावा सभी कैदियों के मौलिक अधिकारों को कभी कम न
किया जा सकता है।

महिलाओं के जेल आने के बाद उनकी देखभाल एवं सुरक्षा की विभि
मानवीय आवश्यकताओं से जुड़े हुए मामलों में जेल प्रशासन को सतत् कार्यवा
और समुचित व्यवस्थाएं करनी पड़ती है। मानवीय आवश्यकताओं में भोज

वस्त्र, आवास, संचार, उपचार सहायता मान्यता और मर्यादित व्यवहार प्रमुख रूप से एक व्यक्ति के लिए आवश्यक है। मानवीय सुखद अनुभूति और प्रभावशाली व्यक्ति की मानसिकता को प्रभावित करती है। जेल में परिरुद्ध महिला बंदियों की देखभाल और सामारण की व्यवस्था यद्यपि सरकार और कानून के अधीन शासन और प्रशासन तो कर ही रहा है, लेकिन सुधार प्रशासन से जुड़ी हुई इकाईयां अपनी वह सकारात्मक भूमिका अदा करती है।

विद्वानों का मानना है कि पुरूष की अपेक्षा महिलाओं पर विशेष ध्यान देने की आवश्यकता है। ***विक्रम सिंह बनाम स्टेट ऑफ बिहार मामले*** में उच्चतम न्यायालय ने राज्य सरकार को आदेश दिया था कि बंदियों के लिए वह सभी सुविधाएं उपलब्ध करायी जाएं, जो सम्मानपूर्वक जीवन जीने के जरूरी हैं। वास्तव में जो भी शासकीय सुविधाएं जेल में उनके लिए अधिक अधिकृत हैं, यदि उन्हें उचित समय पर महिला बंदियों को समुचित रूप से उपलब्ध कराने हेतु उनके रहने, खाने और साधना-उपासना की उचित व्यवस्था पर ध्यान दे दिया जाए तो वह निश्चित रूप से उनके ऊपर आई हुई प्रतिकूल परिस्थितियां जेल में अधिक नकारात्मक प्रभाव नहीं डाल पाएगी।

अतः जेलों में सामान्य रूप से महिला बंदियों की देखरेख के लिए निम्नलिखित विभिन्न कार्य किए जा सकते है:-

सुरक्षा प्रबंध:-

- महिला वार्ड में पुरूष अधिकारियों एवं कर्मचारियों का प्रवेश पूर्ण प्रतिबंधित होना।
- महिला प्रहरियों द्वारा ही महिला कैदियों की गाइडिंग करना।
- बीमार महिला कैदियों के उपचार हेतु महिला डॉक्टर का प्रबंध करना और उनको तत्काल उपचार उपलब्ध कराना।
- महिला बंदी की माहवारी की अवधि के समय और गर्भावस्था में समुचित प्रबंध करना।

प्रसवकालीन व्यवस्थाएं:-

जब महिलाओं की जेल में ही डिलीवरी होना आवश्यक हो तो उनके लिए मेडिकल ऑफीसर की सलाह पर निम्नलिखित व्यवस्था करना चाहिए। पीने के

लिए पर्याप्त दूध का प्रबंध, दूध के साथ हल्दी, पीपल, सोंठ और गुड़ मिलाया जाना। प्रसव औषधि तिल-गुड़, मखाना, घी, शहद, सोंठ आवश्यकतानुसार दवाई, कपड़ों की व्यवस्था, मालिश के लिए तेल की व्यवस्था एवं नहाने-धोने के लिए गरम पानी की व्यवस्था करना। छोटे बच्चे (नवजात शिशु) के पालने की व्यवस्था, मच्छरदानी एवं आवश्यक टीकाकरण की समुचित व्यवस्था करते हुए इस अवधि में पौष्टिक भोजन उपलब्ध कराना।

शैक्षणिक व्यवस्था:-

महिला शिक्षिकों द्वारा पढ़ाना-लिखना एवं उनकी योगयतानुसार विभिन्न प्रतियोगी परीक्षाओं में सम्मिलित कराना। उन्हें आवश्यक समाचार पत्र-पत्रिकाओं और पुस्तकों की सुविधा उपलब्ध कराना आदि।

मानसिक एवं अध्यात्मिक सुरक्षा प्रबंध:-

व्रत/उपवास या रमजान में रोजे रखने, पूजापाठ एवं उचित आहार का प्रबंध करना। उनकी उचित मांग के अनुसार सत्संग संबंधी वीडियो, खेलने-कूदने का प्रबंध, भजन-कीर्तन में भाग लेने की सुविधा मुहैया कराना आदि। जेल में मनोरंजन प्रबंध, गीत-संगीत, पेंटिंग की व्यवस्था करना आदि भी उनके मानसिक विकास में सहायक होता है।

औद्योगिक एवं व्यवसायिक प्रशिक्षण:-

उनकी रुचि के अनुसार कार्य करना, जैसे सिलाई-बुनाई, कढ़ाई और बागवानी का प्रशिक्षण दिलवाना। इसके अलावा उन्हे अगरबत्ती, पापड़,ब्यूटीशियन, मोमबत्ती मेकिंग आदि से संबंधित प्रशिक्षण दिलवाना जिससे कि रिहाई के आसानी से अपना गुजारा कर सकें। उचित पुनर्वास के लिए उनको स्वयंसेवी संस्थाओं व स्वसहायता समूहों के साथ जोड़ना।

विधिक सहायता:-

ऐसी महिला बंदी जो गरीब और असहाय हैं, उनके प्रकरण को समझाना, अपील करना, जेल से मुक्ति के उपाय बताना, वकील उपलब्ध कराना, समय पर प्रकरणों में कार्यवाही करना, जमानत में मुक्त कराने का प्रयास करना।

अन्य व्यवस्था:- मुलाकात में अधिक समय देना, जेल से मुक्त (छूटते) होते समय संबंधित थाने को सूचना देना। थाने से कोई एक महिला एवं पुरुष प्रहरी के साथ उसके निवास तक पहुंचवाना। *अरस्तू* ने कहा है, *"मनुष्य एक सामाजिक प्राणी है।"* सामाजिक प्राणी होने के नाते उसकी कुछ मूलभूत आवश्यकताएं होती है जिनकी पूर्ति करने में सरकार को भी यथासंभव बुनियादी सुविधाएं उपलब्ध कराना चाहिए। जब व्यक्ति जेल में परिरूद्ध हो जाता है, तब उसे इन आवश्यकताओं की पूर्ति में विभिन्न प्रकार की बाधाएं उत्पन्न हो जाती है जिससे उसका जीवन बहुत कठिन महसूस होने लगता है। जेल में पुरुष बंदी के क्रियाकलाप एवं गतिविधियों में बहुत अधिक परिवर्तन नहीं आता और न ही अधिक नियंत्रण और बाधाएं उसे प्रभावित करती है, लेकिन जब महिला जेल में परिरूद्ध होती है तो उसके सामने न केवल आवश्यकता पूर्ति के लिए बल्कि अपने वजूद और इज्जत की हिफाजत के लिए विभिन्न प्रकार के मानसिक असंतुलन की स्थिति निर्मित हो जाती है और महिला बंदी परिस्थितियों से डर कर अपने को एकांकी महसूस करने लगती है। अतः यही वह वह महत्वपूर्ण समय होता है जब महिला कैदियों को जेल अमले के सहयोग, सुझाव, और मानवीय सानिध्य की आवश्यकता होती है।

महिलाओं के प्रति हिंसा एवं अपराध कोई आज के युग की ही घटनाएं नहीं है, बल्कि प्राचीनकाल से ही इसके उदाहरण मिलते है। महाभारत काल में युधिष्ठिर ने अपने अपनी पत्नी द्रोपदी को जुएं में दांव पर लगा दिया था और दुशासन ने भरी सभा में उसका चीर हरण कर अपमानित किया था। रामायण काल में रावण ने सीता का आहरण किया था। इस प्रकार वर्तमान में कुछ टी. वी. चैनल्स और असामाजिक तत्व महिलाओं पर हिंसा और अपराधों के प्रति रुचि लेने लगते है। महिलाओं के प्रति हिंसा से तात्पर्य है कि महिलाओं के निकट रिश्तेदारों जैसे माता-पिता, भाई-बहन, सास-ससुर, देवर, ननद, भाभी परिवार के किसी भी सदस्य अथवा अन्य व्यक्तियों द्वारा किया जाने वाला हिंसात्मक व्यवहार एवं उत्पीड़न से नारी को शारीरिक, मानसिक आघात पहुंचाता है। महिला के प्रति अपराध के अंतर्गत दहेज प्रताड़ना, बलात्कार, हत्याएं, पत्नी को यातनाएं देने, यौनिक शोषण तथा संचार के माध्यम से स्त्री को गलत ढंग से

दुष्प्रचारितत किया जाता है, जैसे पत्नी एवं पुत्रवधु को मादा भ्रूण की हत्या लिए बाध्य करना, महिलाओं से छेड़छाड़, दहेज के लिए तंग करना आदि।

हर दिन महिलाओं से जुड़े अपराधों के नए मामले सामने आते हैं महिलाओं के विरूद्ध अपराधों में लगातार बढ़ते जा रहे हैं। मासूम बच्चियों लेकर ८० वर्ष की वृद्ध महिला तक यौन हिंसा की शिकार हो रही है। भारत हर सुबह की शुरूआत लगभग प्रत्येक टी. व्ही. चैनल्स और समाचार पत्र महिला अपराध से जुड़ी एक नई खबर के साथ होना अब आम बात हो गई है।

निष्कर्षः-

उपर्युक्त विषय की सकरात्मक एवं नकारात्मक दोनों पक्षों की सम्यक विवेचना आधार पर निष्कर्षः कहा जा सकता कि आज राष्ट्रहित में जेल में परिरुद्ध महिला बंदियों की देखभाल और उनकी आवश्यकतानुसार व्यवस्थाएं उपल्ब करानी सुनिश्चित किया जाना चाहिए। यद्यपि सरकार और कानून के अंत शासन और प्रशासन द्वारा यथासंभव प्रयास तो किए जा रहे है, लेकिन इस दिशा में समाज सुधारको और गैर-सरकारी संगठनों को भी महिला बंदियों कल्याणार्थ अपनी सकारात्मक भूमिका अदा करना जरूरी हैं।

सर्वाधिकार सुरक्षितः संपादक

पुस्तक शीर्षकः भारत में महिला सशक्तिकरण के विविध आयाम

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कोरोना संकट उपरांत भारत में गरीबी उन्मूलन की दशा एवं दिशा

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सारांश –
प्रधानमंत्री श्री नरेन्द्र मोदी जी ने मई 2020 में हर भारतवासी से देश को आत्मनिर्भर बनाने हेतु ***भारत निर्माण अभियान*** में अपना योगदान देने का आह्वान किया है। आत्मनिर्भरता से देश में अधिक से अधिक उत्पादन होगा जिससे देश की उत्पादित वस्तुओं की मांग अधिक होगी और इससे रोजगार के अवसरों का भी सृजन होने से गरीबी उन्मूलन से संबंधित योजनाओं और कार्यक्रमों का समुचित क्रियान्वयन भी संभव हो सकेगा। अतः इसके लिए जनमानस को भी अब कोरोना संकट के बाद उत्पन्न परिस्थितियों से निपटने हेतु स्वदेशी वस्तुओं का अधिकतम प्रयोग कर इस अभियान को सफल बनाने में अपना यथासंभव योगदान करना चाहिए। विश्व बैंक की नवीनतम रिपोर्ट के अनुसार भारत को स्वतंत्रता मिलने के बाद गरीबी की रेखा के नीचे रहनेवाले लोगों की संख्या में कमी आयी है, तदापि अभी भी 28 प्रतिशत भारतीय गरीबी की रेखा के नीचे जीवन यापन करने हेतु विवश हैं।

भारतीय जनमानस को एक सूत्र में बांधने तथा किसी गरीब को खाली पेट न सोना पड़े इस नियत से तथा सार्वजनिक वितरण प्रणाली को अधिक मजबूत बनाने के नियत से केन्द्र सरकार द्वारा एक राष्ट्र एक राशन कार्ड का प्रावधान किया गया है। इसका सबसे बड़ा लाभ यह हो रहा है कि कोई भी मजदूर यदि मजदूरी करने एक प्रदेश से दूसरे प्रदेश जाता है तो उसको अब नए राज्य में ही राशन प्राप्त होने लगा है। आशा की जानी चाहिए कि गरीबी के दुष्चक्र से बाहर निकालने में यह अभियान सहायक सिद्ध होगा। यदि हम इस दिशा में सफल होते हैं तो आत्मनिर्भर भारत के

लिये एक मजबूत कदम होगा। यदि भारत में गरीबी को दूर करने के सही प्रयास किये गये तो सबका साथ-सबका विकास, महिला सशक्तिकरण, लोक कल्याण ऐसी संकल्पनाएं सार्थक और सफल होंगी।

कुन्जी शब्द– गरीबी उन्मूलन, सार्वजनिक वितरण प्रणाली, एवं लोक कल्याण।

भारत सरकार लगातार इस दिशा में अनेक प्रयास कर रही है कि देश व्याप्त गरीबी से मुक्ति पाकर भारत को वास्तविक रूप में हर क्षेत्र में विकसित और आत्मनिर्भर बनाया जा सके। इसलिए प्रधानमंत्री श्री नरेन्द्र मोदी जी ने मई 2020 में हर भारतवासी से देश को आत्मनिर्भर बनाने हेतु ***भारत निर्माण अभियान*** में अपना योगदान देने का आह्वान किया है। वास्तव में आत्मनिर्भर शब्द से तात्पर्य है कि अपने देश में अधिकाधिक उत्पादन करना जिससे देश की उत्पादित वस्तुओं की मांग अधिक हो और इससे रोजगार के अवसरों का भी सृजन हो। इस लक्ष्य की प्राप्ति के मार्ग में अनेक कठिनाइयां विद्यमान हैं, फिर भी हमें इनको दूर करने हेतु गरीबी उन्मूलन से संबंधित योजनाओं और कार्यक्रमों का समुचित क्रियान्वयन के प्रयास करने होंगे। अतः तभी उम्मीद की जा सकती है कि भविष्य में यह अभियान देश के विकास में प्रभावी एवं युगांतकारी भूमिका का निर्वहन करेगा। इसके लिए जनमानस को भी अब कारोना संकट के बाद उत्पन्न परिस्थितियों से निपटने हेतु स्वदेशी वस्तुओं का अधिकतम प्रयोग कर इस अभियान को सफल बनाने में अपना यथोचित योगदान देना होगा।

आज भारत विश्व के लिये बड़ा बाजार ही नहीं, बल्कि समृद्धि की अपार संभावनाओं का देश भी है जिसमें अपनी पैठ जमाने हेतु बड़े-बड़े व्यापारिक देश दशकों से प्रयासरत हैं। वस्तुतः जब किसी देश में मांग के अनुसार उत्पादन नहीं होता है तो उसको विदेशों से आवश्यक वस्तुओं का आयात करना पड़ता है। इतिहास गवाह है कि देश में अनेक उपयोगी वस्तुओं का उत्पादन होता रहा है तथा भारत प्राचीनकाल से ही व्यापारिक महाशक्ति के रूप में विख्यात था। अंग्रेजों ने भारत के कुटीर उद्योगों को छिन्न-भिन्न कर गरीबी का बीजारोपण कर दिया था। तब से आजतक भारत गरीबी के अभिशाप से संघर्षरत है।

यद्यपि ***विश्व बैंक*** की नवीनतम रिपोर्ट के अनुसार भारत को स्वतंत्रता मिलने के बाद गरीबी की रेखा के नीचे रहनेवाले लोगों की संख्या में कमी आयी है, तथापि अभी भी 25 प्रतिशत भारतीय गरीबी की रेखा के नीचे जीवन यापन करने हेतु विवश हैं। अतः प्रत्येक भारतवासी को आत्मनिर्भर की ओर अपने कदम को बढ़ाने का यह आह्वान हुआ है उसका प्रभाव आज समाज में देखने को मिल रहा है। भारतीय जनमानस में इसके प्रति जिज्ञासा है कि वह इस अभियान को अपनाकर देश निर्माण में सहयोग के लिये हर तरह से अपना योगदान देने के लिये तैयार है। आचार्य ***कौटिल्य*** से लेकर आधुनिक अर्थशास्त्र ... है कि प्रत्येक ...

करना चाहिए। चाणक्य ने राजा परामर्श दिया है कि वह जनता से उतना ही कर ग्रहण करे, जैसे बगीचे से माली पके हुए फलों को चुनता है।

भारत में आत्मनिर्भरता की संकल्पना–

भारत के संदर्भ में आत्मनिर्भर का नारा नया नारा नहीं है, बल्कि यह नारा **स्वदेशी आन्दोलन** के रूप में आजादी के पूर्व ही 1905 में बंगाल विभाजन के समय ब्रिटिश सरकार को सबक सिखाने के लिये काफी जोर पकड़ चुका था। तब यह आन्दोलन काफी सफल रहा था। कालान्तर में, परतंत्र भारत में इस नारे को आगे बढ़ाने में दादाभाई नौरोजी, महात्मा गांधी, लोकमान्य तिलक, लाला लाजपत राय, अरविन्द घोष, वीर सावरकर, मौलाना आजाद, जमशेद टाटा आदि नेताओं और उद्योगपतियों का योगदान सराहनीय रहा है। स्वदेशी आन्दोलन के अंतर्गत सामूहिक रूप से विदेशी वस्तुओं का विरोध किया गया जिसका अर्थ था कि भारत में निर्मित वस्तुओं का ही अधिकतम उपयोग किया जाए। आत्मनिर्भर भारत अभियान का आशय भी यही है कि प्रत्येक देशवासी अपने देश में निर्मित वस्तुओं पर अत्यंत निर्भर होता जाए।

अतः हमें देश में ही अब ऐसी वस्तुओं का उत्पादन करना होगा जो देश के अधिकांश मांगों को पूरी करता हो। इसके लिए देशवासियों को स्वदेशी वस्तुओं के उपभोग करने के साथ ही देशी वस्तुओं को ग्लोबल बनाने हेतु हमें योजनाबद्ध भी बनना होगा। वर्तमान कोरोना संकट काल में भारत समेत विश्व की अर्थव्यवस्थाएं जिस प्रकार चरमराने से विकास की रेलगाड़ी पटरी से उतर गई थी। उक्त कारण से भी भारत को आत्मनिर्भर बनना अत्यंत आवश्यक हो जाता है, ताकि भविष्य में यदि इस प्रकार की घटना घटित हो तो आमजन को सुरक्षित रखा जा सके।

कृषि उन्नति से गरीबी उन्मूलन–

इस देश की अर्थव्यवस्था में कृषि का बहुत बड़ा योगदान है। आज भारत की लगभग 50 प्रतिशत जनसंख्या कृषि कार्य में लगी है। कृषि योग्य भूमि के मामले में भारत विश्व में अमेरिका के बाद दूसरे स्थान पर है जबकि इस क्षेत्र में चीन का तीसरा स्थान है। भारत द्वारा किये जा रहे कुल निर्यात के मामले में कृषि उत्पाद का योगदान लगभग 13 प्रतिशत है जबकि **वर्ष 2017** के अधिकारिक आंकड़ों के अनुसार विश्व के कुल निर्यात में चावल का योगदान 29 प्रतिशत है तो मसाला निर्यात में 17 प्रतिशत है। भारत आज अपनी जनता का पेट भरने में सक्षम है तो दूसरी ओर खाद्य सामग्री का निर्यात भी कर रहा है। देश में पर्याप्त मात्रा में बफर स्टाक है। जून 2020 में जारी *एफसीआई की रिपोर्ट* के अनुसार भारत में 270.89 लाख मिट्रिक टन चावल तथा 540.60 लाख मीट्रिक टन गेहू बफर स्टाक में रखा है। समायोजन सिलसिला जा सके।

स्वास्थ्य सेवाओं की गरीबी उन्मूलन में भूमिका–

ये सर्वविदित है कि तन स्वस्थ रहने से मन स्वस्थ रहता है मन स्वस्थ रहने मानव उत्पादक होता है। स्वस्थ शरीर होने से कार्य करने की क्षमता का विकास होता है। सरकार इस सम्बन्ध में अनेक योजनाओं का प्रारम्भ किया जिसमें ***राष्ट्रीय स्वास्थ्य मिशन*** को शुरूआत 2005 में की गई है। इसके माध्यम से देश में स्वास्थ्य सुविधाओं के सुधार के लिये आवश्यक उपाय किये गये। इस योजना के तहत सरकार द्वारा यह कहा गया कि जो महिला सरकारी अस्पताल में प्रसव कराएगी उनको प्रोत्साहन राशि दी जावेगी साथ ही साथ जो आशा कार्यकर्ता प्रसूता को साथ में लाएंगी उनको भी एक निश्चित मात्रा में प्रोत्साहन राशि अदा की जावेगी।

गरीबी उन्मूलन और एक राष्ट्र–एक राशन कार्ड–

भारतीय जनमानस को एक सूत्र में बांधने तथा किसी गरीब को खाली पेट न सोना पड़े इस निश्चय से तथा ***सार्वजनिक वितरण प्रणाली*** को अधिक मजबूत बनाने के लिहाज से केन्द्र सरकार द्वारा एक राष्ट्र एक राशन कार्ड का प्रावधान किया गया है। इसका सबसे बड़ा फायदा यह होगा की कोई भी मजदूर यदि मजदूरी करने एक प्रदेश से दूसरे प्रदेश जाता था तो उसके अब नए राज्य में ही राशन प्राप्त हो जाएगा। इस नई व्यवस्था से ***81 करोड़ लोगों को लाभ*** होने से आत्मनिर्भर भारत निर्माण में श्रमिक बल का अधिकतम सदुपयोग किया जा सकेगा।

राहत पैकेज से गरीबी उन्मूलन

प्रधानमंत्री मोदी जी द्वारा मई 2020 में ***कोविड–19 राहत पैकेज*** की घोषणा की थी जिसको बाद में वित्तमंत्री निर्मला सीतारमन द्वारा इसको व्यवस्थित ढंग से समझाया भी गया था। उन्होंने बताया गया कि यह राहत पैकेज देश की अर्थव्यवस्था को पटरी पर लाने का दूरगामी प्रयास है। वित्तमंत्री ने पहली किस्त जारी करते हुए बताया कि ***एम.एस.एम.ई.***–अर्थात माइक्रो स्माल मीडियम इन्टरप्राईजेस को तीन लाख करोड़ रुपये का लोन बिना गारंटी के दिया जाएगा। जो कमर्शियल लोन लेगी उसको 4 साल में चुकाना होगा। जिस एम.एस.एम.ई. का टर्न ओवर 100 करोड़ रुपये होगा उनको 25 करोड़ रुपये तक का लोन मिल सकेगा।

गरीबी उन्मूलन मार्ग की कठिनाइयां–

भारत सरकार द्वारा गरीबी उन्मूलन के लिये किये गये विविध प्रयास अच्छे हैं परन्तु वर्तमान समय में अनेक निम्नांकित बाधाओं को भी पार करना जरूरी है–

1. गरीबी की भयावहता–

भारत में वर्ष 2011 में [illegible] प्रतिशत 25.7 है

आकार या जितनीकता के कारण नहीं है, बल्कि यह गरीबी की राजव्यवस्था और अर्थव्यवस्था पर प्रश्नचिन्ह है। भारत में अमीरों की सम्पत्ति जिस गति से बढ़ रही अधिक और गरीब हो रहा है। यह एक बड़ी समस्या है जो भविष्य में आत्मनिर्भर भारत निर्माण की दिशा में बाधाएं खड़ी कर सकती है। ***ऑक्सफैम रिपोर्ट*** के अनुसार भारत के मात्र 1 प्रतिशत आबादी के पास ही देश की 73 प्रतिशत सम्पत्ति है। अतः सरकार को इस प्रकार रहते गरीब एवं गरीबी को दूर करने का प्रयास युद्ध स्तर पर करना होगा।

2. बढ़ती बेरोजगारी–

वास्तव में गरीबी एवं बेरोजगारी एक सिक्के के दो पहलू है। यदि किसी व्यक्ति को समय पर उसकी आवश्यकता के अनुसार बाजार दर पर कार्य नहीं प्राप्त होता है तो वह बेरोजगार होता है। जब मानव बेरोजगार रहेगा तो निश्चित रूप से वह अपनी बुनियादी आवश्यकताओं की पूर्ति करने में असमर्थ होगा। भारत में बेरोजगारी की समस्या जिस गति से विगत पिछले दशकों में बढ़ रही है, वह अपने आप में एक चिंता का विषय है। 10 अगस्त 2020 जारी **सीएमआईई** की रिपोर्ट के अनुसार भारत में बेरोजगारी की दर 7.9 प्रतिशत है जो शहर में 9.7 और ग्रामीण स्तर 7.1 प्रतिशत है। अब सरकार को रोजगार बढ़ाने के लिए सतत् प्रयास करने होंगे जिससे कि रोजगार के अवसर बढ़ सके। राजनीति शास्त्री ***हेराल्ड जोसेफ लास्की*** ने अपनी महत्वपूर्ण पुस्तक ***ग्रामर ऑफ पालिटिक्स*** में लिखा है, ***'प्रजातंत्र में हर व्यक्ति को मताधिकार के अलावा अपनी जीविका चलाने की समुचित सुविधा एवं सुरक्षा मिलनी चाहिये, तभी बेरोजगारी के भय से मुक्त गरीब लोगों को राष्ट्रनिर्माण के पथ पर चलाया जा सकता है।'***

3. सर्वव्यापी भ्रष्टाचार–

उपरोक्त समस्याओं के अतिरिक्त भारत में सबसे अधिक भ्रष्टाचार ने प्रगति के मार्ग में अनेक बाधाएं खड़ी की हैं। इस समस्या का समाधान आसानी से पाना भी सम्भव नहीं है। भारत **भ्रष्टाचार सूचकांक में दो पायदान खिसककर 80 वें स्थान पर आ गया है**, जबकि भारत वर्ष 2018 में 180 देशों की सूची में 78 वें पायदान पर था। जर्मनी के बर्लिन शहर में स्थित संस्था ***ट्रांसपेरेन्सी इन्टरनेशनल*** द्वारा यह सूचकांक जारी किया जाता है। भारत में एक समस्या यह भी रही है कि कोई कार्य यहां की नौकरशाही और लालफीताशाही के कारण समय पर सम्पादित नहीं किये जाते हैं। इस सम्बन्ध में सरकार को ठोस कदम उठाने होंगे जिससे देश की स्थिति में सुधार लाकर आत्मनिर्भर भारत का निर्माण हो सके।

भारत में गरीबी उन्मूलन हेतु मौलिक सुझाव–

1. भारत में सबसे पहले गरीबी उन्मूलन के लिये एक विशेष जनजागरूकता ... को यह समझाना होगा

कि वो इसको अपना नैतिक कर्तव्य मान कर कार्य करे। जैसे–जापान ने दो एटमी बम हमलों को 1945 में झेलकर भी विज्ञान की राह नहीं छोड़ी और देश को विकसित देश बना लिया। उल्लेखनीय है कि एटमी प्रहार के बाद जापान का प्रत्येक नागरिक प्रतिदिन दो घण्टे का समय देश विकास के लिये स्वेच्छा से देने लगा था।

2. केन्द्र एवं राज्य सरकारों को आत्मनिर्भर भारत निर्माण के लिये ग्रामीण अर्थव्यवस्था के विकास पर विशेष बल देना होगा। क्योंकि भारत आज भी ग्रामों का देश है। लगभग 65 प्रतिशत जनसंख्या ग्राम में निवास करती है। सरकारों को ग्रामीण स्तर पर लघु एवं कुटीर उद्योग को बढ़ाने के लिये हर संभव प्रयास करना होगा।

3. आवश्यक वस्तु अधिनियम–2020 के माध्यम से सरकार को कृषि को वास्तविक रूप से लाभ का धंधा बनाने हेतु बहुमुखी प्रयास करने होंगे। उल्लेखनीय है कि इस अधिनियम के पास होने से कृषि उत्पाद के भण्डारण एवं बुलाई बिक्री में किसी प्रकार की रोक नहीं होगी, क्योंकि अब प्रत्येक किसान अपनी सुविधा के अनुसार अपनी उपज को किसी स्थान पर किसी को भी बिक्री कर सकता है।

4. वस्तुतः गरीबी उन्मूलन योजनाबद्ध विकास के प्रमुख उद्देश्यों में से एक है। इस हेतु भारत सरकार और राज्य सरकारों द्वारा दो तरह के कार्यक्रम मुख्य रूप से प्रारम्भ किए जाते–

अ. गरीबी उन्मूलन से संबंधित योजनाओं का लाभ वास्तविक हितग्राही को ही मिलना सुनिश्चित किया जाना चाहिए।
ब. मजदूरी आधारित रोजगार कार्यक्रम और
स. स्वरोजगार एवं उद्यमिता विकास कार्यक्रम।

निष्कर्ष–

आत्मनिर्भर भारत निर्माण के सम्बंध में उपरोक्त गुण–दोषों की विवेचना उपरांत निष्कर्षतः कहा जा सकता है कि आत्मनिर्भर भारत का भविष्य मजबूत राजव्यवस्था एवं अर्थव्यवस्था के सशक्तिकरण पर निर्भर करता है। देश में गरीबी घटेगी तो रोजगार की मात्रा बढ़ेगी जो आत्मनिर्भरता को पाने में सहायक सिद्ध होगी। इसके परिणामस्वरूप गरीबी उन्मूलन के लक्ष्य को भी प्राप्त किया जा सकेगा। यह संतोषजनक स्थिति है कि केन्द्र एवं राज्य सरकारों ने इस सम्बन्ध में प्रयास प्रारंभ भी कर दिये हैं। भारत सरकार एवं सम्बन्धित राज्य सरकारें रोडमैप बनाकर कार्यरत हैं।

आशा की जानी चाहिए कि गरीबी के [illegible] में यह

ही प्रयास किये गये तो ***सबका साथ–सबका विकास, महिला सशक्तिकरण, लोक कल्याण*** जैसी अवधारणाएं भी सार्थक और सफल सिद्ध होगी। भारतीय शासन एवं प्रशासन को भी अब सजग रूप से जनता की ***रोटी, कपड़ा और मकान*** जैसी बुनियादी जरूरतों को पूरा करने पर विशेष ध्यान देते हुए उनके मानव अधिकारों की रक्षा करनी होगी।

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सहायक प्राध्यापक शासकीय पी.जी.कॉलेज देवास

स्थानीय आकस्मिक आपदाएं जो नदियां भूस्खलन भूकंप महामारी विस्फोटक हिमखलन इत्यादि शामिल है चट्टान मलबे मिट्टी के द्रव्यमान का नीचे की ओर गति से गिरना है तब होता है जब ढलान के अंदर गुरुत्वाकर्षण और अन्य प्रकार अप प्रपण तनाव ढलान बनाने वाली सामग्री की आप प्रपण ताकत से अधिक हो जाते हैं भारत के प्रधानमंत्री की अध्यक्षता में राष्ट्रीय आपदा प्रबंधन प्राधिकरण एनडीएमए भारत में आपदा प्रबंधन के लिए शीर्ष निकाय है एनडीए में की स्थापना की गई राज्य और जिला स्तरों पर संस्थागत तंत्र तंत्रके लिए एक सक्षम वातावरण का निर्माण आपदा प्रबंधन अधिनियम 2005 द्वारा लागू किया गया है अपनविचारऔर भावनाओं एवं सूचनाओं को सम प्रेषित करने के लिए मनुष्य को संचार की आवश्यकता पड़ी संचार मौखिक एवं लिखित दोनों रूप में हो सकता है पहले मनुष्य आपस में बोलकर या इशारे से अपनी अभिव्यक्ति करता था वैज्ञानिक प्रगति ने उसे अन्य साधन भी उपलब्ध करवाए हैं अब मनोज दुनिया के एक छोड़ में मौजूद व्यक्ति से दुनिया के दूसरे छोरों से वैज्ञानिक उपकरणों की सहायता से बात करने में सक्षम है इन वैज्ञानिक उपकरणों से ही संचार के साधन कहा जाता है टेलीविजन रेडियो समाचार पत्र टेलीफोन मोबाइल कंप्यूटर ईमेल इत्यादि संचार के ऐसे साधन है जिसमें सहायता से एक बार में कुछ भी व्यक्तियों तक संचार का आदान-प्रदान किया जा सकता है व्यक्तियों से संचार के साधन ऐसे भी जिनकी सहायता से एक साथ कई व्यक्ति यो से किया जा सकता है [illegible]

जनसंचार माध्यम कहते हैं समाचार पत्र के माध्यम [illegible] गांव-गांव शहर खबरों का साधन बना है समाचार [illegible] भी संचार के साधन में अहम भूमिका निभाई है [illegible] से वार्तालाप के माध्यम से लोगों तक अपने [illegible] पहुंचाना उचित है भारत में इसकी शुरुआत [illegible] में हुई थी स्थानीय एफएम प्रसारण के लाभ को [illegible] हुए देश के विश्वविद्यालय के दूसरे माध्यम से [illegible] शैक्षणिक प्रसारण के उद्देश्य से अपने-आप ने [illegible] प्रसारण चैनलों की शुरुआत की गई है [illegible] कि इसमें न केवल आम जनता के लाभ [illegible] दूरस्थ एवं खुला विश्वविद्यालय से भी शिक्षा [illegible] रहे हैं लोगों के लिए भी आती लाभप्रद सिद्ध हुआ [illegible] आज एफएम प्रसारण दुनिया भर में रेडियो [illegible] पसंदीदा माध्यम बन चुका है टेलीविजन का [illegible] 1925 में जो एल बेयड, ने किया था [illegible] जनसंचार का साधन बन चुका है पहले इस [illegible] धारावाहिक को एवं सिनेमा के कारण [illegible] कई न्यूज चैनलों की स्थापना के साथ [illegible] जनसंचार का एक ऐसा माध्यम बंद गया [illegible] करोड़ों लोगों तक हो गई भारत में इसकी [illegible] 1959 में हुई थी वर्तमान में सवा 200 टेलीविजन [illegible] 24 घंटे विभिन्न प्रकार के कार्यक्रम [illegible] दर्शकों का मनोरंजन कर रहे हैं फिल्म [illegible] साधन एवं लोकप्रिय माध्यम है किसी भी [illegible] से अपेक्षा यह जनता से अधिक से अधिक [illegible] करने वाला सक्षम साधन है [illegible]

किया जाता है समाज का वास्तविक चित्रण भी इन फिल्मों के माध्यम से किया जाता है फिल्मों का उद्देश्य केवल मनोरंजन ही नहीं बल्कि दर्शकों का हित एवं समाज सुधारक का भी होता है कंप्यूटर व इंटरनेट के माध्यम से पूरी दुनिया में खबरें तेज गति से पहुंच जाती है आमतौर पर मोबाइल का भी इसी प्रकार का इस्तेमाल है जिससे तत्काल सूचना का प्रचार किया जाता है आपदा सामान्य तो दो प्रकार की होती है प्राकृतिक एवं मानवीय प्राकृतिक आपदाएं अभी सामान्यतः ज्यादा करके इनकी उत्तराखंड में देखी जाती है उत्तराखंड है हिमाचल प्रदेश में आपदा प्रबंधन मुख्य रूप से एक तरीका है जिसमें हम होने वाले नुकसानों को रोक तो नहीं सकते लेकिन इनकी मात्रा से होने वाली जान और माल के नुकसान को कम से कम जरूर कर सकते हैं आपदाएं केवल प्रकृति की ही नहीं आपदाएं एवं संचार आधुनिक संचार आधुनिकताओं निर्मित भी होती है जैसे बम विस्फोटक आतंकी हमला कोरोना किसी फैक्ट्री से कोई जहरीली गैस का लीक हो जाना दिल्ली बम विस्फोटक मुंबई आतंकी हमला भोपाल गैस कांड इत्यादि सिर्फ सब मानव निर्मित आपदाओं के ही उदाहरण है आपदा प्रबंधन न केवल प्राकृतिक आपदाओं के समय समय काम आता है बल्कि ऐसे मानव निर्मित आपदाओं के समय भी काम आता है बम विस्फोटक या किसी आतंकी हमले की स्थिति में आपदा प्रबंधन की मदद से घायलों का जल्द से जल्द मदद पहुंचाई जा सकती है और उन्हें समय पर अस्पताल पहुंचाया जा सकता है हमको सचेत रहना है जागरूक रहना है होशियार रहना है इस तरह की आपदाओं का कोई भी भरोसा नहीं है कि कब कौन सी आपदा आ जाए इसलिए मनुष्य को हमेशा ही सचेत रहना है जागरूक रहना है इस तरह के प्रोग्राम महाविद्यालय में होते रहना चाहिए जिससे कि विद्यार्थियों को हम जागरूक कर सकें संचार आधुनिक माध्यम या अपने विचारों भावनाओं एवं सूचनाओं को संप्रेषित करने के लिए मनुष्य को संचार की आवश्यकता पड़ती है संचार मौखिक एवं लिखित दोनों रूपों में हो सकता है पहले मनुष्य आपस में [illegible] या इशारों से अपनी अभिव्यक्ति करता होगा या वैज्ञानिक प्रगति के इस संचार के अनेक साधन भी उपलब्ध कराए अब मनुष्य दुनिया के एक छोर से दूसरे छोर पर बैठकर एक दूसरे से बात कर सकते हैं अपने विचारों को अभिव्यक्त कर सकते हैं वैज्ञानिक उपकरणों की सहायता से बात करने में आज सक्षम है जिन साधनों का प्रयोग कर एक बड़ी जनसंख्या तक विचारों भावनाओं एवं सूचनाओं का संप्रेषित किया जा सकता है उन्हें हम जनसंचार माध्यम कहते हैं संचार के माध्यम को मुख्य तीन भागों में मुद्रण माध्यम इलेक्ट्रॉनिक इलेक्ट्रॉनिक माध्यम में विभाजित किया जा सकता है मुद्रण माध्यम के अंतर्गत समाचार पत्र पत्रिकाएं पंपलेट पोस्टर जनरल पुस्तक इत्यादि आते हैं इलेक्ट्रॉनिक माध्यम के अंतर्गत रेडियो टीवी फिल्म इंटरनेट एवं इलेक्ट्रॉनिक माध्यम है जनसंचार के इन साधनों के आने से [illegible] में जाना जाता है किसी भी देश में जनता को जागरूक करने के लिए निष्पक्ष एवं निर्भीक संचार माध्यम का होना आवश्यक है संचार माध्यमों का होना आवश्यक है यह देश की राजनीतिक सामाजिक आर्थिक एवं सांस्कृतिक गतिविधियों के लिए एक [illegible] प्रस्तुत करते हैं चुनाव या अन्य परिस्थितियों में सामाजिक एवं नैतिक मूल्यों में जनसाधारण को के भावना भावनाओं [illegible] करते हैं एवं जिम्मेदारी भी होती है संचार के माध्यमों को ही महत्व करती है पहुंची है यह सरकार एवं जनता के बीच सेतु का कार्य करते हैं इसे हम मीडिया भी कहते हैं जनता की समस्याओं को इन आवाजों को जन-जन तक पहुंचा जाता है विभिन्न प्रकार के अपराधों एवं घोटालों का पर्दाफाश करने और जनता समाज को [illegible] करते हैं इस तरह के आधुनिक समाज में स्वतंत्र प्रहरी के रूप में कार्य करते हैं इसलिए इन्हें लोकतंत्र के चौथे स्तंभ की संज्ञा दी जाती है आपदा प्रबंधन में समाज की भागीदारी बढ़ा सकते हैं आपदाओं के संचार माध्यम आपदाओं के बारे में जानकारी होने वाली घटनाओं को रोकने में मदद

करते हैं 21वीं सदी में सूचना संचार किसी भी प्रसारण योजना का एक महत्वपूर्ण हिस्सा माना जाता है मीडिया संगठन को आपदाओं और संघर्षों के नियंत्रित करने में मदद मिलती है एवं नव इलेक्ट्रॉनिक विभिन्न विभिन्न अध्यायों को आपदाओं में जनसंचार माध्यमों की भूमिका की जांच की है और अधिकांश का मानना है कि मीडिया आपदा स्थितियों को नियंत्रित करने अगर उनसे निपटने के लिए एक प्रभावी उपकरण है अधिकांश अध्ययन इस बात से सहमत है कि राष्ट्रीय और जनसंचार माध्यमों की मदद के बिना आपदाओं के लिए प्रभावी प्रबंधन योजना बनाना संभव है विशेष खराब गांव से पहले मीडिया की भूमिका महत्वपूर्ण मानी जाती है और कुछ मॉडल आपदा के रोकथाम में मीडिया की भूमिका की गणना भी करते हैं इसीलिए आपदाओं का महत्व के कारण कई प्रबंधन की नीति निर्माता आंतरिक एवं बाहरी आपदाओं को संघर्षों के निपटने के लिए मीडिया का उपयोग करने का प्रयास करते हैं हालांकि पिछले अध्याय अध्ययनों से अधिकांश विश्लेषण सावधानी पूर्व के विश्लेषण करते हैं जब आपदा प्रबंधन की बात आती है तो बहुत कम महत्व एवं सबसे महत्वपूर्ण और प्रभावशाली मीडिया की जांच करते हैं आपदा प्रबंधन में मीडिया की जन सामान्य भूमिका जांच के पक्ष में इन भारी बिंदुओं को अक्सर निपटने के लिए कोई सामान्य समाधान नहीं होता आपदाओं में निपटने की जनसंख्या की भागीदारी बढ़ाने में मीडिया की आम भूमिका मानी जाती है इसलिए सरकार या स्तंभ में चौथा स्तंभ माना जाता है इसलिए सरकार के चार स्तंभ होते हैं जिसमें मीडिया सबसे महत्वपूर्ण मानी जाती है जो समाज में जागरूकता फैलाने एवं भूमिका निभाता है बाकी लाभ की महत्वपूर्ण है समय-समय पर इनका उपयोग भी किया जाता है 21वीं सदी में आपदा प्रबंधन [illegible] का होना [illegible]

स्वयं ही जागरूक होना पड़ेगा हर वर्ष लोगों की [illegible] की संख्या घटनाग्रस्त होती है बाढ़ भूकंप भूस्खलन [illegible] ग्लेशियर पिघलना कोरोना सुनामी महामारी [illegible] इत्यादि इसलिए आम जनता से जुड़ी आपदा प्रबंधन योजनाओं को समाज के सतत विकास का हिस्सा [illegible] जाता है शासकीय महाविद्यालय गंधवानी में [illegible] दिवसीय वेबीनार में आपदाओं और प्रबंधन [illegible] आधुनिक संचार का माध्यम विषय पर वेबीनार करवाया गया जिसमें दो प्रमुख दो वक्ताओं को जो [illegible] राज्यों के थे जैसे कमांडर डॉक्टर भूषण दीवान [illegible] दूसरे रहेंगे प्रोफेसर क शर्मा भूतपूर्व कुलपति [illegible] विश्वविद्यालय अजमेर राजस्थान इन दो भक्तों [illegible] आपदा प्रबंधन पर ऐसी कुछ महत्वपूर्ण बातें बताई [illegible] उन्हें निपटने के प्रयास भी बताएं ताकि समय आने [illegible] हम इनके माध्यम से इन समस्याओं से बाहर निकल सकते हैं हम भी होशियार रहे और जनता को [illegible] होशियार बनाए रखें यह उद्देश्य था अंतरराष्ट्रीय संगठनों में महत्वपूर्ण भूमिका निभा सकते हैं इस संबंध में जनसंचार माध्यम आपदाओं के दौरान तीन महत्वपूर्ण भूमिका निभाते हैं अंतर्राष्ट्रीय युद्ध के मामले में भी [illegible] इनके नियमों के अनुसार कार्य कर सकते हैं आपदाओं की जानकारी समय-समय पर हम भी जागरूक [illegible] और आम लोगों को भी जागरूक बनाए रखें यही [illegible] उद्देश्य था

संदर्भ ग्रंथ :-

1. डॉ. लोकेश श्रीवास्तव, डॉ. अर्चना श्रीवास्तव, पर्यावरण अध्ययन [illegible] ग्रंथ अकादमी भोपाल
2. जानकीलाल जाती, बी.एल. खन्ना, भारत का भूगोल, [illegible] पृ. 83
3. google-com

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POST COVID-19 AWARENESS OF CELEBRITY ENDORSEMENT IN INDIAN EDUCATION SECTOR

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Abstract - Around the world, 2020 has emerged as one of the most challenging years in many of our lifetimes. During those few months, the world has endured multiple challenges, including a pandemic with economic ups and downs that continued its adversity in 2021 and still we are facing it in 2022 also, resulting in spurred global crisis. Education sector in India has experienced many injuries ongoing COVID-19 pandemic and all the same, we are still trying best to overcome it by various means. This research paper tries to play up an impact of celebrity's endorsement with opportunities and challenges after COVID 19 on Indian education sector for the welfare of government, academicians, institutes, students and others.

Keywords: Promotion, Celebrity Endorsement, Digital Education, Pandemic, Ed tech.

1 INTRODUCTION

Celebrity Endorsement is the most influential way of spreading awareness about anything. In India, the promotion through advertising is since the 19th century that was bifurcated in four stages as the first stage (1947-1960), the British liberated us and left a big impact on society. It was the time of imports and modernization was taking place but the advertisements used was lacking in creativity and were merely factual. Then at second stage (1960-1980), the creativity was an improved key to present advertisements which was then more impactful to the Indian culture than British by using creativity to generate effective campaigns for company products using images, slogans, and phrases.

The third stage (during 1980s) as it was the phase in which focus was shifted from creativity to creating more impactful marketing channels as celebrity's endorsement, personal promotion and more, so that the advertisement that was being created could reach the maximum number of people and in the most effective manner. In this era, more radio and TV sets were becoming popular and agencies were finding the best opportunities in them for their advertisements. At the fourth stage (Current stage) that is today's advertising scenario, it focuses on both marketing channels as well as bringing appealing creativity in the advertising. A lot of foreign companies started manufacturing in India but to make the advertisements more attractive and appealing for the Indians, the ads were created in Indian ways, by casting Indian prominent faces that is endorsements by most celebrated personality such as sports personality like Sachin Tendulkar, M.S. Dhoni, Actor or Actress like Priyanka Chopra, Katrina Kaif, and others to persuade more and more consumers towards their products and services.

The endorsements are not done just for the products, people promoting their services, the government endorse their schemes and developments, people advertise vacancies at their firms and more. It is not just limited to promotion whereas it tries to create awareness, to influence consumer's buying behaviour and to inducing them to purchase the product or service.

In India, with the introduction of promotion the work opportunities in field of celebrity endorsements increased and growth happened by the launch of newspapers, radio, television, mail, magazines, and now the internet. People today are active on all kinds of media platforms where they could get information: Radio, TV, the Internet, and newspapers. People and businesses can give out advertisements and promote on any of these platforms based on the size of the business, target group, and area of reach.

The celebrities are known to have a significant impact on audiences worldwide, but the craze is seemingly higher amongst us especially towards Bollywood celebrities and sports celebrities. In a star struck country like ours, most people idolize and some even blindly follow their favourite stars. Precisely, why do we see these celebrities' endorsing brands across categories. Everything from a toilet cleaner to a face cream, to an app to a toothpaste has a celeb endorser. To have differentiation, one sees many cases where brands use celebrities and position them as the mere face of their product without a concrete plan

ve strategy. Celebrities assure a stronger media and social pull that brands are typically looking for.

During the end of 2019, everything was going smoothly at global prospects, till the emergence and spread of the previously unidentified coronavirus from Wuhan city of Hubei Province in China had shaken the world, as WHO made declaration about disease from epidemic turned pandemic then it was officially named as Coronavirus Disease 2019 (COVID-19) by WHO on February 11, 2020. With following the guidelines and instructions provided by WHO, government of India took a major step to tackle the pandemic by declaring the lockdown from March 17, 2020. That made Indian people panic about everything from daily needs to job, education, business and more to the list.

As India is the world's second largest country in the world in terms of population. The traditional education sector faced many challenges during COVID-19 as from where students are going to study, how they will study, will the teachers be available to teach, how will the examinations be held and many more. The times we were struggling with bunch of questions, the futuristic approach of government of India which was developed in 2014 by the name of "Digital India" came as a boon to save us. This digitalization process of government played vital role in dealing with almost everything as payment through UPI, no touch delivery of products, vaccinations slot booking, online classes, video lectures and more.

After COVID-19, the education sector started to experience a devastating state but the use of technology made it easy to tackle the crisis. It was lot of people's minds that what will be the consequences, will their education suffer due to pandemic whether primary, secondary or higher education, however the effective reach of educators to just one click generated an opportunity for marketer to build an effective promotion strategy by emphasizing on their current situation and state of mind, by fulfilling their curiosity and demand.

The education sector evolved after COVID-19 significantly, the promotion of government policies and schemes regarding education and celebrity endorsement by education marketers of their study platforms that gave emphasis on brand building in ed-tech, many brands have adopted this celebrity strategy. Before we dive into whether celebrities' endorsements are the right or the mandatory way to proceed, let's first understand the ed-tech or education technology is the practice of introducing information and communication technology tools into the classroom to create more engaging, inclusive and individualized learning experiences and promoting education institutions is a conundrum that exists today as we move towards a blended and competing learning world.

Over the last decade, technological advancements have enhanced online education. These include the application of information and communications technology (ICT) in classrooms and the use of cloud-based platforms, virtual reality (VR), and augmented reality (AR). In 2020, the online education market was valued at INR 91.41 Bn. It is expected to reach INR 325.46 Bn by 2026, expanding at a compound annual growth rate (CAGR) of ~17.19% during the 2021-2026 period.

2 REVIEW OF LITERATURE

Celebrities are "bundles of cultural meaning" and often signify and showcase the prevalent values of the culture to which they belong (McCracken, 1989, p. 310). The use of endorsement in marketing communications is an established and popular practice (Schimmelpfennig and Hunt, 2020). Although dynamic social trends can give rise and fall to different types of endorsers, the use of celebrities to showcase a product or service remains a prevalent communications strategy used across the globe (Carrillat, O'Rourke and Plourde, 2019). Despite the high investment the strategy often entails, the use of celebrities in product advertising has seen a significant increase over the past 30 years (Knoll and Matthes, 2017). Every fourth to fifth advertisement showcases a celebrity and an estimated 25 percent of adverts in western markets now use celebrity endorsement (Carrillat and Ilicic, 2019). This figure is reportedly even higher in Asian countries (Carrillat, O'Rourke and Plourde, 2019).

The COVID-19 pandemic has created unprecedented challenges for people all around the world. In the current scenario, the main measure to contain the COVID-19

infection spread includes self-isolation, quarantine, mask-wearing, hand washing, and social distancing (WHO, 2020). The children of all ages are susceptible to COVID-19 infection, including adolescents. In India, children and adolescents have been confined to their homes due to the national closure of educational institutions under lockdown since mid-March 2020, thus presenting an unprecedented risk to children's education, protection, and wellbeing.

In India, the new academic year (2020-2021) was initiated virtually in July 2020 in Madhya Pradesh and in April and June 2020 in other parts of the country. While this shift to virtual learning has been able to provide some semblance of normalcy for students, who are otherwise holed up in the safety of their homes, it has also exposed widespread social and economic disparities in society. This is reflected by the inequitable distribution and capacity to access digital platforms due to the family's absence of multiple electronic devices and limited financial capacity to afford electronic devices (Ray et al., 2022).

Further impediments are the limited skill set among parents to navigate digital platforms, appropriately trained school staff, and disruption in power supply, internet, and Wi-Fi connections (Nasir et al., 2021). In this scenario, the already unfavourable conditions for adolescents and youth are further aggravated, leading to mental stress, trauma, and, in several cases, social and emotional stigmatization as is evident in some global literature (Shah et al., 2020). Even among students who have access to and are adept at using digital devices and platforms, there is differential acceptance of e-learning assimilation and learning methodologies (Ray et al., 2022), both leading to sub-optimal and compromised teaching-learning processes. Factors influencing learning include physiological factors, psychological factors, environmental factors, technological factors, methods of instructions and others. The impact that celebrities have on students and people is examined and the advantages inherent in using celebrity endorsements must be considered.

3 EDUCATION AWARENESS AND PLATFORMS USED BY THE INFLUENCE OF CELEBRITY ENDORSEMENT

Prior to COVID-19 the education marketers use to promote their institution, schools, tutorials and others by means of print media, ads on tv, e-mail, telephonic interaction etc. The education marketer used most effective various means of promotion strategies like international programs in Indian campus, flying professor concept, state of art and infrastructure, ranking, industry interface and placement, events, website, blogs, community, SMS marketing, direct mailing, education expo and pamphlets because endorsing a celebrity in education sector is costly affair that required huge amount to get endorsed. The government schemes to support education like School Chale Hum Abhiyan was endorsed by that time Prime Minister of India, Lt. Shri Atal Bihari Vajpayee ji and the theme song was sung by celebrity singer Mohit Chauhan. Similarly, the few education marketers had the courage to afford such means to promote their institution like IIPM was endorsed by Shahrukh Khan. But after COVID-19, more use of digitalization and technology made it considerably easier to opt celebrity's endorsements as a means of promoting the educational services to all educational services providers.

The pandemic came up with challenging environment causing chaos resulting in refreshing wave of change in education sector in India, this led to new reforms in Indian education sector. The lockdown leisure time came as a boon to the education sector, as people use to spend there most of the time on studying to find different discipline, different methods to study and more to the list.

The offline measures of classes, documentation, admission, examination was shifted to online means of virtual learning, virtual classes, online admission, online examination and more. It created the sphere of Digital Education or Digital Learning is "learning facilitated by technology that gives students some element of control over time, place, path or pace." **Digital education** helps learners to build the skills they need to navigate technology and to get the best out of it. Students of digital education become comfortable with finding, accessing, consuming and sharing content online. The Celebrity endorsement has been a critical part of the Indian market. Confirmed by the fact that more than 60% of endorsements in India feature celebs when contrasted with around 25-30% in the Western countries. With the expanded infiltration of smart TV and developing reception of social

media as a promoting device, the decade starting 2010 has seen a huge advancement in the Indian advertising space. The previous decade, the number of celebrity endorsements has expanded from 650 promotions in 2007 to 1650 advertisements in 2017. At present, big Bollywood faces overwhelm the advertisement business with a 16% portion of the endorsement market.

Around 320 million learners in India were adversely affected back then by the COVID 19 pandemic and have transitioned to e-learning. With huge regional and household disparities in access to the internet and technology, such transition was not possible for all students and educators. The rapid shift to e-learning prompted by the pandemic has resurfaced long-standing issues of inequality and a digital divide in India which was later understood by the educators, marketer, students, parents and government.

After COVID-19 the **e-learning apps** were launched and **online classes** were just for the distance learning students, that were not popular before COVID-19 but pandemic gave them the opportunity to successfully access the internet education market. To promote such practice of online learning and study the World Bank provided a relief by releasing a Ed Tech Knowledge Pack on Remote Learning response to COVID-19. The knowledge packs were resources developed by the World Bank's Ed-Tech team to serve as short, practical guides on individual topics within education technology. This Knowledge Pack focuses on remote learning in response to COVID-19 with a focus on K-12 (primary and secondary education) in low resource environments. Similarly, the Government of India also provided cheaper data and official government sites, portals and applications with no charges for students to develop their skills and enhance learning.

Previously not much celebrities were engaged in promoting an institution or the University. Rarely any or close to zero, because education doesn't need a star face for many reasons like education was local and personalized, a mindset like "education means going to school and college", and so on. But now, after a pandemic things have changed and every sector has turned digital including education and also there is subsequent growth of celebrity's endorsements in education sector in India during COVID-19 and afterwards, as there are more and more digital platforms, applications, as personal applications by institution, and such other means. These platforms are being promoted by their favourite celebrities which make them more connected and popular that create positive impact among people with learning trust.

Celebrities assure a stronger media and social pull to an organization to become a brand for which people are typically looking for. There are more than 3500 players in edtech in India. Hence, the need to stand out and be differentiated as a brand now is extremely important. Most platforms have solutions that are similar and very few are designed with unique solutions for learners. For the former, a celeb becomes the USP of the platform and as hence there is little or no thought in associating with a known face. After COVID-19, brand building in ed-tech sector became vogue, brands like BYJU'S, Udemy, Unacademy and few more to the list have adopted this celebrity strategy.

The pandemic gave the marketers to develop more understanding of the time, strategies and choice of correct celebrity to endorse an ed-tech organization by making a brand. The Edtech space has seen strong growth globally with the covid-19 pandemic serving as an inflection point, so as to raised funds in the past few months to accelerate their growth plans, they have decided to promote their brands. Here, are few ed-tech brands that became popular and were mostly used for learning and studying during and after COVID-19 which are endorsed by celebrities in India:

BYJU'S: It was started as an EdTech start-up in Bangalore in 2011. It is currently valued at $13 b and is one of the fastest expanding EdTech companies in the world. BYJU'S also received numerous honours, including the Deloitte Technology Fast 50 Award and the CRISIL Emerging India Award. It has also acquired some of the well-known educational and EdTech companies in India. The expansion has currently made BYJU'S a leading EdTech company in India. It offers a learning app for competitive entrance exams like the IIT-JEE, CAT, UPSC, GMAT, GRE, Engineering & Medical, as well as courses from grades 3 to 12. It provides online and tablet classes with multiple-choice questions, answer keys, and in-depth analysis.

Currently, the famous sports personality and popular football player Lionel "Leo" Messi has been named the first global brand ambassador of BYJU'S social impact arm, "Education for All". Messi, is the captain of Argentina's football team and a player for Paris Saint-Germain, has signed an agreement with BYJU'S to promote the cause of equitable education. The association aligns with BYJU's expanding global footprint, with the goal of making education accessible, equitable, and affordable to all. Byju's continues to invest in marketing. For example, to become the first Indian company to sponsor a FIFA World Cup, the company spent close to $30-$40 million. He has millions of followers on Instagram, millions on Facebook and millions on Twitter which make him a strong global personality that can influence bulk of people towards using BYJU'S app for studying.

In India, previously BYJU's appointed Bollywood actor Shahrukh Khan as their celebrity brand ambassadors but in 2021 when his son Aryan Khan was arrested by the Narcotics Control Bureau (NCB) in Mumbai Cruise Drugs Case during COVID-19, the brand decided end endorsement agreement. Then appointed two Olympic medallists, Neeraj Chopra and PV Sindhu as their brand ambassadors. The association of both the medallists and the BYJU's team will help the young minds fall in love with learning through Disney's BYJU's Early Learn app.

The 93% of parents say their child's academic performance had significantly improved after using the BYJU'S app. With more than 15 million registered users, 900,000 of them subscribe for an annual fee, and 83% renew their subscriptions.

Unacademy: It is Bangalore-based EdTech company, acts as an online learning marketplace for a range of courses. Hemesh Singh, Sachin Gupta, and Gaurav Munjal started it back in 2010 as a simple YouTube channel. In 2015, their YouTube channel expanded to an online education platform. Numerous videos are still available on Unacademy's YouTube channel. It is a well-known e-learning start up and one of India's top EdTech companies.

The objective of Unacademy is to offer free education. Additionally, it has expanded its offering across industries, including pre-medical, banking, CA, CAPF, UPSC, CLAT, CAT, and more. Students can follow tutors to receive direct instruction from them by watching the video tutorials, which are available in many languages.

The most loved sports personality in India and the former Indian cricket star Sachin Tendulkar has inked a strategic partnership with Unacademy, is also celebrity associated with the brand. With such partnership, Unacademy tried to create an unmatched learning experience by having Sachin share his life lessons with the learners and coach them.

It also features former Indian Cricket team captain M.S. Dhoni as their brand ambassador. The success of the cricketer is what the company associates itself with to exhibit how their learners can excel in their life.

upGrad: upGrad is an Indian online higher education company, founded in 2015 by Ronnie Screwvala, Mayank Kumar, Phalgun Kompalli, and Ravijot Chugh. The company is the official education partner for Government of India - Start up India program. The EdTech company offers online programs to working professionals, college students, and corporates in the fields of IT, Data Science, Management and Technology.

It has collaboration with national and international academic partners to create online programs. It offers 30 programs in association with the academic partners that includes BITS Pilani, IIT Madras, IIIT-B, IMT Ghaziabad, NMIMS Global Access School for Continuing Education, Liverpool John Moores University (LJMU), Duke Corporate Education, MICA, Deakin University, and Liverpool Business School.

The EdTech platform has appointed the legendary Bollywood actor Amitabh Bachchan as its brand ambassador. The actor will promote the importance of life-long learning. As a part of the partnership, he supports upGrad's brand value through endorsements and promotions of services offered by the higher Edtech leader, while emphasizing the importance of Life Long Learning for progressive career growth.

Vedantu: Vedantu is an Indian multinational educational platform. The company headquarter is in Bengaluru, Karnataka, India. It is the leading online tutoring company

which enables students to learn LIVE with some of India's best-curated teachers. It was founded by five friends Vamsi Krishna, Pulkit Jain, Saurabh Saxena and Anand Prakash. The Edtech space has seen strong growth globally with the covid-19 pandemic serving as an inflection point.

It has appointed Bollywood actor Aamir Khan as their celebrity endorser. Its new ad campaign aims to make quality LIVE online learning accessible to every child, every home with India's best-curated teachers.

4 CONCLUSION

During and after COVID-19, the celebrity's endorsements in Indian education sector faced multiple challenges. It has remarkably affected our lives and has impacted our mental health conditions due to online classes, less play time, more screen time, and limited interactions with peers. Home isolation increased screen time which is associated with sedentary behaviour, snacking, and poor sleep patterns which may result in anxiety, exhaustion, emotional disturbance, and stress. Despite all those difficulties, Education as a sector maintained its faith and trust. The overall level of satisfaction of students with higher education in India had decreased significantly after the COVID-19 pandemic in 2020. About 76 percent of the students stated that peer learning was a major challenge with online teaching methods in the country during the pandemic year.

The sector is extremely careful about who endorses it, because the person needs to be respected for his/her value system and credibility, should be emotionally trusted and people should have faith in them and their work. A celebrity can definitely add value to the brand and complement the marketing mix but the responsibility of making it successful requires a stronger integrated approach. Few brands might have also dabbled with celebrities following specific needs along the way, but what makes a marketing campaign timeless is the power of an idea and its effective execution and not the association alone. A circular approach must be followed attentively to detail the marketer's established vision that will always create a successful and memorable campaign. While there are brands who have campaigned with a celebrity ambassador successfully, on the contrary there are many that have created a stronger brand equity even without one, questioning the actual worth of this heavy investment like Udemy. Therefore, the celebrity's endorsements in education sector must be more explored, so that effective promotion strategies can facilitate multiple platforms for learning and studying at competitive prices to strengthen educational roots.

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Digital Marketing: A New Dawn to Education

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Keywords: Digital Marketing, Institutions, Education, Digital India Campaign,Virtual Learning, SEO, SMM, Influencer Marketing, Content Marketingand E-mail Marketing.

ABSTRACT

In this digital age, Global Education has evolved several times. The digital platforms have facilitated the students and academies to reach out world within few seconds. Therefore, the education sector has implemented digital marketing as an effective and efficient tool to adapt with needs of businesses and students as well.

Digital Marketing and its components have been emerging in new education sector to improve its business practices. Therefore, the institutions have been encouraged to promote these mechanisms and adopt them into corporate structures. The use of online strategies is to promote optimal channel to students. Thus, Digital Marketing has proven to be an ultimate tool to proactive excellence in the competition.

This paper highlights the purpose of digital marketing for new education sector (national and international) for the advancement of institution (Governmental or Private) and for practical approach to studies with quality education for the students through Digital Platforms and Virtual Learning. The educational institutes can explore new dimension via Digital Marketing to access global market in providing education and strengthening its global position by fulfilling global standards for education.

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INTRODUCTION

The Guglielmo Marconi who invented the radio in 1896, was the world's first digital marketer. The Digital Marketing started a humble beginning from Offline Digital Marketing Channels for advertising like billboards, radio spots, and television advertisement and more, with the development of internet by Bob Kahn and Vint Cerf in the 1970s. The engineer Ray Tomlinson introduced digital marketing to world by sending the first-ever email in 1971. However, there are several marketing luminaries that made huge contribution to the field, few made the lasting impact to the field of marketing in the world. The well-known American professor "Philip Kotler" has penned more than 60 marketing books and is praised for his efforts of establishing marketing as a field of academic study, who is also called as "Father of Marketing". He argued that marketing was an essential part of economics and proposed that demand for goods and services was not only influenced by price, but also by advertising, promotions, direct mail, retailers, and distribution channels.

The concept of digital marketing was first used in the 1990s, although at that time, it was mainly about advertising to consumers. However during the decades of 2000 to 2010, with the emergence of new social and mobile tools, the concept was expanded. It was transformed from an advertising oriented technique for user, to a concept of creating an experience that engages with them (Brosnan, 2012).

The digital revolution has changed the way of consumers perceives business strategies. From the age of finding out the day's events on the morning news paper, to instant gratification with updates from social media, people's perception has been shaped by a technology based bubble, whose access is limited to a digital platform (Ghorbifar, 2017).

The businesses started to implement strategies, so that media platforms can focus, interactive and measureable way of reaching consumers is known as Digital Marketing. By the time, it has turned into an essential tool to compete in market and it is consider being an effective tool to reach out potential consumers.

Digital Marketing is the marketing of products and services using digital technologies, mainly on the Internet, but also including smart phones, display advertising and any other digital medium. Digital Marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing,

Influencer Marketing, Content Automation, Campaign Marketing, Data Driven Marketing, E-Commerce Marketing, Social Media Marketing, Social Media Optimization, E-mail Direct Marketing, Display Advertising, Optical Disks and Games are becoming more common in advancing technology. It also extends to non- internet channels such as SMS, MMS, on hold tones and call back on mobile phones.

In education sector, Digital marketing is defined by use of numerous digital tactics and channels to connect with students, parents or guardians, researchers, faculties, and other institutions as prospective customers where they spend much of their time online to get admission in international universities, for examination preparations, for research purpose, webinar, educational conferences and many more. The website to educational business's online branding assets such as digital advertising, institutional e-mail marketing, e-brochures, and e-library to name a few.

Digital Marketing uses the internet and information technology to extend and improves traditional marketing function. Its applicability is across various sectors, amongst them is education sector. In India, recently the media consumption has gone through variations. The statistical data reveals that, we currently have over 624.0 million internet users in January 2021 and 448.0 million is active social media users. The 90.9% of total population uses smart phones to access internet between the ages of 16 to 64. The student uses the digital platforms for study, career counseling, and virtual classes. The academies uses the platform for the expansion of their institution, attract students, career guidance, promotion, global market access and others. With the interference of Digital India Campaign in 2015, launched by Government of India, with an objective of connecting rural areas with high speed internet networks and improving digital literacy. The campaign has widened the scope of digital marketing across country rapidly via free distribution of smart phones, tablets, and laptops to underprivileged students from Government. As a result, the campaign gained popularity among students and their parents, which made them to explore the virtual world of education. The success of Digital India Campaign within Indian boundaries and overseas unleashed the new dawn of education with digital marketing.

Background and Review of Literature

Traditional outbound marketing quite understandably gets faded out in these respects as compared with the growing field of inbound marketing based on technology- driven digital media. Marketing using a platform or digital marketing generates a 'PULL FACTOR' in an open and convenient environment. Formally, Digital Marketing is defined as "The practice of promoting product and services in an innovative way, using primarily database driven distribution channels to reach consumers and customers timely, relevant personal and cost effective manner is known in the theory and practice as digital marketing" (Wai 2013).

Direct Marketing has turned into an essential tool to compete in the market. Since everyone is unintentionally immersed into digital era, its usage is the most efficient tool to reach potential consumers (Kannan, 2017).

Digital Marketing has expanded the boundaries of education. In this era, educational institutions from all over the world are no longer finding it difficult to market themselves to their audience or suffer from a lack of brand awareness. Due to the big spread of information, educational institutions have the chance to show the opportunities that students could get from the service they provide, not only in the country but in a world-wide market (PATRUTIU BALTES, 2015).

It is suggest that "educator and educational institutions, among other, have framed efforts to teach people to avoid making mistake in credibility and judgments with heading of information quality". It is generally observed that user's generated content has greater impact on overall perception of brand in consumer's mind.

"The development in online marketing would be a valuable addition to researchers and academicians, as it is a useful theory for practitioners, advertisers and entrepreneurs" (Gangeshwar D.K. ,2013).

The recent development in digital marketing, e-commerce, virtual learning, and digital education can prove that, India will be among the countries to transform its economy to trillion dollars economy as targeted by Indian Government with the help of Digital Marketing in various sector in that vital educational digital marketing strategies can play key role.

Channels of Digital Marketing in Education

Search Engine Optimization

The search engine marketing (SEO) refers to the process of improving your site's organic traffic and ranking on search engine such as Google, Bing, and others. It consist of Websites, Blogs, and Info Graphics which rank on top in search engine result page, as a result it increases the amount of traffic on website receives. This includes creating high – quality content in addition to monitoring site's technical health, gaining links from other sites to sites, maintaining site's local search presence, and more.

In education sector, search engine optimization (SEO) is crucial to the success of higher education programs and enrollments, but it is one of the most overlooked portions of an effective marketing ecosystem. Increasingly, students are searching for specific schools and colleges or programs online. In fact, according to Tsunela, "67% of internet users use search engines as their first source of information for higher education institutions". It helps to increase the visibility of college or university's website, boosts organic search traffic, enhances user experience, and, ultimately, drives inquiries and enrollments.

Social Media Marketing

Social media marketing (SMM) uses social media as the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic. Social media and technology are integral parts of daily life, and integrating the use of these into the classroom is more natural than before. Each social media platform like YouTube, face book, wats app, meet, zoom, Linkedln, twitter, Instagram, pinterest and others offers many different ways to be used in the classroom, from sharing announcements to holding live lectures, and so much more.

Social media provides a smoother, more direct communication tool between students, teachers and parents, who can check in and ask or respond to questions. Social media allows for more e-learning opportunities as well. As remote jobs and online classes are becoming more popular, training students to work from a distance is an important lesson, and social media can help with that. It's important to understand the impact of it, so let's believe that it will help students in getting advance education with the help of technology.

As for the higher education institutions sector, it is considered one of the most important sector in developed countries like India because of its great contributions to the development process. The researcher used the systematic review analysis to summarize, identify and assess researches.

Influencer Marketing

The world is currently witnessing a new-age reality. Digital and social media marketing have transformed the way businesses and brands promote their services and products. Influencer marketing is one such avenue that has been a boon for several brands – both domestically and internationally. According to an estimate by Business Insider Intelligence, implementing an influencer marketing strategy was worth $8 billion in 2019 and is expected to grow to $15 billion worth of industry by 2022. Researchs in India says that the country's influencer market is estimated at

$75-150 million a year. The statistics prove how rapidly this avenue of marketing is advancing. Fashion, beauty, lifestyle, and travel are some of the major domains that have progressed significantly with the help of influencer marketing. The 57% of beauty and fashion companies has employed Influencer Marketing for enhanced brand engagement.

Influencer marketing is currently the most effective means for businesses to promote brand awareness among their target audience. During the Covid-19 pandemic as people were confined to their homes. With this enormous growth in digitalization, social media users tend to prefer products and services recommended by prominent personalities in online spaces. The Covid-19 pandemic has changed the entire structure of the educational sector. Globally, 1.3 billion students have suffered due to the closure of educational institutions. Students and teachers have been forced to adapt to remote and digital teaching and learning methods. Several institutions have not been successful in this digital shift. Moreover, the pandemic proved to be a litmus test for several institutions and the kind of teaching they provide.

Educational institutions and platforms can reach such individuals through influencer marketing for ed-tech brands. Professional advisors, consultants, members of a governing educational board, educational experts, renowned teachers, opinion makers, and other like-minded individuals who have a solid follower base on social

media can help educational institutions develop and grow their brand reach. Vedantu, an online learning platform, significantly enhanced its online presence through an Influencer Campaign, where mom influencers drove parents' trust in coding for kids with more than 200k views on Instagram. This resulted in increased engagement and brand awareness for the brand.

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. The vast majority of marketers are using content marketing. In fact, it is used by many prominent organizations in the world, including P&G, Microsoft, Cisco Systems, and John Deere.

In education sector, sharing content that is diverse, consistent and engaging can really help to boost educational institution's brand presence and lead to a noticeable increase in enquiries. In order to compete with institutions across the globe, universities and educational institutions must invest time and effort into quality content marketing. The first point of contact between a prospective student and a university or institute nowadays is likely to be through some form of online content - a social media post, a video or a blog post. There's so much you can do creatively with content marketing and new technology is making processes easier for everyone. Some mediums are more effective than others and some have more longevity. So, one must invest time to develop content on blog-posts, video, e-books, socialmedia, info-graphics and virtual tours.

E-Mail Marketing

Email marketing is a way to promote products or services through email. As it is a top digital media channel, and it is important for customer's acquisition and retention. It is a direct marketing channel that lets businesses share new products, sales, and updates with customers on their contact list. Its high ROI makes it crucial to most businesses' overall inbound strategy. Modern email marketing has moved away from one-size-fits- all mass mailings and instead focuses on consent, segmentation, and personalization. This may sound time-consuming, but in long run, a well-designed email marketing strategy not only drives sales, but helps build a community around your brand and also cost effective. 72% of the millennial consider email as the preferred means of

communication with a business. An Email Statistics Report by Radicati says that 3 billion people uses the email. For every $1 spent on email marketing, an average ROI of $38 is expected by the marketers.

Email Marketing far from being an outdated mode of communication. The data reveal the significance of university email marketing and its long lasting impact. In the era of a digital revolution, when everyone is active on the internet, the consequences of ignoring email marketing can be massive. The email marketing for academia must be an integral component of the digital marketing mix of the universities to maximize the reach.

Every student opting for higher education uses a smart phone and studies show that 73% of people of age from 18-34 check their emails on phones. Email marketing proves to be a strategic step when it comes to increasing the diversity, profitability and quality of the admissions in the institute. The statistics say that 53% of the students find email messages from colleges highly influential and 80% reveal that such emails contain reliable information about the institutes.

Current Status of Digital Marketing in Indian Education Sector

In India, the Internet service was launched on August 15, 1995, by VSNL (Videsh Sanchar Nigam Limited). Since, digital marketing started to spread its wings in Indian economy. This was the first initial step that led to the digital marketing revolution in India. Since then it has evolved according to the requirement of social and economic needs. Digital marketing is a marketing strategy to promote products and services online and offline with the help of digital platforms.

On 1st July 2015, the Government of India launched a flagship program known as "Digital India" to transform India into a digitally empowered society and knowledge economy with a motto of "Power to Empower". The objective of the program is to provide availability of high speed internet as a core utility for delivery of services to citizens, cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen, mobile phone & bank account enabling citizen participation in digital & financial space, easy access to a Common Service Centre, shareable private space on a public cloud, safe and secure cyber-space. For empowering citizens with universal digital literacy, universally accessible digital resources, availability of digital resources / services in Indian languages.

collaborative digital platforms for participative governance, citizens not required to physically submit Govt. documents / certificates. Thus, the Digital India Campaign led the govt. to facilitate the rural India with high speed internet networks and improving digital literacy. The states like Madhya Pradesh, Uttar Pradesh and more launched the schemes to distribute smart phones, tablets, and laptops to topper students as award for excellence in academic results, such schemes influence Indian economy toward the Digitalization.

The Digitalization of Indian economy led the people to get socially aware of the activities going around the world. Similarly, it helped economy to maintain its position during the crises like COVID-19 pandemic. The governmental programs like UPI (Unified Payment Interface), Arogya Setu launched under Digital India campaign managed to save India from the pandemic and monetary difficulties.

The digital platforms like universities websites, college websites, admission portals, examination portals provide one click delivery of true information about admission, process of various examinations entrance test, e-books etc. directly from the educational institutions and universities without filtration of material information. It facilitates the students to take correct decision about their education and career. During the COVID-19 Pandemic, Digital Study Platforms helped students to continue their studies with the help of Virtual Learning i.e. by taking video lecture, virtual assessment and examination, webinar, conferences etc. Virtual learning is a learning experience that is enhanced through utilizing computers or the internet based facilities of the educational organization. It is a unique way through which many institutes and universities impart education to the students effectively. It aims at creative interactions, active learning, plan courses, taking notes and other study ideas.

In India, the educational digital platforms for every students is to access true information directly from the Government Educational Websites and Portals like UGC, CBSE, NTA, and others to showcase transparency between students and institutions, which gives information about the educational schemes, courses offered, e-library, list of government and private institutes, list of universities across country etc. These platforms work as a gap filler between institutions and students, which provides a guide to follow rules and regulations to educational institutions under the leadership of Central Government. The guidelines, rules, official gazette

notification is to update educational institution about timely dispose of factual information. So, it can manage academic discipline accordingly.

Government Initiatives for Smooth Conduct of E-Learning

Several initiatives have been taken to enable online education in India such as:

E-PG Pathshala: An initiative of the Ministry of Human Resource Development to provide e-content for studies.

SWAYAM: It provides for an integrated platform for online courses.

NEAT: It aims to use Artificial Intelligence (AI) to make learning more personalized and customized as per the requirements of the learner

Other initiatives include: National Project on Technology Enhanced Learning (NPTEL), National Knowledge Network, (NKN), and National Academic Depository (NAD), among others.

PRAGYATA: The Ministry of Human Resource Development (MHRD) released guidelines on digital education title PRAGYATA

Under the PRAGYATA guidelines, only 30 minutes of screen time per day for interacting with parents is recommended for kindergarten, nursery and pre-school.

Schools can hold live online classes for a maximum of 1.5 hours per day for Classes 1-8, and 3 hours per day for Classes 9-12.

National Program on Technology Enhanced Learning

The NPTEL is a project of MHRD initiated by seven Indian Institutes of Technology (IIT), along with the Indian Institute of Science Bangalore.

It was created in 2003 to provide online education.

The aim was to have web and video courses in engineering, sciences, and management.

Opportunities in Digital Marketing for Education

Professional Bloggers

There are many digital marketing professionals choose full time blogging as their career choice. With dedication and hard work, many professionals are now successful bloggers in their chosen discipline. Bloggers can generate income with advertising & affiliate marketing strategies. Similarly, in education sector, one may choose to become an educator through writing and providing the subjective information to others and can generate income from advertising and promotion.

Start Freelancing Services

Freelancing is the concept of offering your services to clients as an individual. Sitting at your home or office you can build your clients globally. In education, an individual may start its own online classes, develop an application for education purpose etc. Many online freelancing services provider gives great platform to start freelancing career.

Start your own agency

One having an experience in managing a business has resources and contacts, such a person can start own full-time digital marketing agency. With agency, a person can build marketing strategies for clients and implement them with digital marketing tools. For education sector, a person may develop an application, website, blog and channel with help of such an agency, that can deliver the services to the client who wants to earn reasonable amount.

Become a You Tuber

A person can choose to become a full-time You Tuber in a chosen discipline. The person needs to focus on the quality of content and building own audience base on YouTube. Once you start getting subscribers and views, you can make money with YouTube monetization program. If a person chooses to become You Tuber in education field he/she can attract a bunch of crowd by posting educational informative videos, so that others can get free knowledge by simply subscription, views and likes.

Online Careers for Professionals/Students

Learning digital marketing tools will open a door to many new online opportunities, while studying or working in your present job. The many digital marketers have built their personal brand by becoming a social media influencer. Students can work part- time online for various digital marketing agencies.

Trainer or Coach

A passionate person about teaching and having prior teaching experience willing to share knowledge with others, and can build a great career as Digital Marketing Trainer Online Coach. To become a quality trainer one must develop in-depth practical understanding of each topic and work on real-time projects before delivering training. Become an online or classroom trainer only after getting adequate amount of experience with all the technologies.

Conclusion

Digital marketing is the best method of impressing the students as they indulge themselves in searching online for educational and training courses. These day's students spend more time surfing the internet rather than reading the newspaper or watching television. Parents and guardians have started to judge an institute based on its website and online presence. So it is very important for an educational institute to keep in mind about the fact that internet users do not go beyond the first three pages of the search engines to gather information. It helps education institutes in India or abroad to increase their web traffic by providing services like SEO, SEM – PPC, SMO, and Website Designing.

The use of digital marketing in the education helps in formulating and executing marketing strategy in growing global market demand of education service providers. Traditional marketing is totally different from Digital Marketing as it provides modern approach towards education with involvement of computer, mobile phone, smart gadgets and internet facility. Education is seen as main door to step toward successful career and better life: however this door is not being considered by some because of age, gender biasness, and lack of money to pursue education. To facilitate education to every individual, that no one shall be deprived of privilege to education. Thus, Digital Marketing in Education sector provide various platforms for students and people to study whenever they want, whatever they want to study, how they want to study, anytime, anywhere and any place at competitive prices. It does not

limit the education to privilege people only, rich or poor they both can study without any gender biasness. Many economist is of the view that education is directly correlated with economic growth and stability i.e. counties flourish when their education sector flourish.

The study tries to discover the various dimensions and approach towards Digital Marketing to strengthen the education fabric with current digital marketing trends. The introduction of new advanced technology as Artificial Intelligence (AI) and smart gadgets provides broader view for students, teacher, professionals and others. Marketer can use digital marketing as a tool to promote education sector in every prospect, as it can be customized, efficient and updated timely, cost effective. The digital marketing tools can track the performance of digital movement. Online marketing tools can help in measuring the effectiveness of digital marketing in education and can boost educational goals. It is high time for every institute to follow long term digital plan carefully, so that it can fulfill the objective of brand identity and presence.

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इतिहास

रश्मि ठाकुर

(03)

Mahakal and Simhastha

भाग–I

सम्पादक

रामकुमार अहिरवार

महाकाल और सिंहस्थ

Mahakal and Simhastha

सम्पादक

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मेघदूत और उज्जयिनी नगरी

डॉ. रहिम ठाकुर* एवं डॉ. दिग्विजयसिंह खत्री**

भारतीय जनश्रुति के अनुसार महाकवि कालिदास राजा विक्रमादित्य के नवरत्नों के शिरोमणि माने जाते हैं। वे भारतीय संस्कृति के मर्मज्ञ व्याख्याता हैं। मेघदूत उनकी प्रतिभा की अनुपम कृति है। इसमें विरही यक्ष द्वारा अपनी प्रियतमा को मेघ के द्वारा संदेश भिजवाया गया है। यह उनके भूगोल और इतिवृत्त, प्रकृति और मानव का प्रत्यक्ष और यथार्थ चित्र प्रस्तुत करने वाला असाधारण काव्य है। ऐसा प्रतीत होता है कि मेघदूत का यक्ष कवि का प्रतिनिधित्व करता है।

उज्जयिनी नगरी और महाकाल की उपासना के प्रति उनके हृदय में प्रगाढ़ प्रेम झलकता है। काव्य ग्रंथ में कवि ने मेघ को उज्जयिनी भेजा। यद्यपि उज्जयिनी की स्थिति मेघ मार्ग पर नहीं थी फिर भी कवि ने (यक्ष द्वारा) आग्रह के साथ मेघ को शोभायमान उज्जयिनी नगरी की यात्रा करते हुए अलकापुरी भेजा।[1] भले ही मेघ के कार्य (यक्ष की प्रियतमा के पास संदेश पहुँचाने) में विलम्ब हो।

भगवान महाकाल को समर्पित उज्जयिनी महान तीर्थ स्थल है। उज्जैन का प्राचीन नाम अवंतिका पुरी था। यह शिप्रा के पावन तट पर स्थित है। इस नगरी के सौंदर्य एवं सौभाग्य पर कवि इतना मुग्ध है कि वह इसे स्वर्ग का एक कैतिमय खण्ड (टुकड़ा) मानता है। जिसे स्वर्ग के पुण्यशाली व्यक्ति अपने साथ शेष शेष पुण्य भोगने के लिए धरती पर ले आए थे।[2] डॉ. मिराशी के अनुसार अपने पुण्य में कमी हो जाने के कारण स्वर्गस्थजन वहाँ (उज्जैन) आकर रहने लगे तथा उन्होंने अपना अतिविशिष्ट पुण्य वहीं खर्च कर उसे स्वर्ग का एक रमणीय भाग बना डाला।[3] अन्यथा भूतल पर ऐसी नगरी होनी संभव नहीं थी।

मेघदूत कवि द्वारा चित्रित भारत का एक नितांत सरस और सरल चित्रण है। कवि ने राजनगरी उज्जयिनी का वर्णन मेघदूत के पूर्व मेघ में 27 से 38 तक के श्लोकों में अत्यंत स्वल्प में किन्तु गहन तन्मयता के साथ की है।

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कवि ने इसके वैभव, महाकाल मंदिर में होने वाली सांध्य आरती, वारांगनाओं द्वारा किया जाने वा भक्ति नृत्य, शिप्रानदी, क्रीड़ा कामनों, वृद्ध एवं विद्वत जनों द्वारा मनोविनोद हेतु की जाने वाली कथाओं त लोककथानकों आदि के अतिरिक्त प्रकृति वर्णन का हृदयाकर्षक वर्णन किया है।

(1) उत्तुंग प्रासादों तथा ऐश्वर्यपूर्ण एवं विलासमय जीवन का चित्रण

स्कंद पुराण में अवंति खण्ड में उज्जयिनी का 'कनकशृंगा' नाम प्राप्त होता है, जिसका शब्दशः अ है – सुवर्णमय शिखरों वाली। इस नाम का यथार्थ कारण संभवतः यहां के उत्तुंग प्रासाद रहे होंगे। कालान में कालिदास ने भी अपने काव्य में यहाँ के उत्तुंग, विशाल और ऐश्वर्यपूर्ण प्रासादों का चित्रण किया और मे को उज्जयिनी के महलों की शोभा को देखने और विश्राम करने का अनुरोध किया जो फूलों की सुगंध औ अगुरुके के धुएं से महक रहे हैं और जिनके फर्श उनमें रहने वाली लावण्यवती ललनाओं के पैरों की महाव की छाप से अंकित हो रहे हैं। जिससे वह उज्जयिनी के विलासमय जीवन का आनंद प्राप्त कर सके।[8] व की अनुराग रसिक नगर नारियों के चंचल कटाक्षों के अवलोकन से अपने नैनों को सफल कर सके। या के भवन वास्तुशास्त्र को दृष्टि में रखकर बनाए गये थे। भवन, स्तम्भदार तोरण, शालमंजिका, गवाक्ष, वलभ वितान, नागदंत, सोपान आदि वास्तुकला की विभिन्नताओं से सुशोभित थे। यहाँ के भवनों के झरोखों से धू निकलता रहता था।[9] यहाँ नये–नये भवनों, हर्म्यों और महलों का निर्माण किया गया था। उज्जयिनी वास उद्यानप्रिय यहां के भवन भी छोटे–छोटे उद्यानों तथा पुरुष वाटिकाओं से सुशोभित थे। यहाँ के भवन निवासिय की आर्थिक सम्पन्नता और कलात्मक दृष्टिकोण के परिचायक थे।

(2) आर्थिक समृद्धि का चित्रण

प्राचीन काल में उज्जयिनी नगरी हर प्रकार की समृद्धि और वैभव से युक्त होने से विशाला' नाम प्रसिद्ध हुई। अतः कवि ने भी अपने काव्य में इसकी विशालता तथा समृद्धता की मधुर कल्पना की है।[9] त इसे स्वर्गीय सुखों से परिपूर्ण माना है।

ऐश्वर्य और समृद्धि की भूमि होने से उज्जयिनी व्यापार वाणिज्य का प्रमुख केन्द्र थी। विभिन्न प्रदेश के व्यापारी अनेक प्रकार के महारत्न, मोती, शंख, सीप, मरकत मणियाँ और मूंगी आदि का यहाँ क्रय–विक्र किया करते थे।

उज्जयिनी के बाजारों में रत्नों के समूह को देखकर कवि को यहाँ प्रतीत होता है कि मानों समुद्र सारे रत्न निकालकर उज्जयिनी बाजार में रख दिये गये है। और अब समुद्र में केवल जल ही जल शेष र गया है।[9] वैभव सम्पन्न होने के कारण उज्जयिनी का 'विशाला' नाम सार्थक था।

(3) महाकाल मंदिर और सांध्य अर्चना का चित्रण

यक्ष के द्वारा महाकाल मंदिर की शोभा के वर्णन से ज्ञात होता है कि नगाड़े की गंभीर गर्जना के सा महाकाल की सांध्य आरती की जाती थी तथा मंदिर में पूजार्थ नियत वेश्याएँ सांध्य आरती में नृत्य–गान करत थी+रत्नों से मंडित चामरों को उनके द्वारा डुलाए जाने का वर्णन भी मिलता है।[10] यहाँ कवि की कल्पना कि मेघ का गर्जन पूजा के नगाड़े का काम करेगा।

कवि ने लाली से युक्त सांयकाल के तेज में शिव के सौंदर्य और ताडंव नृत्य का अद्भुत वर्णन किय है।[11]

जो ताल के अनुसार पड़ रहे पैरों की ठुमक के साथ रुनझुन करती करधनियों वाली की झांई जगमगाती ।

(4) शिप्रा नदी का चित्रण

शिप्रा नदी के पावन तट पर करने उज्जयिनी का नैसर्गिक सौन्दर्य रमणीय तथा आकर्षक है। शिप्रा के जल में स्नान यहाँ के निवासियों को अत्यंत प्रिय था। प्रातः कालीन शिप्रा तट पर मनोहारी था। इसके किनारे अनेक शीतल उद्यान थे। शिप्रा में स्त्रियों का जलविहार करती थी। सारस्वे का कलरव गूंजता था तथा विकसित कमलों से सुगंधित शिप्रा वायु क्लांत (सुस्त खेद) को दूर कर शरीर को ताजगी से भरने वाली थी।[3] लोग मनोविनोद और स्वच्छ वायु सेवन के लिए उद्यानों में भ्रमण करते थे।

(5) कथाओं एवं लोक कथानकों का उल्लेख

कवि के अपने काव्य मेघदूत में वर्णित कथाओं तथा लोक कथानकों ने उज्जयिनी वर्णन को अत्यंत रोचक बना दिया है।

उज्जयिनी के नगरवासी मनोविनोद तथा बाहर से आए बंधुओं के मनोरंजन हेतु पुरानी कथाओं को सुनाया करते थे। जिसमें वत्सराज-उदयन की कथा, जिसमें वत्सराज उदयन द्वारा उज्जयिनी महाराज प्रद्योत की प्रिय पुत्री वासवदत्ता का हरण, प्रद्योत नरेश के सुनहरे लाल वृक्षों का वन तथा नलगिरी नामक हाथी के नद की विह्वलता आदि का वर्णन मिलता है।[3]

लोक कथानकों में उज्जयिनी के योद्धाओं के शरीर पर रावण के विरुद्ध लड़कर चन्द्रहास (रावण की तलवार) के आघातों से पड़ने वाले चिन्हों का वर्णन किया है कि वे योद्धागण इन घावचिन्हों के कारण आभूषणों को भी तिरस्कृत कर देते थे। इनके समक्ष आभूषणों की चमक भी फीकी पड़ जाती थी।[4] एक लोक कथानक 'गजासुर वध' का प्राप्त होता है। जिसमें गजरूप धारी असुर गजासुर को मारकर भगवान शंकर ने रक्त से भीगी उसकी खाल को उठाकर तौंडवनृत्य किया था।[5] समुद्रमंथन से निकले विष से दग्ध हो रही त्रिलोक को बचाने हेतु भगवान शंकर द्वारा विष को कंठ में धारण किये जाने का भी वर्णन प्राप्त होता है।[6]

(6) पौरस्त्रियों का चित्रण

कवि की कल्पना है कि उज्जयिनी की स्त्रियाँ अपने सौन्दर्य के लिए विख्यात है। कवि के काव्य में पौर-स्त्रियों का वर्णन भी बार-बार आता है-जैसे अंधेरी रात में रत्नालंकारों से भूषित होकर प्रिय के पास जाने वाली और मेघ गर्जना से भयत्रस्त होने वाली अभिसारिकाएं[7] महाकाल मंदिर में वर्षा की सुखद फुहारों के पड़ने से प्रसन्न नृत्यरत तथा कटाक्षपात करती हुए वेश्याएँ तथा उद्यानों आदि में अपने शरीर लावण्य से रमण हेतु युवकों को आकर्षित करती हुई सुंदर रमणियाँ।[8] यद्यपि यहाँ कवि ने सुंदर तरुणी की साम्यता निर्विंध्या नदी से की है। सायंकाल अपने प्रासादों की उपरी छतों पर टहलती हुई स्त्रियों के लुभावने तथा चुटीले कटाक्ष से रमण करने को कवि जीवन की सार्थकता मानते है।[9] यहाँ की वीरांगनाओं की प्रसिद्धि दूर-दूर तक फैली थी। वे नृत्य व संगीतकला में विशेष निपुण मानी जाती थी।

(7) प्रसाधनप्रियता का वर्णन-

उज्जयिनी नर नारी प्रसाधन प्रिय थे। वे स्नानप्रिय थे। वे स्नान के पूर्व स्थानीय चूर्ण का लेप करते थे। यहाँ की नारियाँ श्रृंगार प्रिय थी। वे कस्तूरी, चंदन, कालागरू आदि से बने विशेष अंग-रागों का प्रयोग करती थी।[10] वे अपने केशों को अगरू धूप से धूपित कर सुगंधित बनाती थी।[11] एवं पैरों को लाक्षारस (महावर) से सुशोभित करती थी। कवि की कल्पना है कि नगरी की ऐसी शोभा देखते हुए मार्ग वर्णित क्लेश को दूर कर सकता था। आभूषणों में मेखला (करधनी), रत्नहार, मुक्तावलि, कंकण, नूपुर आदि के प्रचलन

(8) उज्जयिनी का प्रकृति वर्णन

निःसंदेह कालिदास प्रकृति के अन्तःस्थल के सूक्ष्म पारखी महाकवि हैं। जिनकी दृष्टि प्रकृति –वर्ण इतने सजीव हैं कि वर्णित वस्तु हमारे आंखों के सामने प्रत्यक्ष स्वरूप धारण कर लेती है। कवि द्वारा कि गया मनुष्य तथा प्रकृति का कोमल स्पर्श तथा एक रास्ता अद्भुत तथा अवर्णनीय है।

उनके प्रकृति चित्रण में पशुपक्षी, पुरूष, नदियाँ, उद्यान, मेघ, सूर्य, बिजली अंधकार का मनोरम वर्ण मिलता है।

उज्जयिनी के मनोरम प्रकृति सौन्दर्य तरंगों के चलने से चहचहाते हुए जलचर[23] कलरव (कूंतना) क सारस[24] प्रासादों में नृत्य करते मयूर[25] तथा प्रासादों में थककर सोये हुए कपोतो।[26] की शोभा का उल्ले किया है। गृहों में शुक्र, सारिका, सारस, मयूर व कपोत आदि पंक्षी पाले जाते थे। श्यामवर्णों घोड़े, मद बह हुए हाथियों तथा चंचल मछलियों का सुंदर वर्णन प्राप्त होता है। पुष्पों में कमल[27] कमल के पराग तथा घ कुमुद[28] के उल्लेख प्राप्त होते हैं।

प्रातः कालीन सूर्य को कवि ने जिस प्रकार चित्रित किया है वह अद्भुत है कि वह सतभर अन्य प्रेमिका के पास रहकर लौटा है जिससे उसका चेहरा सिंदूरी लाल हो गया है। कवि ने दूत मेघ को शिवक के समान कॉतिवान बताया है। कवि ने अंधकार की अति गहनता को सूचित करने के लिए उसे सूचिवे बतलाया है। बिजली भी चमक से भूतल को प्रकाशित होने का वर्णन अद्भुत है।[29] कवि ने विदिशा अ उज्जयिनी के मध्य में बहने वाली छोटी –छोटी नदियाँ वननदी, निर्विन्ध्या, सिंधु, गंधवती और गंभीरा नाम पाँच नदियों का वर्णन किया है।

उज्जयिनी नदी के वैभव का प्रतिबिम्ब कवि के काव्य मेघदूत में देखा जा सकता है। अल्कापुरी छोड़कर किसी दूसरी नगरी का इतना सुंदर और विस्तृत वर्णन कवि ने नहीं किया है। वे उज्जयिनी के वर्ण में नख – शिख तक तल्लीन दिखाई पड़ते हैं।

कवि ने अल्का को दिव्य स्वर्गीय नगरी माना है, किन्तु भूगोल की किसी दूसरी नगरी के ऊपर इतना दिखाई नहीं पड़ता, जितना उज्जयिनी पर। कालिदास की प्रतिमा ने स्वंतत्र होकर अत्यंत उत्कृष्ट उज्जयि नगरी का निर्माण किया है।

पाद टिप्पणियाँ

1. मेघदूत /पू. मे. –27 तक्रः पन्था यदपि भवतः प्रस्थितस्योत्तराशां।
2. मेघदूत /पू. मे. –30–

   स्वल्पीभूते सुचरितफले स्वर्गिणां यां गतानां

   शेषैः पुण्यैर्हृतमिव दिवः कान्तिमत्खण्डमेकम् ।।
3. मिराशी –कालिदास पृ. 52।
4. स्क./अव./अ. –40/21 –

   पुरीकनकशृंगेति लोके ख्याता भविष्यति ।।
5. मेघदूत/पू. मे.–27–

   सौधोत्सङ्ग प्रणम विमुखो मा स्म गूरूज्जयिन्याः ।

   ..... लोलापाङैर्यदि न रमसे लोचनैर्वंचितोऽसि ।।

6. मेघदूत /पू. मे. –32 –

जालोद्गीर्णैरूप चिनवपुः केश संस्कार धूपै।
बन्धुप्रीत्या भवनशिखिभिर्दत्तनृत्योपहारः
हर्म्येष्वस्याः कुसुम सुरभि ..... गवेष्याः।।

7. रूक./अव./47 –

विशालेति समारख्याता पुरी रम्या सनातनी।

8. मेघदूत /पू. मे. –30 –

पूर्वोद्दिष्टामनुसरपुरी श्रीविशालां विशाला।

9. मेघदूत /पू. मे. –31 क –

हारांस्तारांस्तारत्न गुटिकान् कोटिशः शढशुकीः
शष्पश्यामान मरकतमणीनुन्मयूख प्ररोहान ।
दृष्टावा यस्यां विपणिरचितान् विदुमाणां च भङ्गान्
संलक्ष्यन्ते सलिलनिधयस्तोयमात्रावेशधाः।।

10. मेघदूत /पू. मे. –35 –

पादन्यासैः क्वणितरसनास्तत्र लीलावधूतै।
वैश्यास्तावत्तो .....कटाक्षान्।।

11. मेघदूत /पू. मे. –36 –

सान्ध्यं तेजः प्रतिनवजपापुष्प रक्तं दधानः
नृत्यारम्भे हर पशुपतेरार्द्रनागाजिनेच्छां।

12. मेघदूत /पू. मे. –31 –

दीर्घाकुर्वन् पटु मदकलं कूजितं सारसानां
..... शिप्रावातः प्रियतम इव प्रार्थना चाटुकारः।।

13. मेघदूत /पू. मे. –31 ख –

प्रद्योतस्य प्रियदुहितरं वत्सराजोऽत्र जहे
हैमं तालद्रुमवनमभूदत्र तस्यैव राज्ञः
अत्रोद्भान्तः किल नलगिरी स्तम्भमुत्पाट्य दर्पा–
दित्या गन्तून रमयति जनो यत्र बन्धूनभिज्ञः।

14. मेघदूत /पू. मे. –31 ग –

योधाग्रण्यः प्रतिदशमुखं संयुगे तस्थिवांसः
.....चन्द्रहासवृणाङ्कैः ।।

15. मेघदूत /पू. मे. –36–

नृत्यारम्भे हर पशुपतेरार्द्रनागाजिनेच्छां।
शान्तोद्वेगस्ति मितनयनं दृष्टभक्तिर्भवान्याः।।

16. मेघदूत /पू. मे. –33 –

भर्तुः कण्ठच्छविरिति गणैः सादरं वीक्ष्यगाणः

17. मेघदूत /पू. मे. –28 –

गच्छन्तीनां रमणवसति .....भूर्विक्लवास्ताः।

18. मेघदूत /पू. मे. –28 –
19. मेघदूत /पू. मे. –27 –

    वक्रः पन्था यदपि भवतः प्रस्थितस्योत्तराशां।
    .....लोलापाङैर्यदि न रमसे लोचनैर्वंचितोऽसि।।
20. मेघदूत /पू. मे. –33–

    धूतोद्यानं कुवलयरजोगन्धिभिर्गन्धवत्या ।।
    स्तोयक्रीडानिरतयुवतिस्नानतिक्तैर्मरुद्भिः
21. मेघदूत /पू. मे. –32 –

    जालोद्गीर्णैरुपचितवपुः केशसंस्कार धूपे–
    .....लक्ष्मीं पश्यन् ललितवनितापादरागाङ्कितेषु।।
22. मेघदूत /पू. मे. –37 –

    पादन्यासैः .....क्लान्तहस्ताः।
23. मेघदूत /पू. मे. –28 –

    वीचिक्षोभस्तनित विहग श्रेणिका चींगुणायाः
24. मेघदूत /पू. मे. –31 –

    दीर्घीकुर्वन पटु मदकलं कूजितं सारसानां
25. मेघदूत /पू. मे. –32 –

    बन्धुप्रीत्या भवन शिखिभिर्दत्तनृत्योपहारः।
26. मेघदूत /पू. मे. –38–

    तां कस्याद्भिमदनवलगौ सुप्तपारावतायां।
27. मेघदूत /पू. मे. –39 –

    प्रालेयास्त्रं कमलवदनात् सोऽपि हर्तुंनलिन्या।
28. मेघदूत /पू. मे. –40 –

    तस्मादस्याः कुमुदविशदान्यर्हसि त्वं न धैर्या .....तानि
29. मेघदूत /पू. मे. –37 –

    रुद्धालोके नरपति पथे सूचिभेद्यैस्तमोभिः।
    सौदामन्या कनकनिकष स्निग्धया दर्शयोर्वी।।

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समाज पर ICT का प्रभाव

IMPACT OF ICT ON SOCIETY

विद्या माहेश्वरी तथा अजय काले
एस.के.पी. गवर्नमेंट पी.जी. कालेज, देवास (म.प्र.)

सारांश

इसमें दो राय नहीं कि ICT के समाज में अनेकशः उपयोग हो रहे हैं किन्तु समाज पर ICT का प्रभाव कई कारकों के द्वारा अवरुद्ध हो रहा है। इस अध्ययन का उद्देश्य आज के डिजिटल संसार में ICT की महत्ता तथा ICT का उपयोग करने से लाभ तथा हानियों को ज्ञात करना है। सबसे बड़ा लाभ यह हुआ है कि सूचना तक पहुंच के कारण मनोरंजन, विश्व भर के लोगों से सम्पर्क बढ़ाने तथा आपूर्ति करने वालों से माल प्राप्त करना सुगम हुआ है। एक अन्य महत्वपूर्ण लाभ यह भी हुआ है कागजरहित पर्यावरण जिसमें सूचना को संग्रहित किया जा सकता है। ICT से हानियां भी कम नहीं हो रही यथा- लोगों से पारस्परिक विचार विमर्श कम हुआ है। गोपनीयता में कमी आई है। शायद शिक्षा के क्षेत्र में उन छात्रों को कठिनाई हुई है जो ICT सुविधाओं के लिए आवश्यक साधन नहीं जुटा पाते।

INTRODUCTION :

Before starting the paper let we know that terms society and ICT. A society is a group of people involved in interpersonal relationship and sharing the same geographical location. The essential ingredients for a society are a piece of land, a group of people living more or less a common life, having a common spirit of work with common aims and common ideals. Now coming to the term ICT or Information and Communication Technology. The ICT comprises of three different letters which have their own specific meaning. A good way to think about ICT is to consider all the uses of digital technology that already exist to help individuals, business and organizations using information. ICT covers any communication device or application, encompassing : radio, television, cellular phones, computer etc. as well as various services and applications, such as video conferencing and distance learning. Now question arises that what is the relation between these two terms – society and ICT considering the enormous benefits that are experience in the impact of ICT in society, organizations, educational institutes and organizations still experience some in the effective and efficient use of the ICT resources. Today ICT acquisition and implementation is facing a lot of problems. This research work is being conducted to expose some of the inhibiting factors that are hindering the impact of ICT on society, organization and educational institutes.

OBJECTIVE OF THE STUDY

The objective of the study is as follows :-

- To know the importance of ICT in today's digital world
- To know the pros and cons of using ICT

RESEARCH METHODOLOGY

This research paper contents both primary as well as secondary data. The nature of the study is theoretical

THE POSITIVE AND NEGATIVE IMPACT OF ICT ON SOCIETY :

There is always a positive and negative side of every phenomenon. But whether the effect is positive or negative the effects of information, communication technology (ICT) is far reaching and cannot be overemphasized. The effect of ICT lens looks at how our lives have been changed for better and for worse, by impact of ICT. It includes both positive effects and negative effects and looks at how individuals, organizations and society are affected

POSITIVE IMPACT OF ICT :

- **Access to information :** Possibly the greatest effect of ICT on individuals is the huge increase in access to information and services that have accompanied the growth of the internet. Some of the positive aspects of this increased access are better, and often cheaper, communications, such as VoIP phone and instant messaging. In addition, the use of ICT to access information has brought new opportunities for leisure and entertainment, the facility to make contacts and form relationships with people around the world, and the ability to obtain goods and services from a wider range of suppliers.
- **Improved access to education :** e.g. distance learning and online tutorials. New ways of learning, e.g. interactive multimedia and virtual offices and jobs in the communication industry.
- **New tools new opportunities :** The second big effect of ICT is that it gives access to new tools that did not previously exist. A lot of these are tied into the access to information mentioned above, but there are many examples of standalone ICT system as well. ICT can be used for photography, where digital cameras, Photo editing soft wares and high quality pointers have enabled people to produce results that would have previously required a photographic studio. It also helps disable people e.g. screen reading software enables partially sighted or blind people to work with ordinary text rather than Braille. Advanced banking system to process payments like credit / debit cards, internet banking, Bank transfer facility.

- **Paperless environment** : ICT has created the paperless environment in which information can be stored and retrieved through the digital medium.
- **Effects on Employment** : The introduction of computers at the workplace has resulted in creation of new jobs. Replacement of computer illiterate workers and displacements of jobs.
- **Automated Productions** : Used in manufacturing industries to automate their process in order to reduce cost, increase production e.g. computer controlled robots.
- **Modern Public Services in the Internet** : They include –
  - o E-Government
  - o E-Education
  - o E-Health (Care)

NEGATIVE IMPACT OF ICT :

- **Job Loss** : ICT can be the loss of person's job. This has both economic consequences- loss of income and social consequence – loss of status and self esteem. Job losses may occur for several reasons, including : manual operations being replaced by automation, e.g. robots replacing people on an assembly line, job export e.g. data processing work being sent to other countries where operating costs are lower, multiple workers being replaced by a smaller number who are able to do the same amount of work.
- **Reduced personal interaction** : As more and more people begin to work from home, or jobs become de-skilled, computer based, the social implications are going to very serious. Most people need some form of social interaction in their daily lives and if they do not get chances to meet and talk with other people they may feel isolated and unhappy.
- **Reduced Physical Activity** : Another negative effect of ICT is that users may adopt a more sedentary lifestyle. Bad posture, eyestrain, physical and mental stress can lead to health problems such as obesity, repetitive strain injury, heart disease and diabetes.
- **Lack of privacy** : As more and more information is collected and stored on us and with the use of more sophisticated equipments to search the data, privacy is harder to achieve.
- **Education** : The use of ICT involves large cost and poorer students / educational establishments can be at disadvantages. This is often referred to as being a factor in the digital divide. Students and sometimes teachers can get looked on the

technology aspect, rather than the subject content: just because a topic can be taught via ICT, does not mean that it is taught most effectively. The manner in which the subject is taught probably has a larger effect than the mere use of ICT i.e. if the teacher does not adopt there methods in order to make best use of ICT, the students do not gain from that use. The attitude of the educational establishment also seems to have a greater effect , i.e. the people running them may not have the knowledge and experience or often the money to enable widespread and effective use of ICT in their institutions. Reducing levels of education and understanding due to the vast amount of incorrect and misleading information that is available causing moral and ethical problems due to the nature of some of the material available.

CONCLUSION :

ICT is empowering social business to make a real difference in communities around the world securing a better future for the digital generations to come. It has made social impact affordable, social impact scalable and enables new ways to connect to and engages with local communities. Online channels are also an incredibly powerful way to broadcast business messages.

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डॉ. दुर्गादत्त ओझा
विज्ञान रत्न, विज्ञान पार्षद् विज्ञान प्रदीप,
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जोधपुर (राज) 342 001

शुभ संदेश

यह अत्यन्त हर्ष का विषय है कि विज्ञान परिषद्, प्रयाग की मध्यप्रदेश की इंदौर स्थित शाखा अपने स्थापना के दो वर्ष पूरे कर रही है। यह सुखद् विषय है कि इस नवीन शाखा ने अपने स्थापना से अनवरत रूप से जन समुदाय में चेतना जागृत करने हेतु अत्यन्त ही महत्वपूर्ण विषयों प्रमुखतः स्वास्थ्य, पोषण, पर्यावरण संरक्षण, महिला विकास आदि कार्यक्रम आयोजित किए हैं।

इस उदीयमान शाखा ने मात्र एक वर्ष में हीं एक राष्ट्रीय विज्ञान संगोष्ठी का हिन्दी में सफल आयोजन कर अ का परिचय दिया है जो कि स्तुत्य है।

मैं इस अवसर पर इस शाखा के समस्त कार्यकारिणी सदस्यों तथा संगोष्ठी से जुड़े व्यक्तियों को बधाई दे आशा करता हूँ कि कालांतर में भी यह शाखा विज्ञान लोकप्रिकरण के क्षेत्र में उत्तरोत्तर प्रगति करती रहेगी।

(डॉ. डी.डी. ओझ
संरक्षक
विज्ञान परिषद, प्र
मध्यप्रदेश शाख

- पंजाब में किशोरियों की पोशाक को प्रभावित करने वाली बाजार शक्तियाँ ...
  डॉ. रुचि सक्सेना
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  कु० शिवा चौबे एवं श्री प्रियांक सुनहरे
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  कु० दीपा मुखर्जी तथा कु० पूनम नामदेव
- विपस्सना ध्यान का मानव जाति के मनोविज्ञान पर प्रभाव ...
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- शिक्षा में आई.सी.टी. की भूमिका ...
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- तकनीक विकास का महत्व ...
  प्रो. स्वाती भटनागर
- नान ऐल्काहालिक फैटी लिवर डिजीज (NAFLD) पर खान-पान का प्रभाव ...
  श्रीमती चौधरी इन्द्र बाला तथा श्रीमती माले, पी.
- समाज पर ICT का प्रभाव ...
  विद्या माहेश्वरी तथा अजय काले

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संरक्षक
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अपर मुख्य सचिव, संसदीय कार्य विभाग, महानिदेशक, संसदीय विद्यापीठ

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भारतीय संसदीय पद्धति सामाजिक न्याय एवं समानता के परिप्रेक्ष्य में

डॉ. लता चुपकरिया[1]

1. प्रस्तावना- ब्रिटेन जिसे संसद की जननी कहा जाता है। जिसका शासन भारत पर रहा तथा ब्रिटिश शासन से भारत को स्वतंत्र कराने की इस यात्रा में जाने-अनजाने भारतवासी इस संसदीय व्यवस्था से प्रशिक्षित होते रहे हैं। क्योंकि भारत के सामने यदि कोई शक्तिशाली शासन प्रणाली थी, तो वह ब्रिटेन की संसदीय प्रणाली चूँकि भारत की सामाजिक पृष्ठभूमि को देखे तो, यहाँ जातिवाद, वंशवाद, कुरीतियाँ, रूढ़ियाँ व परम्परावादी सामाजिक संरचना थी जिसके अंतर्गत कई तरह की असमानता विद्यमान थी।

ऐसा सामाजिक परिवेश जिसमें वर्णवादी व्यवस्था, पर्दाप्रथा, सतीप्रथा जैसी कुरीतियाँ परम्परा व प्रथा के रूप में प्रचलित थी। वर्ण व्यवस्था एक व्यक्ति को वर्ण विशेष का होने के कारण शिक्षा व ज्ञान प्राप्त के अधिकार से वंचित करती थी, तो वही पर्दाप्रथा, सती प्रथा, बाल विवाह नारी को नारी होने के कारण पुरुष के समक्ष दोयम दर्जे का प्रस्तुत करती थी। ऐसी विडम्बनाओं से ओतप्रोत भारतीय समाज एक ओर स्वतंत्रता की लड़ाई लड़ रहा था वहीं दूसरी ओर समाज सुधारक सामाजिक न्याय एवं समानता के लिये संघर्ष कर रहे थे राष्ट्रीय आंदोलन और सामाजिक आंदोलन जिसमें राष्ट्रीय आंदोलन का उद्देश्य राजनीतिक एकता तो सामाजिक आंदोलन का उद्देश्य समाज में सामाजिक न्याय व समानता प्राप्त करना था।

इस संघर्ष में सामाजिक न्याय व समानता प्राप्त करना तब तक संभव नहीं था जबकि उसे कानूनी व संवैधानिक स्थान न दिया जाये। वहीं सामाजिक न्याय व समानता कानूनी व संवैधानिक न्याय के बिना अधूरी थी। यही कारण है कि भारतीय संविधान संसदीय प्रणाली के द्वारा सामाजिक न्याय व समानता के लक्ष्य को प्राप्त करने का प्रयास किया गया।

2. उद्देश्य- प्रस्तुत शोध पत्र का उद्देश्य यह प्रमाणित करना है, कि भारतीय संसदीय पद्धति ही एक मात्र ऐसी पद्धति है जिससे सामाजिक न्याय एवं समानता, को स्थापित किया जा सकता है। और इस दिशा में संसदीय प्रणाली एक बेहतर प्रणाली साबित हुई है।

3. शोध प्रविधि- प्रस्तुत शोध आलेख के अंतर्गत परम्परागत शोध पद्धति को अपनाया गया है तथा तथ्य संकलन के लिये द्वितीयक स्रोत के अंतर्गत पुस्तकों, समाचार पत्रों, पत्रिकाओं आदि का सहारा लिया गया है। तत्पश्चात प्राप्त तथ्यों का विश्लेषण किया गया एवं निष्कर्ष निकाला गया।

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