

Impact Factor 6.094
www.sjifactor.com

p-ISSN 2349-9370
e-ISSN 2582-4848

Research Journal of India

Print and Online

www.researchjournal.net.in
www.indiramahavidyalaya.com

Peer Reviewed Multi-Disciplinary
Annual National Indexed Research Journal
Published as per UGC (India) Guidelines

Vol. 11 Issue 1
Oct. 2024
Regular Issue 1

Published By
DBMRC

INDIRA MAHAVIDYALAYA
KALAMB, DISTT. YAVATMAL, MAHARASHTRA 445 401 (INDIA)

RESEARCH JOURNAL OF INDIA

Peer Reviewed Annual National Research Journal for
Multi-Disciplinary Studies since 2014

Volume 11 Issue 1 October 2024 Regular Issue

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E mail – researchjournalofindia@gmail.com Alternate mail id – marathipradhyapak@gmail.com
Telephone: 07201-226147, 226129, Mob. Chief Editor: 9422867658, Director & Publisher: 9403014885
Websites www.indiramahavidyalaya.com : www.researchjournal.net.in
Printer: Seva Prakashan, Vijay Colony, Rukmini Nagar, Amravati, Maharashtra 444 606
Cover Page Design & Computer Work: Dr. Pavan Mandavkar

Online Access: Free / Subscription for hard copy for a year including special issues Rs. 500/-
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On behalf of the Board of the editors of ‘**Research Journal of India**’ (RJI), I am glad to present the Volume 11, Issue 1 of the journal with expectation of a warmed welcome from the researchers and educationist.

The journal established in 2014. The journal is now getting popular throughout India by different academic forums. Average download per article is increasing day by day. All these are promising signs. We could reach this stage through the constant support of Board Members and intellectual generosity of the readers and contributors (authors and reviewers).

Research draws its power from the fact that it is empirical, rather than merely theorizing about what might be effective or what could work, researchers go out into the field and design studies that give policymakers hard data on which they can base their decisions. Furthermore, good research produces results that are examinable by peers, methodologies that can be replicated, and knowledge that can be applied to real-world situations. Researchers work as a team to enhance our knowledge of how to best address the world’s problems.

‘**Research Journal of India**’ (RJI) is a leading national journal for publication of new ideas. The primary goal of the editors is to maintain high quality of publications on theoretical developments and practical applications. Original research papers, state-of-the-art reviews, and high-quality technical notes are invited for publications. Authors should note that only original and previously unpublished manuscripts will be considered. The articles that are sent for reviews will have names of the authors deleted with a view towards enhancing the objectivity and fairness of the review process. Time to time, the Journal will publish review articles and bring out special issues on a specific field. Authors are encouraged to contact the Editors if they would like to submit a review article or bring out a special issue of the Journal. Submission of a manuscript is interpreted as a statement of certification that no part of the manuscript is copyrighted by any other publication nor is under review by any other formal publication. It is the primary responsibility of the author to obtain proper permission for the use of any copyrighted materials in the manuscript, prior to the submission of the manuscript to **RJI**.

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Women and Sustainable Development - A Key Factor from a Gender Perspective

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Abstract:

The achievement of the sustainable human growth that we so much need depends on the involvement of women in the different economic, political, social, and environmental spheres. It is the driving force behind sustainable human progress due to its power, intellect, resource management skills, ability to take care of people and the environment around it, and capacity to care for others. This study examines the challenges faced by millions of women worldwide, including inadequate recognition of their rights, discrimination, violence, and social isolation. It explores the potential of gender mainstreaming in the 17 Sustainable Development Goals and highlights the importance of women's participation. Women play a key role in sustainable development, education, and socializing their children. Increased women's voice in environmental decision-making and opportunities in the "green economy" is needed. Capacity building programs and training are needed, and socio-cultural and religious traditions must be removed to foster women's participation.

Keywords:

MDGs, SDGs, WID, GED, HRBA, women's rights, gender perspective, 2030 agenda, empowerment

Introduction:

Over 20 years since the Beijing Declaration and Platform for Action, the balance in promoting gender equality and eliminating inequalities remains negative. Although there have been significant advances, such as a 20% increase in women's participation in national parliaments and labor markets, challenges remain to ensure equal participation in various social spheres. Currently, no country has achieved full gender equality. The urgent need is to improve women's access to decent work, eliminate gender pay gaps, balance domestic work, eliminate violence against women, promote sexual and reproductive education, and increase women's participation in decision-making. Active participation is crucial for sustainable development and promotes leadership in family and community.

In the mid-sixties and seventies, women were identified as crucial for development and gender equality. However, their role was often overlooked due to family and childhood responsibilities. The Beijing Platform for Action aims to promote gender equality, women's empowerment, and recognition of women's rights worldwide. This platform serves as a roadmap to fight against obstacles and restrictions that hinder women's empowerment. The Beijing Declaration and Platform have established twelve priority areas for over 20 years, including poverty, education, health, violence against women, armed conflicts, the economy, power, decision-making, women's rights, media, environment, and the girl child. Governments and civil society have implemented actions to change the reality of millions of women worldwide. The United Nations Organization has approved an international commitment to work for a more just society.

The MDGs and SDGs address gender equality and women's autonomy through Goal 3 and Goal 5, respectively. Goal 3 aims to eliminate inequalities in education, non-agricultural sector employment, and national parliament positions. Goal 5 aims to achieve gender equality and empower women and girls, with targets and recommendations for eliminating discrimination, violence, harmful practices, unpaid domestic work, women's participation, and universal access to sexual and reproductive health and rights.

The present work addresses the challenges hindering women's development and equal participation in society, focusing on the SDGs and incorporating transversal gender approaches. It emphasizes the importance of women's participation in all areas for comprehensive, sustainable development, making international society more just, humane, and equitable.

Women's Rights in the International System:

The growing inequality in society necessitates the introduction of a gender perspective in various economic, political, social, and cultural spheres. Despite initial studies dating back to the mid-19th century, progress has not improved the living conditions of most women worldwide. Gender refers to socioeconomic and cultural relations between people of different sexes, reflecting how we relate to ourselves based on our sex and social expectations. Various strategies and approaches have been employed to incorporate gender issues in various areas, including:

The Wellbeing Approach, developed in the 1950s, prioritizes women's needs as mothers and wives, placing them as passive beneficiaries in development projects.

The Basic Needs Approach, a development strategy focusing on human needs, emerged in the 1970s, focusing on women as the primary beneficiaries of goods and services.

The Women in Development (WID) Approach, developed in the 1970s, focuses on women's participation in society and promoting access to resources for equality. However, it overlooks gender relations, power dynamics, socialization, and the roles between men and women in development generation.

The Gender Approach in Development (GED), developed in the 1980s, aims to address unequal power dynamics that hinder women's equitable and full development in all sectors.

The Gender Approach (mainstreaming) was developed in the late 90s and early 2000s to address gender-related needs and problems. It integrates gender perspectives in political and technical spheres, aiming to improve decision-making processes and make functional and structural changes.

The Human Rights-Based Approach (HRBA) was developed by the Office of the United Nations High Commissioner for Human Rights after a 2003 interagency workshop. It focuses on human rights in public policies worldwide, addressing inequalities, discrimination, and power distribution. Both HRBA and the Gender Approach are complementary, with the latter incorporating gender perspectives to emphasize equality and women's empowerment.

International organizations have evolved over time to promote gender equality. The evolution of women's rights can be seen in the AECID Guide for the Mainstreaming of the Gender Approach, which highlights the first stage of visibility of inequalities between 1945 and 1962. The Charter of the United Nations (1945) and the Legal and Social Commission of the Woman (1946) further affirm equality.

Between 1963 and 1975, the institutional framework for women's rights was shaped by the Declaration for the Elimination of Discrimination Against Women (1967) and the First World Conference of the International Women's Year in Mexico (1975). Between 1976-1985, women's international roles changed, leading to the approval of the Convention on the Elimination of Discrimination against Women (CEDAW) in 1979 and the World Conference of the Decade of the United Nations for Women in 1980. Support for women and the incorporation of empowerment and mainstreaming concepts were also implemented.

In 1985, the United Nations held a conference in Nairobi to address gender equality and promote peace, development, and equality. The conference focused on social participation, political participation, and decision-making. In 1993, Vienna hosted the World Conference on Human Rights, focusing on women's rights and gender violence eradication. In 1994, Cairo

hosted the International Conference on Population and Development, and in 1995, the World Summit for Social Development recognized women as a fundamental pillar for poverty eradication.

The Platform for Beijing Action (PA dB) was established at the Conference to ensure women's conditions in 12 critical sectors. Between 1997 and 2015, the Agenda for the Millennium Development Goals (MDGs) and aid effectiveness strategies were adopted, focusing on workplace equality.

The objectives introduced the concept of gender, with Objective 3 focusing on gender equality and women's empowerment, and Goal 5 addressing sexual and reproductive health issues. Security Council Resolution 1325, ACP-EC Agreement, European Union Charter, Regulation relating to promotion of equality in development cooperation, and European Consensus for Development all emphasize the importance of gender equality and women's human rights in international development cooperation.

The plan of Work for Equality between Women and Men (2006-2010) emphasizes promoting gender equality in political spheres. The Lisbon treaty (2007) emphasizes gender equality in EU policies. The Paris Aid Effectiveness Agendas (2005), Accra (2008), and Busan (2011) emphasize human rights, gender equality, and environmental sustainability. The Accra Declaration, Busan Declaration, European Pact for Gender Equality, and Beijing Declaration and Platform for Action are key initiatives promoting gender mainstreaming in development policies. These declarations emphasize the importance of gender equality and women's empowerment for development results. The Political Declaration of the twentieth anniversary acknowledges incomplete work on the Millennium Development Goals and promotes the full implementation of the Beijing Declaration.

The post-2015 stage of promoting women's rights and gender equality is outlined in the II Action Plan of the European Union for Equality of Gender and the Empowerment of Women in Development (2015-2020), which emphasizes four fundamental pillars: physical and psychological integrity, economic and social rights/empowerment, and participation. The 2030 Agenda for Sustainable Development (2015-2030) specifically addresses gender equality and empowerment of women and girls, with its objectives further developed in the next section.

Sustainable Development Goals with a Gender Perspective - Challenges and Strategies:

The 2030 Agenda emphasizes the importance of equal benefits for both genders in development. Women's active participation in society is crucial for sustainable human development. They play a fundamental role in comprehensive education and training, managing resources and contributing to the formation of key values for more just, equitable, and supportive societies. This individualized approach is key to achieving sustainable human development. The implementation and scope of the Sustainable Development Goals are crucial as they not only contribute to a global vision of sustainable human development strategies, particularly related to gender issues, but also enable each country to work individually and jointly towards achieving these 17 global goals, improving the conditions of its citizens and international society.

The development and implementation of the MDGs faced challenges due to a lack of reliable data and specific indicators. To address these issues, an indicator framework was developed for the 17 Sustainable Development Goals (SDGs) to integrate the goals and actions of these goals into political agendas and specific programs of countries participating in the global initiative. Despite significant progress in gender indicators and statistics over the past 40 years, global databases only provide 26% of the 232 global indicators for the 17 Sustainable Development Goals (SDGs). Only 54 of these are related to gender issues, with most being contained in six of the 17 SDGs, while five are less extensive. Six of the 17 SDGs have no gender-related indicators.

The SDGs' progress on gender issues is hindered by limited information on 10 of the 54 indicators, with gaps in gender data, unequal distribution of gender-specific indicators, and low quality data between countries. To address these issues, integrating a gender perspective into

national statistics programs and prioritizing data collection is necessary. The table below illustrates how the gender perspective is introduced in each of the 17 SDGs and the specific indicators in each.

Table 1

Source: Table 1 (Source: UN WOMEN (2018) "Making promises come true: Equality Gender in the 2030 agenda for the Sustainable Development Goals)

Sustainable Development Goals	Gender Perspectives
Goal 1: No Poverty	1 in 5 girls worldwide live in poverty, with 122 women for every 100 men, particularly in Latin America. This is due to unequal access to resources, economic segmentation, labor market segmentation, wage gap, disability, and lack of education opportunities. Gender Specific Indicators: 1.1.1, 1.2.1, 1.2.2, 1.3.1, 1.4.2 and 1.b.1
Goal 2: Zero Hunger	789 million people, 11% of the world's population, are undernourished, with women more likely to be food insecure in over two-thirds of countries. Gender-based discrimination puts women and girls first, limiting access to food. Gender Specific Indicator: 2.3.2
Goal 3: Good Health and Well-being	Pregnancy and childbirth pose high health risks, with 840 women dying daily worldwide. Factors aggravate women's health, including high work hours, insecurity, and gender violence, contributing to over 300,000 deaths in 2015 due to these conditions. Gender Specific Indicators: 3.1.1, 3.1.2, 3.3.1, 3.7.1, 3.7.2 and 3.8.1
Goal 4: Quality Education	Education improves life conditions and prevents child marriage, but girls' participation remains unequal to men's. Secondary school abandonment increases due to early pregnancy, work, or child marriage. Out-of-school girls are 48% globally, and 15 million girls will never attend school. Gender Specific Indicators: 4.1.1, 4.2.1, 4.2.2, 4.3.1, 4.5.1, 4.6.1, 4.7.1 and 4.a.1
Goal 5: Gender Equality	Effective equality between men and women is impossible due to women dedicating 2.6 times more time to housework than men. Gender violence is a widespread human rights violation, with 1 in 5 women in 87 countries experiencing violence. 39 countries prohibit equal rights inheritance, and 15 million girls under 18 cannot enjoy childhood due to marriage. Gender Specific Indicators: 5.1.1, 5.2.1, 5.2.2, 5.3.1, 5.3.2, 5.4.1, 5.5.1, 5.5.2, 5.4.1, 5.5.1, 5.5.2, 5.6.1, 5.6.2, 5.a.1, 5.a.2,5.b.1 and 5.c.1
Goal 6: Clean Water and Sanitation	In 2015, 2.1 billion people worldwide lacked water, with women and girls responsible for collecting it in 80% of homes. This lack has serious health consequences, and it's crucial to continue providing drinking water. Women play a crucial role in water supply, preservation, sanitation, and family care, addressing the threats water lack can cause. Gender Specific Indicators: N/A

Goal 7: Affordable and Clean Energy	<p>Around 1,100 million people worldwide lack access to electricity, leading to the use of solid fuels for cooking and heating. In 2012, nearly 4.3 million people died due to air pollution in homes, mainly affecting women and children (6 out of 10). Women use 22% less energy, leading to daily behavioral changes in responsible energy use.</p> <p>Gender Specific Indicators: N/A</p>
Goal 8: Decent work and Economic Growth	<p>The employment rate for women is 63%, compared to 94% for men, with professional segmentation causing dominance by men. A 23% wage gap exists, and achieving salary equity will take 70 years with current strategies, unless a strong push is made.</p> <p>Gender Specific Indicators: 8.3.1, 8.5.1, 8.5.2, 8.7.1, 8.8.1, 8.8.2 and 8.9.2</p>
Goal 9: Industry, Innovation and Infrastructure	<p>Sustainable development relies on innovation and research in industries and infrastructure. However, women's participation remains low, with only 29% globally developing innovation and research work. Only 1 in 5 countries have equitable representation in investigation.</p> <p>Gender Specific Indicators: N/A</p>
Goal 10: Reduced Inequality	<p>Inequality leads to poor people lacking resources and opportunities, causing exclusion and discrimination. Social policies and economics should focus on reducing inequalities and gender equality. The 2030 Agenda promotes rights-based laws, policies, and public programs, involving active participation of vulnerable groups, to reduce global inequalities.</p> <p>Gender Specific Indicators: 10.2.1</p>
Goal 11: Sustainable Cities and Communities	<p>In 2030, 60% of the world's population will live in cities, necessitating the creation of safer urban spaces and extension of basic services. Millions of women worldwide face unsafe conditions, insecurity, discrimination, and lack of access to basic services, such as drinking water and housing.</p> <p>Gender Specific Indicators: 11.2.1, 11.7.1, 11.7.2</p>
Goal 12: Responsible Consumption and Production	<p>767 million people worldwide struggle to purchase basic necessities, with private vehicles being the most consumed. Women rely more on public transport, contributing to responsible consumption and environmental care. Sustainable Development Goals promote sustainable production processes and resource reduction.</p> <p>Gender Specific Indicators: N/A</p>
Goal 13: Climate Action	<p>Climate change increases risks for all, with women and girls being 14% more likely to die during natural disasters. Women can offer valuable inputs for resource management, but only one in four works in agriculture, resulting in low environmental care decisions.</p> <p>Gender Specific Indicators: 13.b.1</p>
Goal 14: Life Below Water	<p>Oceans, comprising 70% of the planet, face significant challenges from pollution, acidification, and fish population decimation. Around 1000 million people rely on these resources, but the maritime sector is</p>

	<p>predominantly male-dominated, with women in secondary positions and facing greater risks due to job conditions and ocean degradation.</p> <p>Gender Specific Indicators: None</p>
Goal 15: Life on Land	<p>Between 2010 and 2016, 3.3 billion hectares of forests were lost, affecting over 1.6 billion people, particularly women, who often travel long distances for fuel, foliage, or food, and are excluded from decision-making on terrestrial ecosystem care.</p> <p>Gender Specific Indicators: None/Not available</p>
Goal 16: Peace, Justice and Strong Institutions	<p>Women's underrepresentation in governance perpetuates gender disparities. To combat injustices, they need access to just institutions and equitable justice procedures, as only 24% hold global parliamentary seats.</p> <p>Gender Specific Indicators: 16.1.1, 16.1.2, 16.2.2, 16.2.3, 16.7.1 and 16.7.2</p>
Goal 17: Partnership for the Goals	<p>Development assistance, including financing, fair trade, technology, and alliances, can contribute to sustainable human development in developing countries. However, insufficient funding is needed to include gender perspectives in development projects.</p> <p>Gender Specific Indicator: 17.8.1</p>

The gender perspective is present in 11 of the Sustainable Development Goals (SDGs) with specific indicators. However, 6 SDGs do not incorporate this perspective, despite its importance for achieving goals. These include Clean Water and Sanitation, Affordable and Non-polluting Energy, Industry, Innovation and Infrastructure, Responsible Production and Consumption, Marine Life, and Life of terrestrial ecosystems. While gender equality issues are positively valued, 6 SDGs lack gender perspective indicators. The 2030 Agenda's progress in achieving the 17 Sustainable Development Goals (SDGs) presents challenges in their development and implementation. One of the main issues is the lack of gender-specific indicators in some SDGs and the need to extend them in those that do. This is crucial for improving the lives of millions of women worldwide, evaluating their participation in various sectors, promoting their empowerment, and encouraging their work in implementing strategies for local and international development. This will also improve living conditions and promote human rights.

The SDGs require incorporating a transversal gender perspective in all policies and public projects, requiring training for officials to design and implement actions focusing on gender and society. Recognizing social, economic inequalities between men and women is crucial for addressing gender equality issues. Empowering women in various sectors of society is crucial for development. Women are not vulnerable, but their exclusion and discrimination expose them to greater vulnerability. Men's participation is essential for building a new culture of equality and developing neutral development strategies on gender issues, as outlined in the 2030 Agenda.

The development of gender-specific indicators for the 17 SDGs should be based on a human rights approach, involving international human rights regulations and principles. This involves citizen participation, gender-specific information breakdown, self-identification of data, transparency, confidentiality, data protection, and accountability through publication.

Conclusion:

Women are responsible for nutrition, child care, household management, environmental management, and farming in developing countries, with significant roles in animal tendering, water and fuel collection. Over the past 60 years, international standards have aimed to promote

women's rights and gender equality. However, a culture of discrimination persists, with women under 40 more likely to suffer poverty and face inequality in access to resources. Women's participation in the labor market and education remains unequal, and incorporating gender equality strategies in national policies is challenging. The 2030 Agenda's 17 Sustainable Development Goals should incorporate a gender perspective to promote sustainable development and human rights.

Empowered women with economic and material resources can maintain healthy homes and environments, provide quality education, care for their health, and ensure personal and family security. This leads to reduced maternal and child mortality, increased education enrollment, and improved living conditions. Empowered women also contribute to the growth of the economy and contribute to societal development, ultimately driving sustainable human development.

Author's Reflection on the Women and Sustainable Development Goals:

Gender equality is crucial for addressing pressing challenges like economic crisis, healthcare, climate change, violence against women, and conflicts. Women possess ideas and leadership to solve these problems, and the 2030 Agenda for Sustainable Development and 17 SDGs provide a sustainable roadmap for progress. The UN Women's 2018 report highlights the importance of gender equality in the 2030 Agenda, highlighting its impact on women and girls' lives, highlighting the need for justice, inclusion, and sustainable economies, and the need for a shared environment for future generations.

Contribution of the Author:

The Author had full access to all of the information in this research study, which has been studied and approved the final manuscript. The author is sole responsible for the conceptualization, design of the study, review of related literature and discussion.

Funding: No external funding is received for this study.

Declaration of Conflict of Interest: The author declares that there is no competing interests.

Ethics Approval: Not Applicable

Consent to Participants: Not Required

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The Role of Indian Knowledge Systems in Shaping Modern Commerce: A Pathway to Ethical and Sustainable Business Practices

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ABSTRACT:

This paper explores the significant role Indian Knowledge Systems (IKS) play in modern commerce, highlighting how ancient Indian philosophies and practices can influence contemporary business strategies. By examining core concepts from IKS, such as ethical leadership, sustainability, and community welfare, the study illustrates how these principles can be applied to modern commerce to address challenges like ethical governance, environmental sustainability, and social responsibility. The paper provides case studies of successful businesses that have integrated IKS principles and concludes with strategic recommendations for incorporating IKS into global business practices.

Keywords: *IKS, Indian Knowledge System, Modern Commerce, Sustainable Business*

INTRODUCTION:

Indian Knowledge Systems, derived from ancient texts like the Vedas, Upanishads, Arthashastra, and traditional practices across India, offer timeless wisdom that can be adapted to modern commerce. These systems emphasize a holistic approach to business, where economic activities are aligned with ethical values, social welfare, and environmental sustainability. This paper examines the relevance of IKS in today's commercial world, focusing on how these principles can guide businesses toward more responsible and sustainable practices.

REVIEW OF LITERATURE:

1. Overview of Indian Knowledge Systems:

- **Vedic and Upanishadic Philosophy:** Insights into Dharma (duty), Artha (wealth), and Moksha (liberation) as they relate to commerce.
- **Arthashastra:** Kautilya's guidelines on statecraft, economics, and ethical governance.
- **Regional Knowledge Systems:** Exploration of local practices like Ayurveda, traditional agriculture, and handicrafts, and their influence on commerce.

2. Modern Business Challenges:

- **Ethical Governance:** The rising need for transparency, accountability, and ethical leadership in global commerce.
- **Sustainability:** The challenge of integrating environmental responsibility into business models.
- **Corporate Social Responsibility (CSR):** The evolution of CSR practices and the potential for IKS to enrich these initiatives.

3. Comparative Studies:

- **Western Business Models vs. IKS:** A comparative analysis of Western profit-centric approaches and the more holistic, ethical focus of IKS.

RESEARCH METHODOLOGY

This study adopts a qualitative research approach, utilizing secondary data from ancient Indian texts, scholarly articles, and modern interpretations of IKS. The methodology includes:

1. **Literature Review:** Analyzing ancient Indian texts, modern business literature, and existing case studies to understand the role of IKS in commerce.
2. **Case Studies:** Studying businesses that have successfully integrated IKS principles into their operations, with interviews from industry leaders.
3. **Surveys:** Conducting surveys with business leaders and scholars to gather insights on the practical application of IKS in modern commerce.
4. **Data Analysis:** Qualitative analysis of case studies and survey data to identify trends and insights.

INDIAN KNOWLEDGE SYSTEMS IN SHAPING MODERN COMMERCE

The integration of Indian Knowledge Systems (IKS) into modern commerce offers a profound opportunity to address some of the most pressing challenges faced by businesses today. This detailed analysis examines the application of IKS principles in areas such as ethical leadership, sustainability, corporate social responsibility, and innovation, and how these can reshape commerce into a more holistic and sustainable practice.

1. Ethical Leadership and Governance:

Dharma (Righteous Duty) and Satya (Truth): Indian Knowledge Systems emphasize the concept of Dharma, which represents righteous duty and ethical living. In the context of commerce, Dharma translates into ethical governance, where business leaders are expected to make decisions that are morally sound and just. Satya, or truth, complements this by promoting transparency and honesty in business practices.

Incorporating Dharma and Satya into corporate governance means that companies prioritize the welfare of all stakeholders, including employees, customers, suppliers, and the community. This approach contrasts sharply with the profit-centric models often seen in Western business practices, where shareholder value is prioritized, sometimes at the expense of ethical considerations.

Impact on Modern Commerce:

- **Trust and Reputation:** Companies that adopt ethical leadership grounded in Dharma and Satya are more likely to build trust with consumers and stakeholders. Trust, in turn, enhances a company's reputation and can lead to long-term business success.
- **Employee Engagement:** Ethical governance fosters a positive work environment, leading to higher employee satisfaction and retention. When employees feel that their company values integrity and fairness, they are more likely to be motivated and committed to their work.
- **Risk Management:** By adhering to ethical principles, companies can avoid scandals, legal issues, and other risks associated with unethical behavior. This proactive approach to governance can save companies from reputational damage and financial losses.

2. Sustainability and Environmental Stewardship:

Ahimsa (Non-Violence) and Prakriti (Nature): The principle of Ahimsa, or non-violence, is deeply rooted in IKS and extends beyond physical harm to include the protection of the environment. Prakriti, or nature, is revered in Indian philosophy, and humans are seen as stewards of the natural world, with a responsibility to protect and preserve it.

In modern commerce, these principles can guide businesses in developing sustainable practices that minimize environmental impact. This includes reducing carbon footprints, conserving resources, and adopting eco-friendly technologies.

Impact on Modern Commerce:

- **Sustainable Supply Chains:** Businesses can implement Ahimsa by adopting sustainable supply chain practices. This might involve sourcing raw materials responsibly, reducing waste, and ensuring that production processes do not harm the environment. Companies like Patagonia and Unilever have demonstrated how sustainable supply chains can lead to both ethical and financial success.
- **Eco-Friendly Products:** Prakriti inspires companies to develop products that are environmentally friendly. This could include using biodegradable materials, reducing packaging,

and creating products that are recyclable or reusable. The demand for such products is growing, particularly among environmentally conscious consumers.

- **Corporate Social Responsibility (CSR):** Incorporating Ahimsa and Prakriti into CSR initiatives means that businesses not only focus on social welfare but also on environmental protection. This holistic approach to CSR enhances a company's image and aligns with global sustainability goals.

3. Corporate Social Responsibility (CSR) and Community Engagement:

Seva (Selfless Service) and Dāna (Charitable Giving): Seva, or selfless service, and Dāna, or charitable giving, are integral to IKS and underscore the importance of contributing to the welfare of others. These principles can greatly enhance CSR initiatives, moving them beyond mere compliance to genuinely impactful activities that benefit society.

Impact on Modern Commerce:

- **Meaningful CSR Initiatives:** By embracing Seva and Dāna, businesses can design CSR programs that address real social issues. This could involve supporting education, healthcare, or community development, with a focus on long-term impact rather than short-term gains.
- **Employee Involvement in CSR:** Companies that encourage their employees to participate in CSR activities inspired by Seva can foster a culture of service within the organization. This not only benefits the community but also boosts employee morale and engagement.
- **Building Stronger Communities:** Businesses that actively engage in charitable giving and community service contribute to the overall well-being of society. This not only fulfills their social responsibility but also strengthens the bond between the business and the community, leading to enhanced loyalty and support.

4. Innovation through Tradition:

Leveraging Traditional Knowledge for Modern Solutions: Indian Knowledge Systems offer a wealth of traditional knowledge that can be leveraged to innovate within modern commerce. This includes practices from Ayurveda, traditional agriculture, handicrafts, and more.

Impact on Modern Commerce:

- **Product Innovation:** Traditional knowledge can inspire the development of new products that meet modern consumer needs while preserving cultural heritage. For example, the resurgence of Ayurvedic products in the health and wellness industry illustrates how traditional practices can be adapted for contemporary markets.
- **Preserving Cultural Heritage:** By promoting traditional crafts and local artisans through platforms like e-commerce, businesses can help preserve cultural heritage while creating economic opportunities. This approach not only diversifies the product offering but also appeals to consumers seeking authentic, culturally rich products.
- **Sustainable Agriculture:** Traditional Indian agricultural practices, such as organic farming and water conservation, offer sustainable alternatives to modern industrial farming. Businesses in the agricultural sector can adopt these practices to promote sustainability and meet the growing demand for organic and ethically produced food.

5. Economic Sustainability and Self-Reliance:

Swadeshi (Self-Reliance): The concept of Swadeshi, or self-reliance, emphasizes local production and consumption, encouraging communities to support their own economies. This principle can be applied to modern commerce to promote economic sustainability and resilience.

Impact on Modern Commerce:

- **Local Sourcing and Production:** By sourcing materials locally and promoting local manufacturing, businesses can reduce their reliance on global supply chains. This not only supports local economies but also reduces the environmental impact associated with transportation and logistics.

- **Promoting Small and Medium Enterprises (SMEs):** Swadeshi encourages the growth of SMEs, which are vital to the economy. Large corporations can support these enterprises through partnerships, fair trade practices, and investment in local infrastructure.
- **Resilience to Global Disruptions:** The focus on self-reliance can make businesses more resilient to global disruptions, such as those caused by pandemics or geopolitical tensions. By building strong local networks, companies can continue operations even when global supply chains are disrupted.

CONCLUSION:

The role of Indian Knowledge Systems in modern commerce is profound and multifaceted. By integrating IKS principles into business practices, companies can achieve a balance between profit and purpose, ensuring long-term sustainability and ethical governance. The study underscores the potential of IKS to transform global commerce, offering a more holistic and sustainable approach that addresses contemporary challenges. The paper concludes with strategic recommendations for businesses and policymakers to embrace IKS, fostering a new era of responsible and inclusive commerce.

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India's Solar Power Shift: A 2024 Study on Economic Outcome of PM Suryghar Yojana

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Abstract:

Prime Minister Narendra Modi's February 15, 2024, announcement of the PM Surya Ghar: Muft Bijli Yojana, which aims to increase home use of solar electricity, is a game-changing project for India's energy industry. The economic and environmental effects of the program are thoroughly analysed in this study paper. Through rooftop solar installation subsidies of up to 40%, the effort seeks to lower household electricity bills, promote job creation, and increase India's potential for renewable energy. Benefits to the macroeconomic and financial fronts of the initiative include an estimated 17 lakh jobs and a predicted 30 GW increase in solar power. Additionally, it backs India's more ambitious plans to achieve net-zero emissions by 2070. The program's possible advantages and disadvantages are assessed in the study, along with problems with high startup costs, a lack of experienced labour, and quality control. The results show that even if the PM Surya Ghar Yojana has a lot of potential to promote environmental sustainability and economic prosperity, resolving these issues is essential to the program's success.

Keywords:

PM Surya Ghar Yojana, Solar Power, Renewable Energy, Economic Impact, Environmental Sustainability, Energy Subsidies, Job Creation, India, Rooftop Solar Installation, Net-Zero Emissions

Introduction:

India, whose economy is among the fastest-growing in the world, has significant obstacles in the energy industry. The increasing reliance on fossil fuels has resulted in environmental deterioration and energy instability due to factors such as rapid industrialization, population growth, and rising energy demands. In light of this, the Indian government has introduced the PM Surya Ghar: Muft Bijli Yojana, a revolutionary program designed to advance solar energy and tackle these urgent issues.

This programme, which was launched by Prime Minister Narendra Modi on February 15, 2024, is aimed at reducing home energy usage and provides significant financial aid for the installation of rooftop solar panels. This program is essential to attaining both financial savings and environmental sustainability, given India's commitment to reaching net-zero emissions by 2070 and increasing the capacity of renewable energy sources.

About one crore families are anticipated to profit from the initiative, which offers up to 40% in subsidies for solar panel installations. Furthermore, the government plans to add 30 GW of solar power, create roughly 17 lakh employment, and save Rs 75,000 crore in energy subsidies annually. This study examines the potential benefits of the PM Surya Ghar: Muft Bijli Yojana for job development, cost savings, the expansion of renewable energy sources, and environmental sustainability.

Subsidy Structure and Economic Benefits to Households:

The primary focus of the PM Surya Ghar Yojana is its rooftop solar installation subsidy program, which aims to reduce household financial burdens. The subsidy is designed to be inclusive of households across a range of income groups by accommodating varying levels of energy consumption.

Depending on the household's energy use and the necessary rooftop solar system capacity, which usually varies between 1 kW and 3 kW, the subsidy can range from Rs 30,000 to Rs 78,000. Because of this subsidy, low- and middle-income households can now afford solar energy due to the reduction in upfront expenses.

Table 1: Subsidy Structure Based on Household Energy Consumption

Monthly Electricity Consumption (Units)	Suitable Rooftop Solar Plant Capacity (kW)	Subsidy Amount (Rs)
0-150	1-2	30,000 to 60,000
150-300	2-3	60,000 to 78,000
> 300	Above 3	78,000+

Economic Benefits to Households:

1. **Electricity Cost Savings:** By using solar power, households can drastically cut or even eliminate their electricity expenses.
2. **Income Generation:** By selling extra electricity to DISCOMs through net metering, homes can make extra money.
3. **Loan Support:** To make the initial investment more manageable, the program provides 7% interest rate loans without collateral to fund solar installations.

The monthly production of around 300–350 units of power from a standard 3 kW rooftop system can balance electricity expenditures, especially in areas with high tariffs. Extra electricity that is sold back to the grid occasionally gives households another source of income.

Government Savings and Macroeconomic Impact:

The government anticipates significant financial gains from the PM Surya Ghar Yojana. Through the program, the government might save about Rs. 75,000 crore a year in energy subsidy costs. The money saved can then be used to fund infrastructure improvements, healthcare, and education, among other vital areas.

Macroeconomic Impact:

1. **Decreased Energy Imports:** The program strengthens India's trade balance and lessens its susceptibility to changes in the price of energy globally by lowering reliance on imported fossil fuels.
2. **Strengthened Renewable Energy Portfolio:** By using more solar energy, India can produce more renewable energy, which helps ensure energy security. India's overarching objective to reach 450 GW of renewable energy capacity by 2030 is in line with this program.

Further economic growth is made possible and India's fiscal health is strengthened by these savings and gains in energy security.

Job Creation and Economic Growth:

It is anticipated that the PM Surya Ghar Yojana will create about 17 lakh jobs, boosting the economy in a number of areas, including:

- **Manufacturing:** More solar panels and associated technologies are being produced.
- **Logistics and Supply Chain:** Better solar technology transportation and distribution.

Installation and Maintenance:

Skilled labour for ongoing system maintenance and rooftop solar installations. In order to close the unemployment gap in regions with poorer economies, the initiative also promotes employment prospects in both rural and urban areas. On the other hand, a lack of trained labour could be problematic, highlighting the necessity of funding workforce development and training initiatives.

Impact on the Renewable Energy Market and Domestic Manufacturing:

Adding 30 GW of solar capacity is a major objective of the PM Surya Ghar Yojana, which will help India achieve its aims for renewable energy. By promoting the use of locally made solar panels, the program advances the "Make in India" goal and strengthens the manufacturing sector.

Key Economic Aspects:

1. Domestic Manufacturing: It is anticipated that the increase in demand for solar panels will boost domestic manufacturing, resulting in the creation of jobs, the improvement of technology, and possible rise in exports.

2. Foreign Investment: As India shows that it is committed to solar energy, foreign investors are probably going to participate more, which will help the economy grow even more.

Greater energy independence is provided by this shift towards energy decentralization, which also empowers underserved and rural areas. Sustainability of the Environment and Economy:

Economic and environmental sustainability over the long term is supported by the PM Surya Ghar Yojana. Over the 25-year lifespan of rooftop solar installations, the scheme is estimated to reduce CO2 emissions by 720 million tonnes, boosting public health and air quality. These advancements may result in unintended financial benefits like lower medical expenses and higher agricultural output.

2.

Figure 1: CO2 Emissions Reduction Over 25 Years: A visual representation of the carbon emissions reduction due to solar adoption

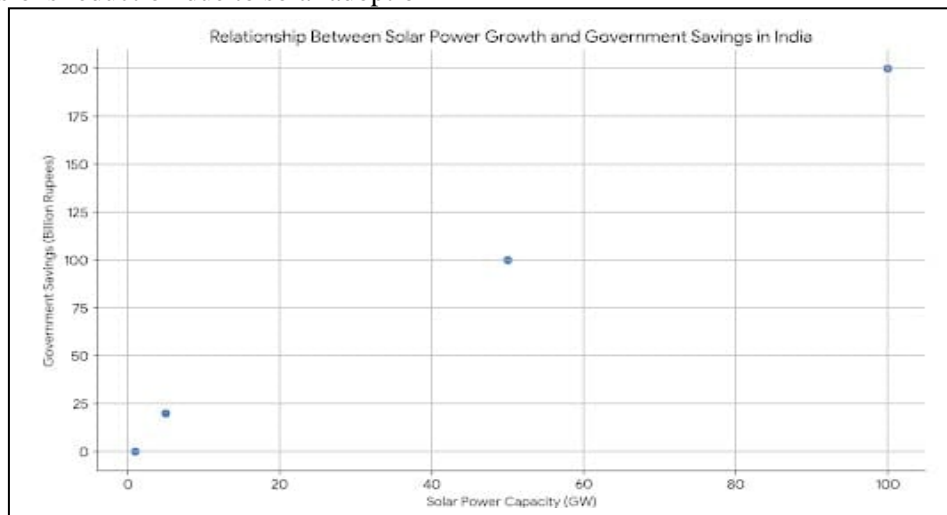
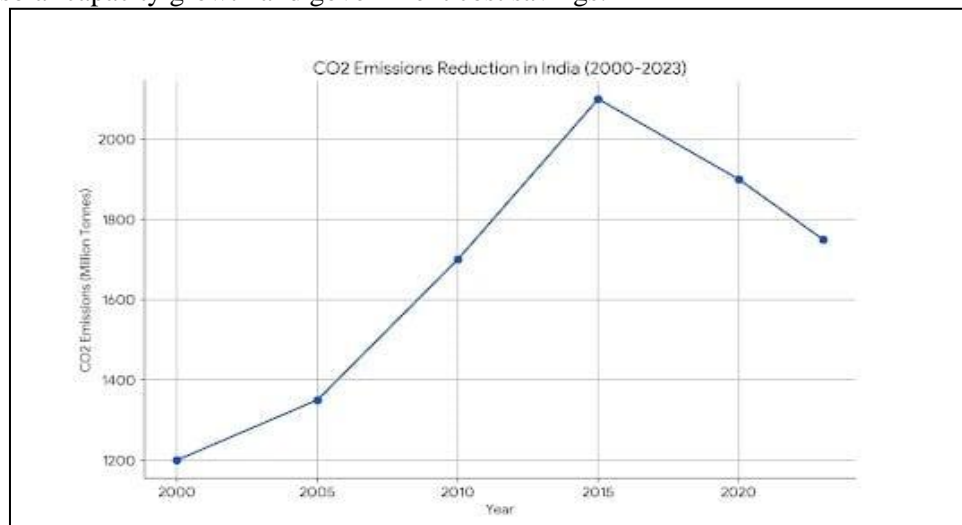


Figure 2: Solar Power Growth and Government Savings: A graph showing the relationship between solar capacity growth and government cost savings.



India's economy will be further strengthened by the economic benefits that come with cleaner air and fewer climate-related calamities, in addition to the environmental advantages.

Challenges and Recommendations:

- Notwithstanding the possible advantages, a number of obstacles need to be overcome:
1. **High Initial Costs:** Some households may find the initial costs to be unaffordable even with subsidies. To boost adoption, more must be done to promote low-interest loans and financial literacy initiatives.
 2. **Skilled Labour Shortages:** There will be a big need for skilled labour as the solar infrastructure grows. Prioritising public-private collaborations with educational establishments and career training initiatives is crucial.
 3. **Quality Control and Vendor Management:** Upholding strict standards is crucial because there are more than 6,500 registered vendors. Effective and transparent procedures for choosing vendors will improve the program's performance

Table 2: Summary of Economic Benefits and Challenges of PM Surya Ghar Yojana

Economic Benefits	Challenges
Reduction in household electricity costs	High initial cost of installation for some
Government savings (₹75,000 crore/year)	Skilled labor shortages
Job creation (17 lakh new jobs)	Quality control of vendors
Increased energy independence	Awareness and adoption among rural areas

Conclusion:

The PM Surya Ghar: Muft Bijli Yojana signifies a significant change in India's strategy for granting access to energy. The program delivers substantial financial advantages to individuals and the government by encouraging the use of solar energy. It also has positive environmental effects that have the potential to establish India as a leader in renewable energy globally.

Over 1.28 crore registrations and 14.84 lakh applications as of mid-2024 demonstrate the program's broad appeal and capacity to have a profound effect. To maximise its success, however, significant obstacles like upfront expenses, labour preparedness, and quality control must be addressed. India can continue to drive the world's shift to renewable energy sources and establish a standard for solar adoption globally by overcoming these obstacles.

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Traffic Light Controller Circuit using 555 Timer IC

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Abstract:

When all the vehicles that are on road at a particular time for the movements of vehicles or people along roads; this situation is named as Traffic. For handling such chaotic situation traffic police are appointed for smooth movement of vehicles. Also, for time management and discipline we can install traffic light indicators (RED-YELLOW-GREEN). According to number of vehicles on road for specific direction we can set specific time interval for indicators for smooth movements of vehicles on road.

This project provides chip controller circuit for traffic light indicators compared to existing circuit as considering power consumption. I have used 555 timer IC. This IC provides better stability, low power consumption and high slew rate.

Keywords:

Traffic light, road safety, prevention, light indicator, controller circuit, timer circuit. Low power consumption.

Introduction:

This project is basically made with the purpose of avoiding traffic on road. We can install this project instead of existing system for better performance, low power consumption and high durability.

I have used timer IC-555 as a controller in this project and switching controls the relay action.

Different RC combinations can be used to fix time interval of all indicators. In this project we have used two 555 timer ICs. Proper use of Threshold, Discharge and Triggers terminals have been done for adjusting time interval. This circuit is easy to install and repairing can be done easily.

Objectives:

- a. To design proper biasing circuit and develop traffic light control system.
- b. To investigate the effectiveness of the proposed system in reducing congestion and improving traffic flow.
- c. To compare the performance of the proposed system with traditional traffic light control systems.

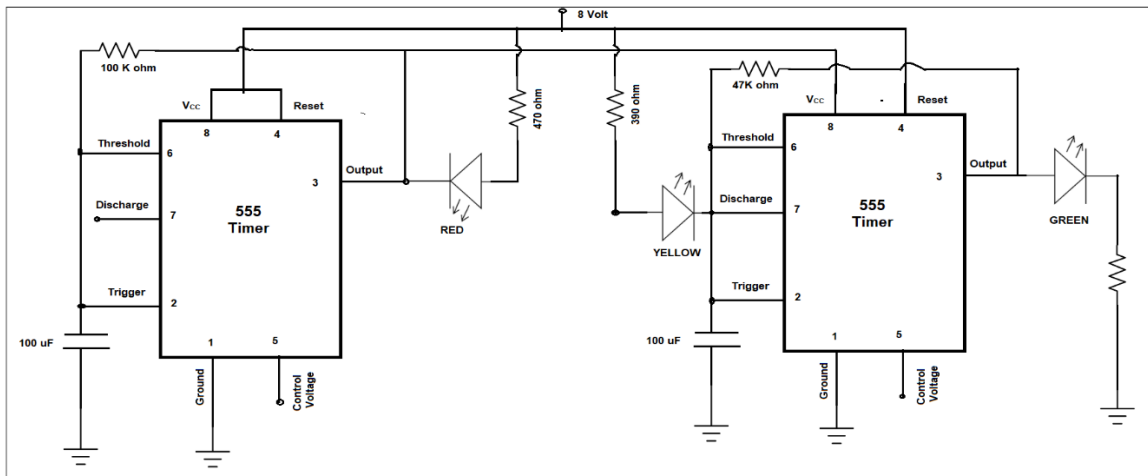
Methodology:

This research work was totally laboratory work. The research work was completed by following methods:

- Proper circuit diagram was designed by considering 555 Timer IC as multivibrator.
- Selection method: An appropriate 555 Timer was selected. Proper ceramic and electrolyte capacitors were selected. By doing proper calculations values of resistors were calculated.
- Whole circuit was connected on breadboard and verified the circuit related to project.
- A proper circuit connection was designed and demonstrated.

Experimental:

A) **Circuit Diagram:** This is the circuit diagram for automatic functioning of traffic light controller using 555 Timer IC:

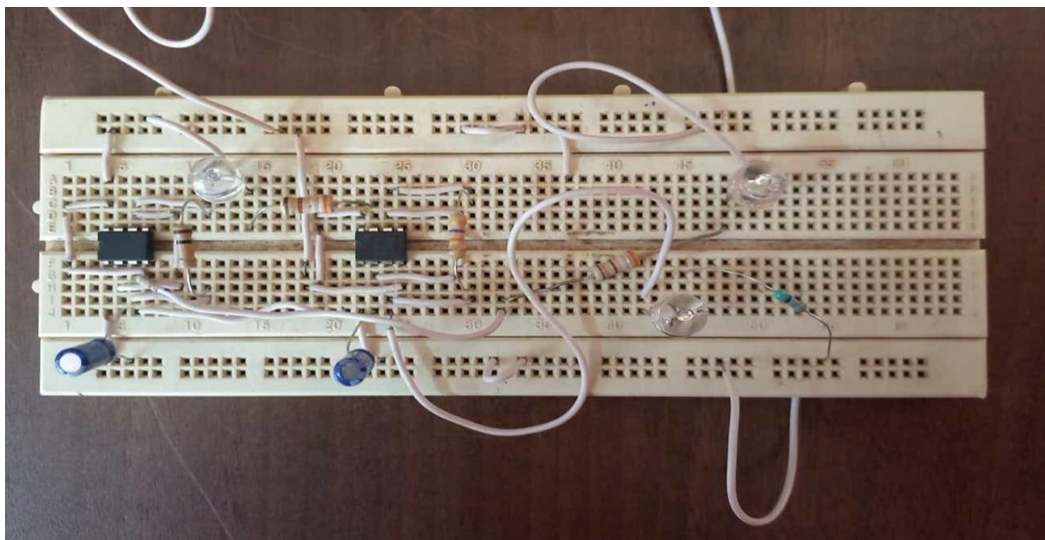


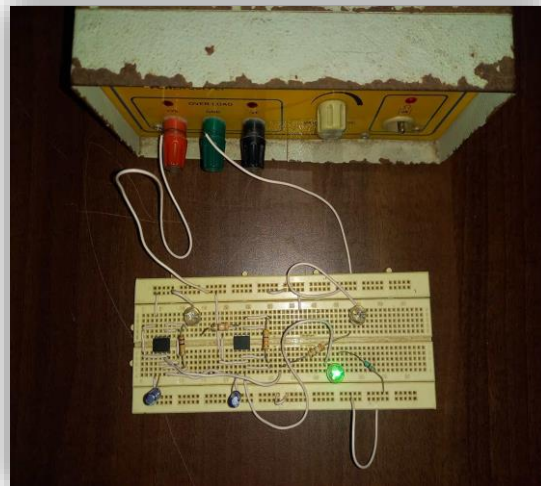
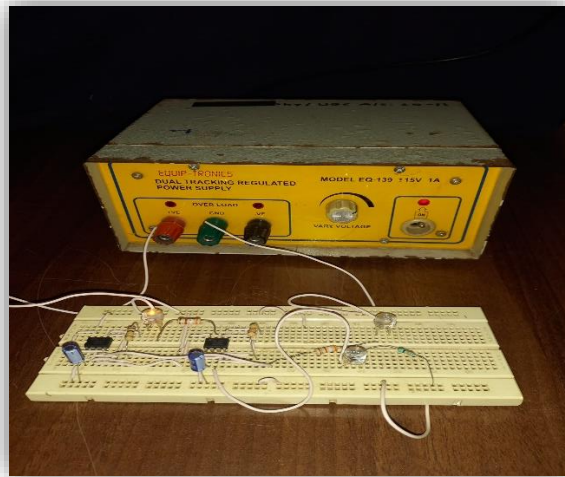
B) **Construction:** The electronic circuit is constructed for above circuit diagram with the help of following electronics components on breadboard.

- a. **555 Timer IC**
- b. **Resistors – different values**
- c. **LEDs - Total 3 LEDs for indicators**
- d. **Power Supply – Two DC 5 Volt voltage power supply**
- e. **Connecting Wires**

C) **Operation:**

The above electronic circuit is properly connected and biased with proper dc voltages. Then it is observed that, Green- Yellow- Red LEDs changes their On-Off states after certain amount of time repeatedly and continuously.





Advantages:

1. A well-designed traffic light controller circuit ensures that traffic flows smoothly and efficiently, reducing congestion and minimizing wait times for drivers.
2. By controlling the timing of traffic lights, the circuit helps to prevent accidents caused by collisions between vehicles, pedestrians, and cyclists.
3. This traffic light controllers can be designed to optimize energy consumption, reducing the amount of electricity needed to power the lights and prolonging their lifespan.
4. Cost effective circuit with safety.
5. Easy to install in current system.

Conclusions:

The traffic light controller circuit designed and implemented in this project is a simple and effective solution for controlling the traffic flow at an intersection. The circuit uses 555 Timer IC to generate the output signals to control the traffic lights.

The circuit is designed to be easy to install and maintain, and it can be easily integrated with other traffic management systems.

In addition to its functionality, the circuit is also designed to be energy-efficient and cost-effective. The use of low-power components and efficient coding minimizes energy consumption, while the simplicity of the design reduces the cost of production.

Overall, this traffic light controller circuit demonstrates a reliable and efficient solution for controlling traffic flow at an intersection. Its simplicity, flexibility, and cost-effectiveness make it an ideal solution for urban traffic management systems.

Limitations:

It is not working with real-time system.

Future Enhancement:

1. Integrating the circuit with other traffic management systems.
2. Conducting further testing and optimization to improve the accuracy and reliability of the circuit.
3. Developing a user-friendly interface for configuring the timing and settings of the traffic lights.

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The Role of AI in Shaping the Media Industry: Effects on Content, Engagement, News, Employability, Bias

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Abstract

This paper discusses the integration of artificial intelligence (AI) in the news media industry and its potential impact on content creation, distribution, audience engagement, and combating misinformation. While AI presents opportunities for enhancing the efficiency and effectiveness of media organizations, it also poses challenges, including the risk of AI-generated fake news and the need to strike a balance between the benefits of AI and the importance of human judgment and oversight. The paper suggests developing responsible and ethical practices to ensure AI's positive impact on the industry, including automated fact-checking tools, AI-driven content moderation systems, and AI-powered algorithms to analyze the credibility and trustworthiness of news sources. The paper also discusses the need for media organizations to view AI as a tool to enhance their operations rather than a solution to all their problems and to provide AI training programs and career development opportunities for media professionals. Finally, the paper emphasizes the importance of educating the public on AI's limitations to build trust and transparency between the news media and their audience.

Keywords: Artificial intelligence, content, engagement, news, employability, bias

1. Introduction

In recent years, the media industry has experienced significant growth and innovation through the implementation of Artificial Intelligence (AI). AI has introduced new opportunities for enhancing the quality, immediacy, and effectiveness of news media in various fields (Livingstone 2004). Not only has AI helped in working with content, but it has also improved the efficiency of users. The traditional ways of working in media have been transformed by AI's advancements, and it presents both opportunities and challenges for the future. According to De-Lima-Santos and Mesquita (2021), "the future of journalism and its business models seem to be inextricably linked with the penetration of AI deployment." The extent of AI implementation is likely to shape the trajectory of journalism going forward. According to (Broussard et al. 2019, p. 673, artificial intelligence refers "to a branch of computer science focused on simulating human intelligence". AI has been introduced to numerous industries and brought significant changes to ease working in firms. According to the AI index report 2022, around \$93.5 billion was invested privately in AI in 2021 and more than twice as much in AI in 2020. Similarly, the media industry is also showing interest in AI for the production and distribution of news, products, and services. Big media giants are the leading ones to use the services of AI because of its ability to make it easier and more efficient to produce and distribute content, resulting in cost savings for media companies. In the AI index report 2022, an image classification system's training costs have dropped by 63.6% since 2018, while training times have increased by 94.4%.

AI is serving as a competent way for media corporations to do their jobs. The newest skills related to AI usage can serve as a boom for the media industry.

Artificial intelligence has had a significant impact on the media industry, with applications ranging from content creation to audience engagement. AI is altering the workings of media from generating content to presentation. The development of AI has given the new media sector both opportunities and challenges. According to a market study done in European nations, 80% of media professionals are aware of how AI is changing the news media landscape (Shields, 2018). However, there are also some possible drawbacks to the application of AI in the news media industry. Concerns have been raised regarding the lack of originality, accuracy, and human touch in traditional material, as well as the morality and dependability of AI-generated news and the possibility of bias in the algorithms that produce it. In this review article, we will examine how artificial intelligence (AI) is employed in the media as well as the possible advantages and difficulties of this technology.

1.2. Background and framework

ChatGPT is a variation of GPT that is specifically fine-tuned for conversational language. It was first released in 2019 and has since been improved and updated to perform more accurate conversational tasks. But what is Artificial Intelligence? Nils John Nilsson from Stanford University suggested that AI “is concerned with intelligent behaviour in artifacts,” which comprises “perception, reasoning, learning, communicating, and acting in complex environments” (Nilsson, 1998). Kaplan and Haenlein, (2019) claimed that machine learning “is an essential part of AI, but AI is wider than machine learning since it also covers a system’s ability to perceive data (e.g., natural language processing or voice/image recognition)”. The term “Artificial Intelligence” was first coined by John McCarthy in 1956, which is also considered the father of AI. According to him AI “is the science and engineering of making intelligent machines”

1.3. Objective of the study

1. To evaluate the effect of artificial intelligence on the content produced in media, including its quality and accuracy.
2. To assess how AI in media has influenced audience engagement towards media consumption.
3. To analyze the role of AI in shaping news delivery and problem of fake information.
4. To investigate the impact of AI on employment in the media industry.
5. To examine the potential biases that may arise in the use of AI in media and recommend ways to mitigate them.

1.4. Methodology

The media industry has been revolutionized by the rapid expansion of AI, which has sparked a new frontier of exploration in the collaboration of AI and media. To delve deeper into this topic, we conducted an extensive search of academic databases, industry reports, and other relevant sources to identify a wide range of articles, books, and reports related to our research questions. Using a systematic approach, we were able to thoroughly investigate every aspect of our research questions and uncover insights into the intersection of AI and media.

2. AI and news Content creation

Journalists have to process large datasets to write news, which takes so much time and energy. On the other hand artificial intelligence can do all this work in very little time. According to Linden (2017), newsrooms began to increasingly automate news stories. The Associated Press has employed automated writing technologies to write earnings articles on different sports in the USA (Alpert, 2016). Similarly, The New York Times (NYT) and The Washington Post also use AI projects in their newsrooms to generate news content (Chan-Olmsted, 2019). AI models are often designed for a certain story, which implies that these algorithms must be produced and taught again for new projects (Stray, 2019). Soccerbot is also an automated reporting system used by North Korea’s news agency Yonhap to produce football-related content. Soccerbot covered the 2016–17 EPL season, writing 380 automated news stories. Reporters, Data, and

Robots (RADAR) are another good example of the interest of big media houses in AI power tools for journalism. RADAR is an initiative that combines journalism and technology to automate news articles using artificial intelligence and natural language processing. RADAR is collaboration between the UK-based news agency Press Association and the data journalism startup Urbs Media. In India, the introduction of AI in the newsroom is in its initial stages. In India, the first AI news anchor bot was introduced by the India Today group, named SANA. This AI anchor bot is capable of delivering news in multiple languages. Forbes is also deploying an AI story-writing tool that generates rough articles (Willens, 2019). The implications of Heliograf smart software in The Washington Post; Automotive Insights—a prominent natural language generation vendor in Yahoo; Semantic Discovery and News Whip in the Associated Press; and Chatbot Media Interfaces in The Guardian and Quartz are the prominent examples of the entry of artificial intelligence into newsrooms (Biswal and Gouda, 2020). Reuter has also employed AI to improve the search tool in its video collection (de-Lima-Santos and Mesquita, 2021).

3. AI and Audience engagement

Artificial intelligence (AI) is rapidly being utilized in the news media sector to increase audience engagement by enhancing the user experience, offering more tailored content, and increasing content creation and delivery efficiency (Narang, 2017).

Personalization: AI systems examine user data such as browsing history, reading habits, and preferences to produce customized news information. Netflix, the top media technology company, makes the most significant use of AI in content suggestion and discovery (Lynch, 2018). Visual search and discovery are most commonly used by consumers all over the world. (Chadha, 2019). Audience interaction in context, in real-time, and via AI-powered software can lead to a better viewer-media brand relationship (Cormack, 2018).

Chatbots: A survey conducted by E-Marketer in 2018 found that most news media are using AI globally to improve content recommendations (59%), followed by workflow automation (39%; e.g., ad targeting and dynamic pricing) (39%), and intelligent agents or chatbots to help reporters find stories (35%). AI chatbots can also be used to engage with readers and answer their questions in real-time (Cormack, 2018).

Recommendation systems: AI algorithms can analyze user behavior and preferences to recommend stories, videos, and other content that is likely to be of interest to the user. Disney sought to measure audience reactions in real-time using deep learning and face-scanning technologies to assist them in making judgments about the potential of a film (Locker, Loucks, & Sallomi, 2018).

4. AI and Fake news

The fight against fake news is also greatly aided by artificial intelligence. In order to stop the spread of incorrect information, AI systems can analyse enormous volumes of data to spot it (Graefe, A., 2016). According to a study by Graves (2018), AI systems may be able to recognise patterns of propaganda and misinformation, which would enable journalists to respond to possible fake news articles more immediately. Despite its promise, it's critical to make sure AI systems are created with ethical considerations in mind to stop the spread of prejudice and discrimination.

However, AI is also able to produce profound fakes, which pose a fresh threat to society. Machine learning algorithms are used to fabricate content in deepfakes. 2019 (Chesney & Citron) According to R. Chesney and D. Citron (2019), deepfakes are AI-generated videos that may modify pictures and audio to give the impression that individuals are saying or acting in ways they have never actually done. The validity of the information and the possibility of malicious usage have been questioned by this technology (H. R. Hasan and K. Salah, 2019). One of the first and most well-known deep fakes was of Barack Obama in 2018, and it is a fantastic illustration of the malevolent application of AI-generated deep fakes. The renowned industrialist of India, Anand Mahindra, shared a video on Twitter and expressed his concern about deep fakes. In his tweet, he described how the AI can easily create 'potentially deceptive content'. The current

advancements in AI, make it possible to produce not just false news, photographs, and videos but also fake reviews, realistic writing, and even real-time chats (P. Janaszkiwicz et al., 2018). That can easily mobilize the masses through social media platforms (V. P. Miletskiy et al., 2019).

5. AI and Investigative Journalism

In his study, Broussard (2015) suggested that “high-impact investigative stories often take a long time to research and report, which is the total opposite of the current market need.” An AI-driven tool that significantly improves the investigative process could be extremely beneficial to the newspaper.” “We were dealing with a vast amount of documents, and we didn’t have the resources to investigate them all,” Galizia said. “But by using artificial intelligence, we would have been able to make that process much faster for all the journalists involved and end up with the same result.” (Marconi and Siegman 2017). The Panama Papers are a massive set of documents that revealed the offshore financial activities of politicians, celebrities, and business leaders around the world. The leak contained 11.5 million documents, which were leaked from the Panamanian law firm Mossack Fonseca. The large amount of data in the Panama Papers was devastating. The journalists had to go through millions of documents, emails, and other files to find relevant information. But with the help of tools like Google Pinpoint, these huge data sets can be decoded within seconds. It can easily help the journalist quickly find the desired content from the data. Jonathan Stray concluded in his study that AI in investigative journalism can be a very useful tool and, with some improvements, bring more accuracy to the process.

6. AI and employability

AI is predicted to have a substantial influence on employment in the media business (E. Pashevich, 2018). AI-powered tools and systems may be able to automate jobs formerly performed by human labor in some domains, such as content generation and distribution. Smith and Anderson (2014) found that robotics and artificial intelligence will invade wide segments of daily life, including journalism, by 2025. An AI tool like RADAR uses machine learning algorithms to generate news articles in real time without the need for human intervention. In order to produce reliable and timely news pieces, the system can analyse data from a variety of sources, including official reports, press releases, and social media. In this day and age, AI-made news anchors are also a reality. China's Xinhua News Agency developed the first AI news anchor in the world in 2018. The news anchor, "Xin Xiaomeng," was produced using machine learning technology and was created to mimic a human female news caster. Xin Xiaomeng is able to read news articles in both Chinese and English and engage in real-time conversation with viewers. The anchor can offer news broadcasts on a range of subjects, such as politics, sports, and weather, and was created to work around the clock. These ground-breaking developments could lead to employment losses or changes in the types of positions that are offered in the sector. However, the application of AI in the media industry may lead to the emergence of brand-new occupations like data analysts and AI engineers, as well as an increase in the demand for experts in fields like machine learning and data analysis (A. Zangana, 2017). Overall, it is crucial for media industry workers to stay up to date on current events.

7. AI and Problem of Bias

Artificial intelligence (AI) has been shown to exhibit bias in many ways, often reflecting the biases inherent in the data sets used to train these systems. One example of bias in the history of technology is the case of facial recognition technology (A. Osoba and Welsler, 2017). Google had to apologize in 2015 when the algorithms in its software misidentified a black couple as gorillas, due to a lack of black people in the training sample.

In 2018, a study by the National Institute of Standards and Technology (NIST) found that facial recognition algorithms misidentified black and Asian faces at a much higher rate than white faces. Similarly, in 2019, a study by researchers at the University of Essex found that facial recognition technology was much less accurate when trying to recognize the faces of women, particularly those with darker skin tones. In 2016, researchers found that Google News was more

likely to show news articles about crime in minority neighbourhoods than in white neighbourhoods, even when the crime rate was the same. (A. Hannák et.al., 2016)

8. Discussion/Conclusion

Technological development has always affected the media in some way, whether we talk about radio, television, or the internet. In our era, all these technologies influenced the functioning of the media world to a great extent. Graves (2018) concluded in his study that AI has become an integral part of the news media industry, providing new avenues for content creation, audience engagement, and tackling the spread of fake news. As AI technology continues to advance, news media organizations need to understand the opportunities and challenges that come with its integration and work towards developing responsible and ethical practices to ensure its positive impact on the industry. The ability of organisations to achieve a balance between the advantages of AI and the requirement for human judgement and oversight will ultimately determine how successfully AI is integrated into the news media (A. Zangana, 2017). The use of AI-generated material for harmful purposes to disseminate inaccurate information and produce convincing fake news or propaganda is a serious concern. Concerns about the potential effects of such manufactured content on society have prompted initiatives to find solutions to identify and stop content manipulation. The ubiquity of AI-generated false news can undermine public confidence in the media, foster a climate of mistrust, and make it more difficult for individuals to distinguish between authentic sources and fake news. It can be challenging for individuals to tell the difference between true news and fake news because AI-generated false news can be very convincing and use sophisticated techniques to mimic the style and tone of authentic news pieces (H. R. Hasan and K. Salah, 2019). On the other side, artificial intelligence (AI) has the potential to be a key tool in the fight against false information. It can be advantageous to develop automated fact-checking technologies that employ AI to swiftly spot and flag erroneous material in news articles and social media posts. It is also possible to develop AI-powered algorithms to evaluate the dependability and reliability of news sources and publications. To increase the accuracy and dependability of these algorithms, media organisations and fact-checking organisations should collaborate with AI experts to train AI models on massive datasets of actual and fake news articles. As a result, the algorithms will be able to make better decisions and give the general public information that is more accurate. Creating AI-driven content moderation systems that can identify and delete false information from social media platforms could be another strategy to stop the spread of misinformation. By utilising AI to stop the spread of false information, media outlets and social media sites can play a significant part in promoting accuracy and preserving public confidence in news and information.

The creation and delivery of material could be completely transformed by the incorporation of artificial intelligence (AI). AI technologies might be created to produce text, photos, and videos on demand depending on user input and preferences, reducing time and effort for content producers. In order to create and distribute content more effectively for specific audiences, AI can analyse audience engagement data (Stray, 2019). By reducing language barriers and extending the reach of content, AI-powered language translation technologies can also assist content producers in connecting with worldwide audiences. Media organizations can employ AI-driven content analytics to track and analyses social media trends and find new content opportunities, enabling them to remain on top of trends and create timely, relevant content. The incorporation of AI in content creation and distribution can greatly enhance the efficiency and effectiveness of media organizations.

Additionally, it's critical to recognize that AI does not offer a solution to every problem the news media sector is now facing. AI still has some limitations, and it cannot take the place of human knowledge and imagination. Now, we'll need journalists that understand artificial intelligence and collaborate with it in the media sector (A. Zangana, 2017). Therefore, rather than viewing AI as a panacea for all of their issues, news media organizations should see it as a tool to improve their operations. An opportunity to build new training programmes and career

development prospects is presented by the expanding use of artificial intelligence (AI) in the media sector. The development of AI training courses that may teach journalists and other media professionals how to use AI tools to enhance their work and increase productivity is one such possibility. Media professionals can find relevant work possibilities by using AI-powered job matching systems that use machine learning techniques. In order to assist media employers in more correctly identifying the talents and strengths of job seekers, these platforms can also be improved by the incorporation of AI-driven skills tests. Partnering with media organizations to provide apprenticeships and internships is another approach to provide students real-world experience using AI technology. Aspiring media professionals will be able to do this to obtain real-world experience in media production and delivery, particularly with AI technology. Media organizations can stay ahead of the curve and assist media employees in acquiring the skills they need to succeed in the quickly changing media ecosystem by integrating AI into media training programmes, job matching platforms, and skills evaluations.

Additionally, initiatives to inform the public about AI's capabilities and drawbacks should go hand in hand with efforts to integrate AI into the news media sector. The credibility of the news media sector will greatly benefit from the development of trust and transparency between the news media and their audience.

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Media and Information literacy in the Post-Truth Era: A literature Review with a Focus on Misinformation and the Infodemic

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Abstract

The propagation of false information has grown to be a significant problem in the post-truth era, especially during infodemics, or times of crisis. This review paper is focused on how media and information literacy (MIL) can help individuals navigate the overwhelming amount of false information in digital spaces. This review paper examines how Media and Information Literacy helps develop critical thinking abilities that help people recognise and disprove false information, as well as the significance of imparting these abilities in communities and schools. This paper focuses on practical approaches to enhance Media and Information Literacy in order to counter the dissemination of false information.

Keywords- *Media and Information Literacy, post-truth era, infodemic, digital spaces, misinformation*

Introduction

Media technology has completely changed how the general public interacts with and consumes information, changing the patterns of communication in society. Its quick development has had a significant impact on behaviour, public opinion, and the spread of both false and true information. Due to the rapid expansion of contemporary media resources, including social media, digital channels, and electronic news websites, people are constantly exposed to news, headlines, new technologies, and opposing viewpoints. In such a world, Media Information Literacy has become a social requirement to make people learn that they should use media responsibly. In past few years, the information of mob lynching, violence, panic, terror, communal and religious conflicts spread through social media platforms and is shared by the social media users without verification. In some cases, the broadcast media also share the information which is getting viral through social media platforms and puts the public at risk of consumption of misinformation. Hence, there arises a need for measures to curb fake news. Past studies have observed that there is no one major solution to fake news. Today, there are many options for how to consume news, including online and social media sources, making it difficult for the average person, especially a young person, to find reliable information. We must examine the new connection structures that evolve with media and, consequently, the effects that media and the information they broadcast have on us, as they play a crucial part in the daily lives of ordinary people. The development and spread of fake news online have increased as a result of the introduction of numerous online websites and social media platforms. It is also a matter of concern that the misinformation gets spread easily through social media platforms and people get exposed to misinformation easily than other information. In this smartphone era, the active participation of society through social media platforms cannot be ignored. It has become mandatory to aware the public about the misuse of technology and the ways to use this technology responsibly.

Media and Information Literacy is a global concern these days and not much people are aware of it. Anyone having a mobile phone in the pocket has become a journalist and the activity of sharing unfiltered information is taken as normal by most of the people. For the iGens it is a normal routine activity. In this Digital era, the information is just a click away from us. Various Media forms help us to access, analyse, evaluate and create information in a variety of forms. Apart from getting information with the help of various digital devices, the tendency of spreading fake information/news is increasing. As the usage of Smartphone is increasing the tendency of sharing information is also increasing among the people of almost every age group but even the well-educated people lack at using the information ethically. To combat the spread of misinformation, media and information literacy is essential and it will be possible only when the people especially the youngsters would be using media responsibly. The virtual world connections made them do the things secretly and sometimes, the lack of media literacy made the things worse. Cyber-crime, Cyber bullying exposure to porn content and media literacy are the other serious issues. As a means of reducing the negative impacts of false information and the infodemic, Media and Information Literacy (MIL), becomes increasingly important. MIL equips people to assess information critically, comprehend the function of the media in society, and identify reliable sources.

Media and Information Literacy

The concept of Media Information literacy (MIL) has evolved gradually since 1960, a time when it was referred to as “media literacy”. Since then, the focus was only to teach the public how to consume mediated information critically and deliberately in both formal and informal contexts (Al zou'bi, 2022). In 1972, the idea of media literacy began to focus more on educating and informing people as a "defence project" to shield children and teenagers from the risks posed by the media. The basic aim was to motivate the children and youngsters to reject and overcome false messages and inappropriate values. In 1982, a declaration was issued by the representatives of 19 nations at UNESCO's International Symposium on Media Education at Grunwald, Federal Republic of Germany. They emphasized on the necessity for governmental and educational systems to support a critical understanding of "communication phenomena" among citizens from early infancy through higher education. This was accomplished by giving instructors training seminars to help them become experts in media education (Berger, 2023).

UNESCO is promoting and spreading the information related to Media Information Literacy at mass level. It is aimed at informing the public to be critical when they are getting any information through social media platforms. The main goal of Media Information Literacy is to encourage proper media usage and consumption so that people can become better at analysing, utilising, and even expressing the messages that are communicated to them in various forms. MIL can be defined as a set of abilities that allow consumers to comprehend, evaluate media content objectively, and take appropriate action. They can use media technology to promote equity and self-expression, combat hate speech, fake news, and online bullying, and increase public knowledge of human rights on the Internet. Welsh and Wright (2010) define MIL as the ability to decode, encode, analyse, evaluate, and produce media content in its various forms. UNESCO defines MIL as follows: “The basic competencies that allow citizens to interact with the media effectively, and develop critical thinking and lifelong learning skills for socialization that makes them active citizens”.

Concept of Misinformation and Infodemic

In this digitally connected world, it has become challenging to get the information verified which is received through social media platforms. To combat the spread of fake news, disinformation and misinformation, it is important to understand its concept first. Fake news is the news or information which is not true. Disinformation is the false information which is created and shared deliberately to cause harm. Misinformation is the misleading information created or disseminated without a deliberate intent to cause harm. As per American Psychological Association, Misinformation is false or inaccurate information or getting the facts

wrong whereas disinformation is false information which is deliberately intended to mislead. Many false or misleading stories are fabricated and shared without any background or quality checking in this era of social media platforms. The availability of inexpensive smartphones and accessibility of internet enabled the social media users to share unverified material on their social media platforms. In fact, this contributes to the propagation of false information.

Misinformation has the power to quickly spread and be internalised, affecting people's actions and possibly motivating them to take bigger risks. Information output and the number of ways to acquire it have increased exponentially as a result of increased global access to mobile devices with Internet connections and social media, generating an information epidemic or infodemic. To put it another way, a lot of information is being created and distributed to every part of the globe, affecting billions of people but the major concern about the accuracy of the information being shared through social media platforms.

During the COVID-19 epidemic, the term "infodemic" gained popularity to characterize the abundance of information—both accurate and false—that made it challenging for people to locate trustworthy and dependable sources of knowledge. The WHO (2020) claims that the infodemic encompasses political, social, and environmental challenges in addition to health-related disinformation. It presents a serious threat to social cohesion, democracy, and public health.

This disturbance in information ecosystem of the world has put the people amidst sea of information/disinformation escalating and the stress caused due to COVID-19 pandemic. The UNESCO has labelled the massive information explosion during prevailing scenario as 'disinfodemic' (UNESCO, 2020). The misinformation/disinformation generally refers to the content(s) which are not true and/or is misleading, having potentially fatal consequences. The crux of the problem provoked the WHO to organize first Infodemiology Conference from 29 June to 21 July 2020 (in virtual mode), to identify, adapt, develop, evaluate, and validate the evidence-based tools and measures to understand, measure, and control infodemics.

The post-Truth Era

The term "post-truth era" describes a period of time where it is harder to distinguish between reality and falsehood. (McIntyre, 2018) argues that post-truth implies that truth has been undervalued in the face of emotional, social, and political arguments rather than that it has completely vanished. False information is increasingly easily disseminated through social networks, blogs, and alternative news sources, thanks in large part to the development of digital media.

Social Media and the Post-Truth Era

One of the main forces behind the post-truth age has been recognized as the technological architecture of social media sites like Facebook, Twitter, and YouTube. These platforms prioritize sensationalist or emotionally charged material using algorithms that are meant to enhance engagement (Golino, 2021). Because people are only exposed to material that confirms their preexisting opinions, this leads to the creation of echo chambers, which polarize public discourse and reinforce false narratives. In the post-truth era, trust in traditional media has sharply declined, driven by accusations of bias from political figures. As a result, many people are turning to alternative sources for information, some of which spread misinformation (Barbera, 2020).

Psychological Influences on Misinformation Dissemination

Research has looked into the reasons behind the tendency of people to believe and disseminate false information. According to Pennycook and Rand (2018), people frequently participate in "lazy thinking" and neglect to critically assess the truthfulness of the information they come across. Furthermore, a major contributor to the dissemination of false information is confirmation bias, which is the inclination to favour information that supports one's preconceived notions. By

fostering situations where people are continuously exposed to information that supports their viewpoint, social media platforms intensify these tendencies.

Case Studies of Misinformation in the Infodemic

Brennen et al. (2021) conducted an early analysis of misleading COVID-19 visuals in their paper, "Beyond (Mis)Representation: Visuals in COVID-19 Misinformation." Using a mixed-method approach, they examined 96 graphics deemed false or misleading by independent fact-checkers during the first three months of 2020. Their research identified six visual frames and three purposes for these misleading visuals: to highlight specific arguments, to provide purported evidence for claims, and to mimic authoritative sources. Although their study focused on misinformation flagged by international fact-checkers and compiled by IFCN and Google Fact Check Tools, it does not represent the entire spectrum of COVID-19 misinformation. The findings underscore the significant role of visuals in the spread of false content, with a particular emphasis on how images are used as evidence to support misleading claims.

Xiao et al. (2021) in their study, "Who Consumes New Media Content More Wisely?" highlighted the need for enhanced media literacy among young adults who frequently use social networking sites. Their research, based on an online survey of 551 participants, explored how demographic factors, social networking site usage, and personality traits influence critical media consumption. The findings stress the importance of developing a new media literacy curriculum to counter misinformation and highlight specific demographic groups that need targeted media literacy efforts, especially in relation to vaccination perceptions.

Domenico et al. (2022) in "Marketplaces of Misinformation" examined how social media has evolved from a platform for social interaction to a major channel for spreading harmful misinformation. Their study focused on how health misinformation about vaccines proliferated on social media during the COVID-19 pandemic, illustrating the platform's role in legitimizing and amplifying vaccine-related misinformation.

The Role of Media Information Literacy (MIL) and Fact-Checking in Combating Misinformation

Studies indicate that higher Media Information Literacy (MIL) enhances individuals' ability to fact-check, recognize, and reject misinformation (Jones-Jang, Mortensen, & Liu, 2019). MIL interventions effectively reduce false beliefs by teaching critical evaluation of sources and spotting deceptive tactics (Vraga & Tully, 2021). Integrating MIL into formal education is recommended to foster civic engagement and critical thinking in future generations. Additionally, digital tools and fact-checking platforms like PolitiFact and Snopes help verify information, though their effectiveness can be limited, as some users may disregard fact-checks if they are already inclined to believe misinformation (Graves, 2018; Clayton et al., 2020).

Conclusion

The post-truth era has changed how we receive information, leading to a rise in misinformation and an "infodemic." Media Information Literacy (MIL) is key to addressing these issues by helping people critically evaluate information and identify reliable sources. Despite its importance, there are gaps in research on MIL, such as its long-term impact and how best to teach it. Future studies should focus on creating effective MIL programs and using digital tools to support them. In summary, improving media and information literacy globally is essential for tackling misinformation. By promoting critical thinking and trust in reliable sources, we can better manage the challenges of today's information landscape.

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Analyzing the Role of National Highways in Regional Economic Development: A Case Study of Vidarbha Region

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Abstract:

The development of national highways is a crucial factor in regional economic growth, particularly in underdeveloped regions like Vidarbha, Maharashtra. This paper examines the role of national highways in facilitating economic development in Vidarbha by enhancing connectivity, improving trade, and accelerating industrial and agricultural growth. Using Vidarbha as a case study, the research analyzes key highways such as NH-6, NH-7, NH-44, and the under-construction Nagpur-Vijayawada Economic Corridor. The paper explores their impact on various sectors of the economy, including agriculture, industry, and urbanization. Additionally, this paper highlights the social and environmental challenges associated with highway construction and offers insights into sustainable development practices for future projects. By integrating traffic data and economic outcomes, this research provides a comprehensive understanding of how national highways act as catalysts for regional economic development in Vidarbha.

Introduction:

National highways play an essential role in promoting economic growth, reducing transportation costs, fostering industrial expansion, and enhancing regional connectivity. India has seen remarkable progress in its highway infrastructure, particularly since the economic liberalization of the 1990s, which gave a significant push to infrastructure development. Vidarbha, a historically underdeveloped region of Maharashtra, is a prime beneficiary of this infrastructure boom.

Vidarbha's geographic isolation, coupled with inadequate infrastructure, has long impeded its economic growth. However, the expansion of national highways has begun to transform this region into a more connected and economically vibrant part of the country. This research paper explores the impact of key national highways such as NH-6, NH-7, NH-44, and the Nagpur-Vijayawada Economic Corridor on Vidarbha's economic development, particularly in agriculture, industry, trade, and urbanization. We also address the environmental and social challenges arising from this infrastructure development and propose measures for more sustainable growth.

Development of National Highways in Vidarbha:

Vidarbha has seen significant investments in road infrastructure under national schemes like the Bharatmala Pariyojana, which is aimed at improving road connectivity across the country. National highways such as NH-6, NH-7, NH-44, and NH-47 play a critical role in connecting Vidarbha with important cities such as Nagpur, Amravati, Akola, Chandrapur, Wardha, and Hinganghat, as well as facilitating trade routes to neighbouring states like Chhattisgarh and Madhya Pradesh.

For example, the **Nagpur-Vijayawada Economic Corridor** is a key project currently under construction. This corridor is expected to enhance the region's trade and travel capacity by connecting Vidarbha to southern India, particularly Warangal and Vijayawada. Such infrastructure investments have not only improved the region's connectivity with the rest of India but also laid the groundwork for the economic transformation of Vidarbha, linking it more effectively to national and international markets.

Key National Highways in Vidarbha:

The following national highways are instrumental in driving regional growth in Vidarbha:

- **NH-6 (Surat to Kolkata):** This 180-km stretch passes through major cities like Nagpur and Bhandara, improving connectivity between central India and the eastern and western parts of the country. The completion of this highway in 2018 was a milestone in improving the flow of agricultural and industrial goods across the region.
- **NH-7 (Varanasi to Kanyakumari):** Spanning 210 km through Nagpur and Chandrapur, NH-7 links Vidarbha with northern and southern India, providing a direct route for the movement of goods, especially for heavy industries like steel and textiles. The highway was completed in 2020.
- **NH-44 (Srinagar to Kanyakumari):** Covering 170 km in Vidarbha, this highway passes through key industrial cities like Wardha and Hinganghat. Its completion in 2022 significantly enhanced inter-regional trade and transportation.
- **Nagpur-Vijayawada Corridor:** This 108-km highway is under construction and connects Nagpur to Warangal and Vijayawada, further integrating Vidarbha with southern India. Once completed, it is expected to improve the efficiency of goods movement between the northern and southern states of India.

Table 1: National Highways Data in Vidarbha

Highway	Length (Km)	Cities Covered	Completion Year	Budget (Cr INR)
NH-6 (Surat to Kolkata)	180	Nagpur, Bhandara	2018	3,200
NH-7 (Varanasi to Kanyakumari)	210	Nagpur, Chandrapur	2020	5,400
NH-44 (Srinagar to Kanyakumari)	170	Wardha, Hinganghat	2022	4,500
Nagpur-Vijayawada Corridor	108	Nagpur, Warangal	Under Construction	6,400

Source: National Highways Authority of India (NHAI), Ministry of Road Transport & Highways, Press Information Bureau.

Impact of National Highways on Agriculture:

Agriculture is the backbone of Vidarbha's economy, with a large portion of the population engaged in farming activities. The development of national highways has significantly impacted the agricultural sector by providing farmers with better access to markets and reducing transportation costs. This has improved the efficiency of agricultural supply chains and enhanced the profitability of farming activities.

1. **Improved Market Access:** The construction of national highways has facilitated easier access to regional and national markets for Vidarbha's farmers. For instance, highways like NH-6 and NH-7 connect major agricultural production centers with cities where agricultural commodities are traded, such as Nagpur, Pune, and Mumbai. This access allows farmers to sell their produce at more competitive prices.

2. **Reduction in Spoilage:** Improved infrastructure has reduced the time it takes to transport perishable goods like fruits, vegetables, and dairy products. Consequently, there has been a decrease in post-harvest losses, which were historically a significant challenge for Vidarbha's farmers.
3. **Agro-Processing Industries:** The increased connectivity provided by highways has fostered the growth of agro-based industries. These industries have benefitted from the availability of raw agricultural products in Vidarbha, which are processed into finished goods. As a result, there has been a boost in employment and value addition to agricultural products, contributing further to the region's economic growth.

Impact on Industry and Trade:

The industrial sector in Vidarbha, particularly in cities like Nagpur and Wardha, has seen significant growth due to the development of national highways. Improved connectivity has attracted investments in industries such as steel, textiles, and manufacturing, which are heavily dependent on efficient logistics.

1. **Industrial Expansion:** The presence of highways has encouraged the establishment of industrial corridors, particularly along NH-44 and NH-7. Industrial areas have developed along these highways, supported by better access to raw materials and finished goods markets. Nagpur, in particular, has emerged as a logistics and industrial hub due to its strategic location at the intersection of major highways.
2. **Reduction in Transportation Costs:** The construction of highways has significantly reduced the cost of transportation for industries in Vidarbha. For instance, industries in Chandrapur and Wardha have benefitted from shorter transportation times for coal, iron ore, and other raw materials, which has enhanced their competitiveness in the national and international markets.
3. **Growth in Exports:** The improved connectivity to ports and international airports through highways has facilitated exports of Vidarbha's products, such as cotton textiles and steel. Vidarbha's industries now have better access to global markets, further stimulating regional economic growth.

Urbanization and Real Estate Development:

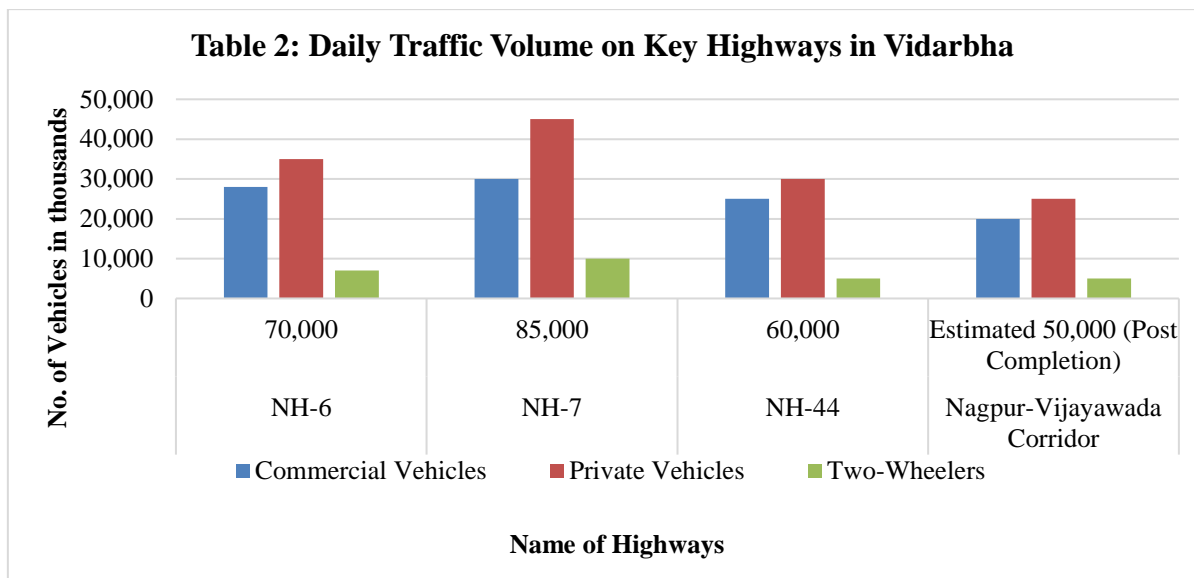
The construction of national highways has also spurred urbanization in Vidarbha. Cities such as Nagpur, Amravati, and Chandrapur have experienced rapid growth as businesses, industries, and workers flock to areas with better connectivity. Highway infrastructure has opened up new areas for real estate development, leading to the expansion of urban boundaries and the creation of new residential and commercial zones.

1. **Urban Sprawl:** Highways have facilitated the development of new townships and industrial parks on the outskirts of major cities. This urban sprawl has been particularly pronounced in cities like Nagpur, where proximity to highways has made these areas attractive to investors and developers.
2. **Improved Access to Services:** Highways have improved access to essential services such as healthcare, education, and commerce in both urban and rural areas. For instance, areas along NH-6 and NH-7 have seen the establishment of new schools, hospitals, and shopping centers, improving the quality of life for residents.
3. **Real Estate Boom:** The demand for land and property along national highways has surged, leading to a real estate boom in Vidarbha. The value of land near highways has increased significantly, benefitting both developers and landowners.

Table 2: Daily Traffic Volume on Key Highways in Vidarbha

Highway	Daily Traffic Volume (Vehicles)	Commercial Vehicles	Private Vehicles	Two-Wheelers
NH-6	70,000	28,000	35,000	7,000
NH-7	85,000	30,000	45,000	10,000
NH-44	60,000	25,000	30,000	5,000
Nagpur-Vijayawada Corridor	Estimated 50,000 (Post Completion)	20,000	25,000	5,000

Source: National Highways Authority of India (NHAI) Traffic Surveys, 2023.



Social and Environmental Impacts:

While the development of national highways has been beneficial for Vidarbha's economy, it has also brought social and environmental challenges that must be addressed.

- 1. Displacement and Resettlement:** Highway construction often involves the displacement of local populations, particularly in rural areas. The displacement of families due to land acquisition for highway projects has created social challenges, including the need for proper rehabilitation and resettlement of affected individuals. Addressing these concerns requires the implementation of fair compensation policies and providing displaced populations with alternative livelihoods.
- 2. Environmental Degradation:** The construction of highways has led to deforestation and the destruction of natural habitats in some areas of Vidarbha. The environmental degradation associated with highway development, such as the loss of biodiversity and increased pollution, poses long-term risks to the region's ecosystems. Sustainable development practices, such as reforestation and pollution control measures, are essential to mitigate these impacts.
- 3. Increased Pollution:** The increase in vehicle traffic on highways has contributed to rising levels of air and noise pollution in urban and rural areas alike. The development of eco-friendly transportation options, such as electric vehicles and public transportation systems, will be essential in curbing the environmental impact of highway traffic.

Conclusion:

National highways have been instrumental in transforming Vidarbha from an underdeveloped region into a growing economic hub. The improved connectivity brought about by these highways has facilitated the movement of goods and people, fostered industrial growth, and improved access to markets for farmers. However, the challenges posed by displacement, environmental degradation, and rising pollution must be carefully managed to ensure that the benefits of highway development are sustainable in the long term.

Future infrastructure projects in Vidarbha should prioritize not only economic growth but also social equity and environmental sustainability. With the right policies in place, national highways will continue to serve as vital arteries of regional development, driving Vidarbha's economic progress for years to come.

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Violence against women and its coverage in media: A content analysis of news published in two prominent Hindi dailies

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Abstract

Even less than 50 percent of the whole population of the labour force in the world market women are subject to violence be it on an official or domestic level. The researcher aimed to analyse the problems of how media portray women in print. The categories of violence against women have been prepared as per the analysis.

The research employed content analysis to examine secondary data on media coverage of violence against women. By scrutinising the lens through which the media views and reports on female victims, the study seeks to uncover the underlying narratives and biases that are propagated through print media. The analysis utilized random sampling to collect relevant news among two Hindi language newspapers published between 16th July 2024 and 31st July 2024. The newspapers were of Haryana region. This is a 16 days data collection period ensured a comprehensive understanding of contemporary media portrayals.

Through this methodology, various parameters were identified and analyzed to assess the gravity and tone of media coverage related to violence against women. These parameters included the frequency of coverage, the framing of incidents, the language used to describe victims and perpetrators, and the overall narrative constructed by the media. The findings revealed significant insights into the patterns and biases that are seen in media reporting, highlighting the need for a more balanced and sensitive portrayal of such issues.

This research aims to raise awareness about the media's role in shaping societal attitudes towards violence against women. By bringing attention to the current media practices and their potential impact, the study advocates for more responsible and equitable reporting. Ultimately, this research contributes to the broader discourse on gender equality and the fight against violence towards women, emphasising the importance of media as a powerful tool in influencing public opinion and societal change.

Keywords: Media coverage, violence against women, domestic violence, narrative, category of violence, perception study

Introduction

Violence against women (VAW) is a significant social problem among the whole world (Saxena, 2004). The cases in India itself are increasing with each passing year. The number of cases of crimes against women that were registered across India in 2021 increased by 15.3% in comparison to 2020, reaching a total of 4,28,278 (NCRB, 2021).

Being a traditional form of mass communication in India, newspapers are known as the reflection of society (Sharma, 2020) and they portray what are the changes happening in society and it is constantly changing to meet the demands of the reading public in a rapidly transforming sociocultural and politico-economic scenario. As in many developing (and developed) countries, newspapers in India tend to be commercially driven and portray stories of interest or concern to their readers.

Meaning and categories of violence

As per the definition of violence given by the United Nations, “Violence against women is any act of gender-based violence that results in, or is likely to result in, physical, sexual, or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life”.

The United Nations categorises violence into the following parts: -

Domestic violence, Intimate-partner violence, Slapping, Choking, Burning, Sexual violence, Spousal rape, psychological violence, Economic violence, Intimate partner violence, Sexual violence, Sexual harassment, Rape, Corrective rape, Honor killings, Human trafficking, Blackmail, Emotional manipulation, FGM, Forced marriage, Child marriage, Cyberbullying, Doxing

In society, specifically Indian society, women are subjected to humiliation, bullying, and harassment though it is a basic human right. Violence is a licence to have power over the victim (Saxena, 2004). The nature and prevalence of violence against women are not uniform. It varies in different regions, classes, cultures throughout the country. However, women of all age groups become victims of violence. The violence against women begins even before birth through sex selective techniques, and it continues till the end of her life (Ellsberg & Heise, 2005). It is equal to impossible to capture the occurrence of violence against women in terms of data because most of such incidents go unreported. These incidents are settled on the family level or by social panchayats; if any case somehow gets reported, it is seldom registered for further investigation. The police also pressurize both parties to settle the issue outside.

The single but more worrying problem that continues to thrive in Haryana is the negative sexual attention attached to its women. Women are harassed; stalked, raped, honour killed, and trafficked for sexual immorality. Despite tall claims by the Haryana government on curbing violence against women, it increased in the state in the last decade. The state recorded 5922 instances of crime in 2011 in comparison to 3393 cases in 2001 (NCRB, 2001 & 2011).

In the last decade, worldwide, researchers have explored media representations to characterize prevailing normative discourses, attitudes, victim blaming, responsibility disassociation, and narrative strategies that challenge conventional clichés. This study is significant to understand the portrayal of these news in print media and the ration of urban and rural crime.

Objectives

1. To examine the categories of violence against women in coverage of news among newspapers of Haryana.
2. To analyse the geographical focus of news on violence against women among newspapers of Haryana.

Methodology

Researchers adopted an analytical research methodology for this paper. Violence-related news reports and research papers are used as secondary data in data collection. Content analysis has been used as the tool for the research. The data of news reports has been collected from 16th July 2024 and 31th July 2024.

News reports have been collected from the two most circulated Hindi dailies in Haryana, as per the Audit Bureau of Circulation (Jan-Jul 2022). Haryana editions of Hindi dailies; Dainik Jagran and Dainik Bhaskar have been finalized. The parameters to analyse the content are given below:

To effectively analyse the coverage of violence against women (VAW) in Haryana's leading Hindi dailies, Dainik Jagran and Dainik Bhaskar, we will employ the following parameters:

Researchers collected media data from two prominent and most readable Hindi language newspapers in India *Dainik Jagran* (Audit Bureau of Circulations, 2019) and *Dainik Bhaskar* (Wikipedia, 2024). The newspaper media data were then used in the analysis of this study.

Parameters of research for analysing the content

- 1. Type of Violence Covered-** Categories of Violence: Classify the articles based on the type of violence reported, such as: Rape, Domestic violence, Sexual harassment, Kidnapping and abduction, Assault with intent to outrage modesty, Dowry-related violence. Specific Cases vs. General Trends: Differentiate between articles that cover specific incidents and those discussing broader trends or systemic issues.
- 2. Geographical Focus-** Urban vs. Rural Coverage: Determine the emphasis on urban versus rural incidents of VAW.
- 3. Gender Sensitivity-** Language Sensitivity: Examine the language used to describe victims and incidents for gender sensitivity and avoidance of stereotypes. Focus on Solutions: Identify articles that highlight solutions, prevention strategies, or positive stories of survivor resilience and support systems.

Findings and Analysis

Sr. No.	Name of the newspaper	Category of Crime	Total numbers of news in 16 days	Geographical Focus (Urban/Rural)
1	Dainik Bhaskar	Rape	7 (29.16%)	5/2 (71.4%/28.6%)
2		Rape with minor	4 (16.66%)	3/1 (75%/25%)
3		Domestic Violence	7 (29.16%)	2/5 (28.5%/71.4%)
4		Human Trafficking	2 (8.33%)	2/0 (100%/0)
5		Murder	5 (20.83%)	1/4 (20%/80%)
6		Sexual abuse	1 (4.16%)	1/0 (100/0)

Table no 1. Data of *Dainik Bhaskar* as per the categories made

Total number of crimes reported in 16 days were 26 across different crime categories. The focus of the news reports ranges from rape and domestic violence to human trafficking, murder, and sexual abuse. As per the geographical focus, urban areas dominate in crimes like rape and human trafficking, while rural areas have a higher proportion of domestic violence and murder cases. Urban cases 14 out of the 26 reported incidents (approximately 53.8%). Rural cases 12 out of the 26 reported incidents (approximately 46.1%).

Rape and domestic violence are the most frequently reported crimes, each comprising 29.16% of the total crime news. Murder has a significant rural focus, with 80% of the cases reported in rural areas. The relatively low reporting of sexual abuse (only 1 case) might indicate underreporting or less media focus compared to more prominent categories like rape or domestic violence. Human trafficking while less frequent, shows a concerning urban focus.

The data suggests that rape, domestic violence, and murder dominate crime reports, with urban areas experiencing more crimes related to rape and human trafficking, and rural areas facing more domestic violence and murders. These trends may reflect societal and media priorities in crime reporting, as well as the geographical prevalence of specific types of crimes.

This analysis can be integrated into your broader research on media portrayal of crime, specifically how regional newspapers might prioritize or focus on certain types of crimes based on their location.

Sr. No.	Name of the newspaper	Category of Crime	Total numbers of news in 16 days	Geographical Focus (Urban/Rural)
1	Dainik Jagran	Rape	6 (17.64%)	4/2 (67%/33%)
2		Rape with minor	7 (20.58%)	6/1 (86%/14%)
3		Violence	4 (11.76%)	4/0 (100%/0)
4		Human Trafficking	3 (8.82%)	3/0 (100%/0)
5		Murder	8 (23.52%)	4/4 (50%/50%)
6		Suicide	4 (11.76%)	2/2 (50%/50%)

Table no 2. Data of Dainik Jagran

Total number of crimes reported were 34 across different crime categories. The focus includes crimes such as rape, rape with minors, violence, human trafficking, murder, and suicide. Urban areas have a higher share of reported crimes, especially in categories like *rape with a minor, violence, and human trafficking*. Urban cases were 23 out of the 34 reported incidents (approximately 67.64%). Rural cases were 11 out of the 34 reported incidents (approximately 32.35%).

Murder accounts for the highest percentage of reported crimes, with 23.52% of the total, equally split between urban and rural areas. Rape with a minor is the second most reported crime, making up 20.58% of the total. A significant urban focus is seen here, with 6 out of 7 cases occurring in urban areas. Human trafficking and violence are

reported only in urban areas, possibly indicating the higher urban prevalence or media attention for these crimes. Suicide has an equal distribution between urban and rural areas. While rape is reported both in urban and rural areas, the urban cases outnumber rural ones.

Comparison with Dainik Bhaskar

Murder is the most reported crime in Dainik Jagran, while rape and domestic violence were prominent in Dainik Bhaskar. Rape with a minor is more frequently reported in Dainik Jagran (20.58%) than in Dainik Bhaskar (16.66%). There is more reporting of violence and suicide in Dainik Jagran, which were absent in Dainik Bhaskar's dataset. The data from Dainik Jagran indicates a high focus on murder and rape (especially rape with minors), with most crimes reported in urban areas. The reporting trends highlight societal concerns, with more attention given to violent crimes in urban settings. The geographic focus on urban areas could suggest both higher crime rates and a stronger media presence in cities. This data can help in understanding how different newspapers prioritize and focus on various types of crimes based on geographical areas and societal factors.

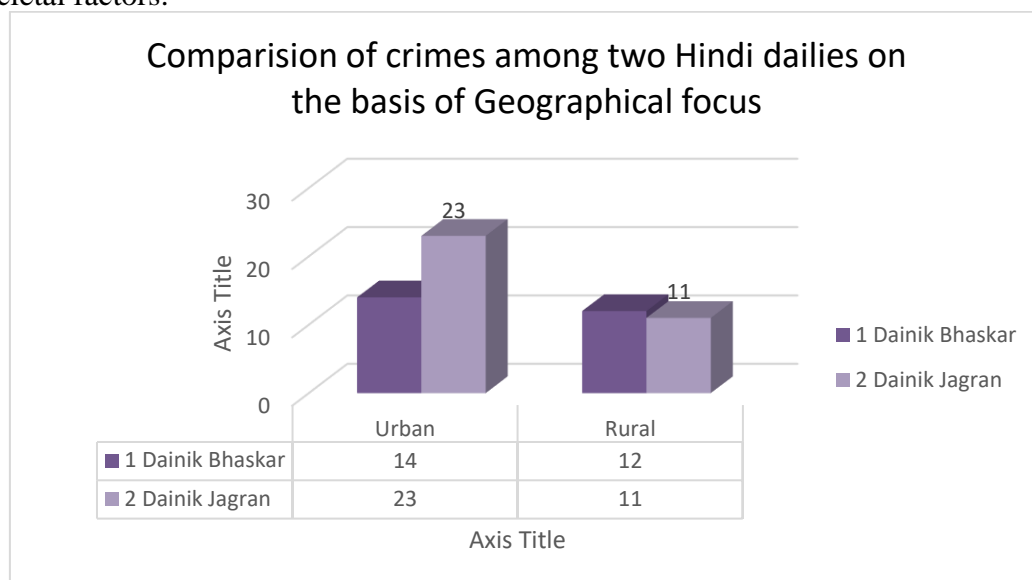


Chart 1 Dainik Bhaskar and Dainik Jagran showing the distribution of urban and rural crimes for each category

Over a 16 days period, two prominent Hindi newspapers reported a total of 60 news articles related to violence against women (VAW). An in-depth analysis of the geographical distribution of these reports reveals significant trends in the urban-rural divide of VAW incidents.

Of the total 60 reports, approximately 62% focused on incidents that occurred in urban areas. These urban-centered reports include cases of human trafficking, violence (encompassing both domestic violence and external physical attacks), and sexual abuse. Notably, all reported cases of human trafficking, external attacks, and sexual abuse were concentrated in urban settings, indicating a significant urban focus in the reporting of these crimes.

Conversely, while urban areas dominated the overall VAW news coverage, murders were disproportionately higher in rural areas compared to urban areas. This suggests that while urban areas are the primary focus for certain types of VAW, rural areas face their own distinct challenges, particularly regarding serious crime.

Conclusion and Recommendations

The comparative analysis of crime reporting in Dainik Bhaskar and Dainik Jagran over a 16 days period reveals distinct patterns in how violence against women (VAW) is covered, with notable differences in geographical focus. In Dainik Bhaskar, out of the 26 cases reported, domestic violence emerged as the most frequently covered crime, accounting for 29.16% of the total. Interestingly, domestic violence and murder cases were predominantly reported from rural areas, with 71.4% and 80% of such cases occurring in these settings, respectively. On the other hand, crimes such as rape with a minor, sexual abuse, and human trafficking were primarily urban-focused, with over 80% of the cases being reported in urban areas. This urban concentration highlights a particular emphasis on crimes that are often perceived as more severe or sensational.

Dainik Jagran, which reported 34 cases of VAW, also reflected a strong urban focus, especially concerning crimes like rape, violence, and human trafficking, with over 80% of these incidents occurring in urban areas. However, while rape was the most reported crime (17.64% of the total), the data also indicated a significant occurrence of rural crimes in categories like murder and suicide, with rural areas accounting for around 33% of these incidents. Across both newspapers, a total of 60 VAW cases were reported, with a striking 62% of these cases centered in urban areas. This suggests a predominant focus on urban crimes in media coverage, particularly for cases of human trafficking, external attacks, and sexual abuse, all of which were reported exclusively in urban settings. Conversely, rural areas are more associated with domestic violence and murder, indicating a different pattern of VAW that may be underreported or overlooked in urban-focused narratives.

An additional observation is that the language used in these news reports was notably neutral, devoid of any derogatory terms toward the victims, and did not adopt a humanitarian perspective either. The reports were written in a manner similar to other crime news, providing a straightforward account of events without offering any particular perspective on the victim's experience. This neutrality, while avoiding sensationalism, also lacks an empathetic viewpoint that could highlight the gravity of the impact on the victims.

Furthermore, it was observed that in all the rape cases reported, the perpetrators were known to the victims. In cases of rape with minors, this trend was consistent; however, in the majority of other rape cases, the accusations were made by women who were either currently or previously romantically involved with the perpetrator. This pattern underscores the complex social dynamics surrounding cases of rape. This analysis underscores the need for a more nuanced and comprehensive approach to reporting VAW, one that not only addresses the geographical divide but also incorporates a more sensitive portrayal of victims and an understanding of the socio-cultural context in which these crimes take place.

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Education System in Finland

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Abstract

The Finnish education system prioritizes learning over testing. The primary goal is to provide valuable learning experiences that foster communication skills, improving independent and critical thinking skills, self-confidence, and global perspectives. Early childhood education and care combines education, teaching and care in a systematic and goal-oriented way. Education provides a basis for planning and implementation of the contents of the local curriculum. The Finnish method embraces group-based learning, minimal homework, and short school days with regular breaks to promote student well-being and collaboration. The country's approach to education values student-centric learning, with assessment based on teacher evaluations rather than standardized tests. Finland also emphasizes equal access to education, quality teaching, and investment in teacher development. The relaxed school environment encourages cooperation rather than competition, ensuring students have the opportunity to develop life skills and problem-solving abilities. Other than early childhood education and care, the comprehensive education system in Finland includes pre-primary education, compulsory school education, and opportunities for further studies in both general and vocational fields. With a strong emphasis on lifelong learning, teacher quality, and holistic teaching environments, Finland's education system is recognized globally for its equity and excellence.

The purpose of this paper is to review the Finnish educational system and to discuss its quality.

Keywords

Education, Finland, assessment, student-centric learning, vocational education, lifelong learning

Introduction

Finland's education system is known for its quality, equity, and focus on learning over testing. Finland offers high-quality education, student-centric support, and academic freedom, making it the perfect spot for international students. Unlike in many countries, there are no regular national exams. Instead, teachers assess students based on curriculum objectives. The only nationwide test, called the matriculation examination, happens at the end of high school. According to the 2022 report, the literacy rate in Finland is 100%.

Finnish method is a play based and group-based learning which focuses on individual progress. It believes in minimum homework and four 15 minutes break during the school hours. The Finnish school day starts anywhere from 9 to 9:45 a.m., and students typically spend only about five hours a day in the classroom. Finnish students typically have little to no homework.

Apart from one exam at the end of a student's senior year in high school, Finland has no mandated standardised tests. There are no rankings, no comparisons or competitions between students, schools or regions. Schools in Finland are supported by the government. Education in Finland is entirely free for European Union (EU), European Economic Area (EEA) and Switzerland students. However, international students who apply to study in Finland need to pay the required tuition fees.

Education System in Finland

Finland's education system has recently made headlines because it is widely regarded as one of the best in the world. According to the Program for International Student Assessment (PISA), which is run in collaboration with the Organisation for Economic Cooperation and Development

(OECD), Finnish students consistently outperform many top countries in Reading, Science, and Mathematics.

Finland was not a success educationally in the 1970s, when the United States was unquestionably the world leader in education, but the country created a productive teaching and learning system by expanding access while investing purposefully in ambitious educational goals through strategic approaches to building teaching capacity.

Finland framed a successful teaching and learning system by expanding access while investing purposefully in ambitious educational goals using strategic approaches to build teaching capacity. By the late 1970s, there was a strong emphasis on teacher development. Policymakers decided that by investing in highly skilled teachers, they could give local schools more autonomy in deciding what and how to teach. In these model schools, students and teachers engage in group problem-solving activities, which are common in Finnish schools.

The problem-solving groups follow a cycle of planning, action, and reflection/evaluation, which is reinforced throughout the teacher education program. This is, in fact, a model for what teachers will do with their own students, who are expected to incorporate similar types of research and inquiry into their own studies.

Goals/Objectives of Education System

1. Free and equal opportunity education to all students regardless of their place of residence, wealth, mother tongue or sex.
2. Raise the quality level of education.
3. Make them lifelong learners.

Pattern of Education System

1. Early Childhood Education and Care (Before the beginning of the compulsory education)
2. Pre-Primary Education (1-year duration for 6-year-olds)
3. Basic Education (Compulsory, 9-years education for children aged 7-17)
4. Upper Secondary Education (Vocational Education and Training/General Upper Secondary Education)
5. Higher Education (Education offered by Universities / Universities of Applied Sciences)
6. Adult Education

Student-centric Education

The Finnish approach places the student, not the teacher, at the center of the learning process. The primary goal is to provide valuable learning experiences that foster communication skills and independent language use, thereby improving independent and critical thinking skills, self-confidence, and global perspectives.

Assessment without Formal Examinations

Finland has no standardised tests, with the exception of a voluntary examination called the National Matriculation Examination, which is administered at the end of senior year in high school. A student is assessed using a grading system established by the teachers. The performance of the students throughout the years is tracked by self assessment which then forms the basis of grading.

No Competition, No Pressure

Typically, in many countries competitions puts tremendous pressure on students. Some are unable to cope with it, and thus reluctance develops. Finns do not believe in competition. The Finnish school system discovered a solution to this problem and has done everything possible to maintain a relaxed school environment. There are only a few periods per day. Every day, students are given plenty of breaks and activity time. This allows them to relax, collaborate, breathe in fresh air, and grow in the proper manner. The Finnish education system teaches its

students to work together, empathize, and collaborate to solve problems and learn life skills. By removing the competitive mindset, Fins allow their students to relax and prepare for life skills.

School Education

Early Childhood Education and Care

Early childhood education and care (ECEC) combines education, teaching and care in a systematic and goal-oriented way. The goal of ECEC is to promote children's development, health and wellbeing. Local authorities, i.e. municipalities, are responsible for providing ECEC for children under school age.

Finland's National Core Curriculum for Early Childhood Education and Care, approved by the Finnish National Agency for Education, guides the planning and implementation of the contents of ECEC, and gives a framework for drawing up the local ECEC curricula.

Pre-primary Education

Pre-primary education plays an important part in the continuum stretching from early childhood education and care to primary and lower secondary education. Pre-primary education is provided free of charge and it has been compulsory for all children in Finland since 2015.

The National Core Curriculum for Pre-Primary Education, approved by the Finnish National Agency for Education, guides the planning of the contents of pre-primary education and gives a framework for drawing up the local curricula.

Compulsory Comprehensive School Education which ends at the Age of 18

Comprehensive school education (primary and lower secondary education) consists of school years 1 to 9 and is meant for all children aged between 7 and 17. Compulsory education generally starts in the year in which children turn seven.

Primary and lower secondary education (comprehensive school) is free of charge. Comprehensive schools are maintained by the local authorities (municipalities) and other education providers. Less than two per cent of primary and lower secondary school pupils go to a private or state school.

Compulsory education ends when the learner reaches the age of 18 or when they complete an upper secondary qualification which may be a general upper secondary qualification or a vocational qualification.

A preparatory education, which called as TUVA education, for the transition from lower secondary to upper secondary education provides students with the necessary knowledge, skills and abilities to apply for an upper secondary qualification. It is intended for pupils of compulsory education age, for students with immigrant background as well as for those adult learners, who are lacking the upper secondary qualification. The training lasts for a maximum of one year. TUVA is not compulsory; it is designed to provide an extra support for learners.

General or Vocational Upper Secondary Education

After comprehensive school, students continue to the upper secondary level and choose between general education and vocational education and training. General upper secondary education (lukio in Finnish) provides, as its name suggests, general education. It does not qualify students for any particular occupation. At the end of general upper secondary school, students take a national school-leaving examination known as the Finnish matriculation examination. Those who pass the examination are eligible to apply for further studies at universities, universities of applied sciences and vocational institutes. General upper secondary education usually takes three years to complete.

Vocational qualifications include initial vocational qualifications, further vocational qualifications and specialist vocational qualifications. Initial vocational qualifications give the basic skills required in the field. Further and specialist vocational qualifications enable people to develop their skills at different stages of their career.

Further studies

The Finnish higher education system comprises universities and universities of applied sciences. The mission of universities is to conduct scientific research and provide education based on it. Universities of applied sciences offer more practical education that aims to respond to the needs of the labour market.

Universities, which provide higher scientific and artistic education, award Bachelor's and Master's degrees as well as postgraduate degrees, i.e. licentiate and doctoral degrees. Universities of applied sciences award Bachelor's degrees and Master's degrees. The normative duration of studies for a Bachelor's degree at a university is three years and for a Master's degree an additional two years. The completion of a degree at a university of applied sciences usually takes between 3.5 and 4.5 years. The requirement for Master's studies at a university of applied sciences is a Bachelors' degree or another appropriate degree and at least two years of work experience after the completion of the previous degree.

Education and Training in the Spirit of Lifelong Learning

Adult Education and Training

This training encompasses education leading to a qualification, degree studies, training preparing for competence-based qualifications, apprenticeship training, further and continuing education that provides upskilling and reskilling, studies in subjects relating to citizenship skills, working life skills and society, and studies in different crafts and subjects on a recreational basis.

Adult education and training can be paid for by the students themselves or it can consist of apprenticeship training, labour policy education, or staff-development and other training provided or acquired by employers.

Liberal adult education offers non-formal studies. It promotes personal growth, health and wellbeing by providing studies relating to citizenship skills and the society, and courses in different crafts and subjects on a recreational basis. Liberal adult education institutions include adult education centres, folk high schools, learning centres, sports training centres and summer universities. These studies do not provide a degree or qualification, and its content is not governed by legislation.

Free Mid-day Meal

Every Finnish child has the right to a free daily school meal in both primary and secondary schools. Finland first provided free school meals 70 years ago, and it has been a success story ever since. The Finnish school meal system encourages children to attend school and teaches them how to eat a balanced diet and make healthy nutritional choices later in life.

Quality of Teachers

Teachers in Finland are well-educated and respected professionals. All elementary, middle, and high school teachers must have a master's degree. Teaching is a popular profession, and universities can attract the most motivated and talented candidates. The profession is highly valued, and teachers are self-sufficient in their work because the system is based on "trust rather than control."

Teachers-students Bonding

The Finnish education system values its students so much that the same teacher teaches them across multiple grades for years. The teacher-student bond grows stronger, making the teacher feel like a member of the family to the students. This factor makes the learner more willing to learn and listen.

Conclusion

A holistic teaching environment that strives for equality over excellence is the answer to good education system. Modern study environment and modern thinking teaching from kindergarten to

higher education, Finland has always prided itself on the development of its new and innovative physical learning facilities. One of the most distinguishing features of the Finland education system is that children begin school with class 1 at the age of seven, rather than three or four, as in most other educational systems around the world. Giving a child 7 years of stress-free time before he or she begins compulsory education in Finland aids in proper brain development. The quality of the Finnish education system is one of the best in the world. It is important to learn skills and abilities at school that do not depend on work or status, such as communication, interaction, leadership, empathy and creative problem solving. Collaborating with learning and teaching communication skills is a great way to develop them. Finland is a creative country with an open society and plenty of room for wild ideas. Finnish teachers are highly trained and respected professionals, with most holding a master's degree in education. Finland's education system emphasizes equity over excellence, providing equal opportunities to all students regardless of their background or abilities.

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Comparative Analysis of Anxiety Among the Sports Person and Non-Sports Person

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Abstract

Sports and video games are very vital for us. They hold us healthful and fit. They provide us a extrade from the monotony of each day existence. It is a beneficial way of leisure and bodily activity. Sports and video games assist in individual building. They provide us strength and strength. The contemporary-day paper research approximately the tension a few of the sports activities individual and non- sports activities individual. Sample of the observe changed into decided on in distinctive stages. In first level two hundred topics all sportspersons had been decided on from the bodily schooling colleges. These topics had been decided on through the use of random variety tables. Considering their age, sex, instructional repute and socio-financial history the non-sportspersons had been decided on from the non-bodily instructional colleges. The purpose changed into to suit the sportspersons and non-sportspersons. The observe effects confirmed that there has been significant ($P < 0.05$) distinction withinside the tension degrees of sportspersons and non sportspersons, specifically, the non sportspersons confirmed better tension degree in fashionable settings.

Introduction

Sports and video games are a way to grow mentally and physically. We explore many things during sports. We find ways to maintain our mental stability in the midst of hope and despair. They make us find ways to solve a difficult scenario. Sports increase the experience of good. They strengthen our team spirit. They help increase mental and physical endurance. They shape our frame and make it strong and active. They give us strength and power. They remove fatigue and lethargy. They improve blood circulation. It improves the comfortable nature of our body. Sports and video games improve our skills. They increase our efficiency. Either the observation or the paintings themselves exhaust us. We are no longer green to paint. Sports remove our intellectual exhaustion. Sports are an integral part of school education. Education without sports activities is incomplete. Let's keep the fee in place, teach the kids some video games at the start of college. Today's sports activities are part of the curriculum. Sports are especially important for young people. They encourage their physical and intellectual growth. They contribute to the development of the individual. They embed real values in them. That is why sports activities are contrasting in colleges and universities. Students who do well in this opposition will be promoted to play at national and global level. Sports activities therefore also contribute to the growth of the profession. Sports and video games allow us to thrive in our existence. The sports activities of those days were commercialized. They have become a great way to earn. A sportsman who is very successful in sports activities is full of name, fame and wealth. He becomes a hero overnight. Sports have a great capacity to provide professional opportunities. So we have to take them very seriously at an early age. Sport is a real way to win. Sports provide an opportunity to showcase talent. Sports activities are therefore well rewarded. Sports centers are developed in rural and semi-urban areas. There are playgrounds in the villages. Sports facilities are being developed everywhere so that they can be sold. Several hobby companies are also very successful in promoting sports activities. Participation in elite sporting activities is stimulated by many physical, physiological, mental and sociological elements. In addition to the actual body and physical health of the players, training focuses on the different styles of motor skills associated with the sport in addition to the strategies and approaches of the sport. There is

usually little or no interest in the mental elements that have been shown to influence overall performance at higher levels of aggressive sports performance.

Anxiety:

Anxiety is a sense of dread, worry, or apprehension, frequently without a clear justification. Anxiety is prominent from worry due to the fact the latter arises in reaction to a clear and real danger, which includes one affecting an individual's bodily safety. Anxiety, through contrast, arises in reaction to seemingly risk-free conditions or is the result of subjective, inner emotional conflicts the reasons of which might not be obvious to the individual himself. Some tension necessarily arises within the direction of each day's existence and is taken into consideration normal. But chronic, intense, chronic, or habitual tension now no longer justified in reaction to real-existence stresses is normally seen as a signal of an emotional disorder. When such an tension is unreasonably evoked through a particular scenario or object, it's called a phobia. A diffuse or chronic tension related to no specific reason or intellectual difficulty is known as free-floating, or free-floating, tension.

Review of literature

Wann et al., (2003) 15 proposed the crew identity-mental fitness version, hypothesizing that identity with a nearby recreation crew might be associated with mental well-being. The version additionally proposes that identity with remote recreation groups and mere fandom will now no longer be associated with well-being. In a study regarding Australian Rules soccer, the authors prolonged preceding studies through trying out the version with men and women from a distinctive lifestyle and inspecting identifications regarding a distinctive recreation and degree of opposition. Participants finished a questionnaire packet assessing their degrees of fandom. Identification with a nearby Australian Rules soccer crew and identity with a favourite crew if distinctive from the goal crew, in addition to measures assessing mental factors of well-being like degrees of tension, aggression etc. With respect to social well-being, the effects supported the version: Personal well-being changed into now no longer associated with identity

Methodology

In the prevailing study, a cautious series of records changed into undertaken through the researcher to make sure the validity of the records. Wherever possible, the information for the equal variable changed into recorded from multiple sources. This allowed the cautious scrutiny of the recorded information, which could provide greater suitable effects. The study changed into performed in 3 steps regarding reconnaissance, pattern series/instruction and evaluation, observed through interpretation of statistics.

Selection of Subjects

Sample of the study changed into decided on in distinctive stages. In first level two hundred topics all sportspersons had been decided on from the bodily schooling Colleges. Considering their age, sex, instructional reputation and socio-financial history the non-sportspersons had been decided on from the non-bodily instructional colleges. The purpose changed into to suit the sportspersons and non-sportspersons on age, instructional qualification and socio-financial history. Thus, the full pattern for this study consisted of four hundred topics.

Anxiety Scale

This scale changed into built and standardized through Cattell for American Psychological Association. The scale includes forty objects best and every object is supplied with three alternatives. This is broadly used for measuring free-floating tension a few of the individuals. The writer has supplied numerous reliability indexes and additionally coefficients of validity. It changed into used to degree the tension of sportspersons in addition to non-sportspersons.

Analysis

The information traits which include imply, trendy deviation, variety etc. had been decided and the 3 manner evaluation of variance method changed into observed and in the end Scheffe Test of Multiple Comparison changed into used to decide the importance of intergroup imply differences. Analysis of variance changed into used to check the speculation that numerous way are equal. This method is an extension of the 2 pattern take a look at technique. At first level, the information changed into handled to decide the way and trendy deviations. Afterwards, Four Way Analysis of Variance changed into applied, and in the end Duncan Multiple Range Test changed into used for figuring out the importance of intergroup imply differences.

Anxiety

Table 1: Comparative analysis of anxiety levels of sportsperson and non-sportsperson

	Mean	SD	SE	Min	Max	MD	'Z'	P
Sportsperson	14.5	±2.6	0.86	8.2	19.7	-9.213	-5.321	<0.05
Non Sportsperson	23.7	±3.2	1.14	11.6	32.4			

Table 1 shows comparative assessment of anxiety levels of sportsperson and non-sportsperson selected in the study. It was apparent from the analysis of data that average anxiety level of sportsperson was 14.5 ± 2.6 (varied between 8.2 and 19.7). Furthermore the average anxiety level of non-sportsperson was 23.7 ± 3.2 (varied between 11.6 and 32.4). The comparative analysis of collected data indicated that there is significant ($P < 0.05$) difference in anxiety levels of sportsperson and non-sportsperson selected in the study, particularly anxiety level of non-sportsperson is considerably higher than the anxiety level of sportsperson.

Conclusion

In this chapter of the thesis, the precis of the studies paintings is supplied and the conclusions primarily based totally at the consequences acquired from the amassed facts are supplied hereunder. Following conclusions are drawn on the idea of examine consequences- Anxiety Levels among Sportspersons and Non-sportspersons.

- Anxiety - Sportspersons and Non-sportspersons: The examine consequences confirmed that there has been significant ($P < 0.05$) distinction withinside the tension ranges of sportspersons and non-sportspersons, specifically, the non-sportspersons confirmed better tension degree in preferred settings.

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A Study on the Impact of Digital Transformation on Hotel Industry

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Abstract:

Digital transformation has revolutionized the hotel industry, reshaping the way businesses operate and interact with customers. This paper examines the impact of digital transformation on various aspects of the hotel industry, including customer experience, operational efficiency, and competitive advantage. Key technological trends such as mobile apps, cloud computing, big data analytics, and artificial intelligence are explored in relation to their effects on hotel operations and guest satisfaction. Additionally, challenges and opportunities arising from digital transformation are discussed, along with strategies for hotels to successfully navigate this rapidly evolving landscape.

Keywords: *digital transformation, hotel industry, customer experience, operational efficiency, technology, mobile apps, cloud computing, big data analytics, artificial intelligence, competitive advantage, guest satisfaction, challenges, opportunities.*

Chap. 1 Introduction:

In the wake of rapid technological advancements, the hotel industry has experienced a profound transformation driven by digitalization. This shift has revolutionized how hotels operate, interact with guests, and deliver services, ultimately reshaping the entire guest experience.

Digital transformation has impacted every aspect of the hotel industry, from booking accommodations to check-out procedures. The proliferation of online travel agencies (OTAs) and booking platforms has made it easier for travelers to research, compare prices, and book rooms with just a few clicks. This has forced hotels to adapt their distribution strategies and invest in online presence to remain competitive in the market.

Moreover, digital technology has empowered hotels to personalize guest experiences like never before. With the help of customer relationship management (CRM) systems and data analytics, hotels can collect valuable insights about their guests' preferences, behaviors, and past interactions. This enables them to offer personalized recommendations, tailored promotions, and customized services, enhancing guest satisfaction and loyalty. On the operational side, digitalization has streamlined internal processes, improved efficiency, and reduced costs for hotels. From automated check-in kiosks and mobile room keys to in-room tablets for guest services, technology has optimized various aspects of hotel operations, allowing staff to focus more on delivering exceptional service and less on administrative tasks. Furthermore, transformation has enabled hotels to enhance communication and engagement with guests throughout their stay. Mobile apps, chat bots, and social media platforms provide channels for guests to communicate with hotel staff, make requests, and provide feedback in real-time. This level of connectivity fosters stronger relationships between hotels and guests, leading to improved satisfaction and loyalty. However, the impact of digital transformation is not without its challenges. Hotels must navigate issues such as cyber security threats, data privacy concerns, and the need to continuously upgrade technology infrastructure to stay ahead in the digital age.

In conclusion, the digital transformation of the hotel industry has been both disruptive and transformative, reshaping how hotels operate, engage with guests, and deliver services. While

presenting new opportunities for innovation and growth, it also poses challenges that require careful navigation. Embracing digitalization is no longer an option for hotels—it's a necessity for survival and success in today's hyper-connected world.

Chap. 2 Literature Review

Park et al. (2021) this review examines the role of digital technologies in promoting sustainability within the hospitality industry, including energy management systems, waste reduction initiatives, and eco-friendly guest experiences. It discusses how hotels can use digital tools to enhance their environmental performance and meet the growing demand for sustainable travel options. Smith et al. (2020) this review explores the various ways in which digital transformation has impacted the hotel industry, including changes in customer behavior, operational efficiency, and revenue management strategies. It highlights the importance of embracing digital technologies to stay competitive in the evolving marketplace. Kim et al. (2020) Kim et al. review current trends and future directions in digital transformation within the hotel industry, focusing on areas such as digital marketing, mobile technology, and smart hotel systems. They discuss the implications of these trends for hoteliers and offer recommendations for staying ahead in the digital age. Rodriguez et al. (2019) Rodriguez et al. review the literature on digital transformation and competitive advantage in the hotel industry, exploring how digital technologies can create value for both guests and hoteliers. They discuss strategies for leveraging digital capabilities to gain a competitive edge in the marketplace. Li et al. (2019) this review examines the role of digital innovation in enhancing the competitiveness of hotels, including the use of artificial intelligence, big data analytics, and Internet of Things (IoT) devices. It discusses how hotels can leverage these technologies to improve operational efficiency and deliver personalized guest experiences. Johnson and Brown (2019) this review examines how digital transformation has reshaped hotel operations, focusing on areas such as online booking systems, guest communication, and data analytics. It discusses the benefits of adopting digital technologies for streamlining processes and enhancing guest experiences. Chen et al. (2018) review the literature on digital disruption in the hospitality industry, including the emergence of online travel agencies, sharing economy platforms, and mobile apps. They discuss the challenges and opportunities that digital transformation presents for traditional hotels and offer insights for adapting to the changing landscape.

Chap. 3 Research Methodology

3.1 Research Problem:

The rapid advancement of digital technology has significantly transformed various industries, including the hotel sector. However, the full extent of this impact and its implications for different stakeholders remain relatively underexplored. Therefore, the research problem is to investigate the multifaceted effects of digital transformation on the hotel industry, examining its influence on customer experiences, operational processes, revenue management strategies, and competitive dynamics. Additionally, the study aims to uncover potential challenges and opportunities arising from digitalization, such as changes in consumer behavior, the emergence of new business models, and the need for workforce up skilling. Understanding these dynamics is crucial for hoteliers, policymakers, and industry stakeholders to adapt effectively and harness the benefits of digital innovation while mitigating potential risks.

3.2 Objectives of Research:

- 1) To study how digital tools and systems have affected the efficiency and effectiveness of hotel operations, such as housekeeping, reservations, inventory management, and customer service.
- 2) To study the role of digital marketing channels, such as social media, online travel agencies, and review platforms, in shaping hotel brands and driving customer engagement.

3.3. Scope of Study:

The study on the impact of digital transformation on the hotel industry encompasses a broad range of factors, including changes in consumer behavior, technological advancements, operational efficiencies, and competitive landscape. It explores how digital technologies such as mobile apps, online booking platforms, data analytics, and IoT devices have revolutionized the way hotels interact with guests, manage operations, and market their services. Additionally, the study delves into the challenges and opportunities presented by digital transformation, such as the need for cyber security measures, the importance of personalized guest experiences, and the potential for revenue growth through innovative digital strategies. By examining these dynamics, researchers can gain insights into how hotels can adapt and thrive in an increasingly digital world.

3.4 Research Design:

The research design for studying the impact of digital transformation on the hotel industry would likely employ a mixed-methods approach, combining qualitative and quantitative methods to provide a comprehensive understanding of the phenomenon. Qualitative methods such as interviews, focus groups, and case studies would be used to explore the experiences and perceptions of hotel managers, employees, and guests regarding digital transformation initiatives. Meanwhile, quantitative methods such as surveys and data analysis would be utilized to quantify the extent of digital adoption in the industry, measure key performance indicators, and identify correlations between digital initiatives and business outcomes. By integrating these approaches, researchers can gain both depth and breadth in their exploration of the impact of digital transformation on the hotel industry.

3.5 Method of Data Collection:

The data collected is in the form of secondary data from trade magazines, business articles, published research papers, etc.

3.6 Limitation of Study:

The limitation of studying the impact of digital transformation on the hotel industry is the potential for sample bias and generalizability issues. The study may primarily focus on hotels that have already implemented digital technologies or are actively engaged in digital transformation efforts, which could skew the results and fail to capture the experiences of hotels that have been slower to adopt such innovations. Additionally, the rapidly evolving nature of technology means that findings from the study may quickly become outdated as new digital trends emerge, limiting the long-term relevance of the research. Moreover, there may be challenges in accessing proprietary data and obtaining cooperation from industry stakeholders, which could hinder the depth and breadth of the study's analysis.

Chap. 4 Analysis and Findings

The analysis of the impact of digital transformation on the hotel industry reveals significant shifts in consumer behavior, operational processes, and competitive dynamics. Through a combination of qualitative interviews with hotel managers, quantitative data analysis of booking trends, and case studies of digital adoption, several key findings emerge.

- The digital technologies have become integral to the guest experience, with online booking platforms, mobile check-in/out, and personalized recommendations driving convenience and satisfaction.
- The hotels leveraging data analytics and IoT devices witness improvements in operational efficiency, inventory management, and energy conservation.
- The digital transformation enables hotels to access global markets, diversify revenue streams, and adapt to changing demand patterns. However, challenges such as cyber security threats, staff skill upgrading requirements, and infrastructure investments pose barriers to widespread adoption. Overall, the

- underscore the imperative for hotels to embrace digital innovation to remain competitive and deliver value to increasingly tech-savvy guests in a rapidly evolving industry landscape.

Chap. 5 Conclusion

In conclusion, the study on the impact of digital transformation on the hotel industry provides valuable insights into the profound changes brought about by technological advancements. Through a combination of quantitative analysis, qualitative interviews, and case studies, it becomes evident that digital transformation has become a critical driver of competitiveness and innovation within the hospitality sector. Digital technologies such as online booking platforms, mobile apps, data analytics, and IoT devices have revolutionized guest experiences, streamlined operational processes, and opened new avenues for revenue generation. However, while the benefits of digital transformation are clear, challenges such as cyber security risks, staff reskilling needs, and infrastructure investments must be addressed to maximize its potential. Moving forward, hotels must continue to embrace digital innovation, adapt to evolving consumer preferences, and invest in the development of a digitally skilled workforce to remain competitive in an increasingly digitalized industry landscape.

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Seasonal Variation in Crime Rates in Amravati and Nagpur Cities: A Geographical Perspective

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Abstract

The present study assesses the variation in seasonality influencing crime rates in Amravati and Nagpur cities using geographical information systems and statistical analyses to bring out the seasonal variation in crime frequency and change in nature over various epochs. The findings expected would help framers of policy and enforcement of law with the development of season-specific strategies for prevention and control of crime.

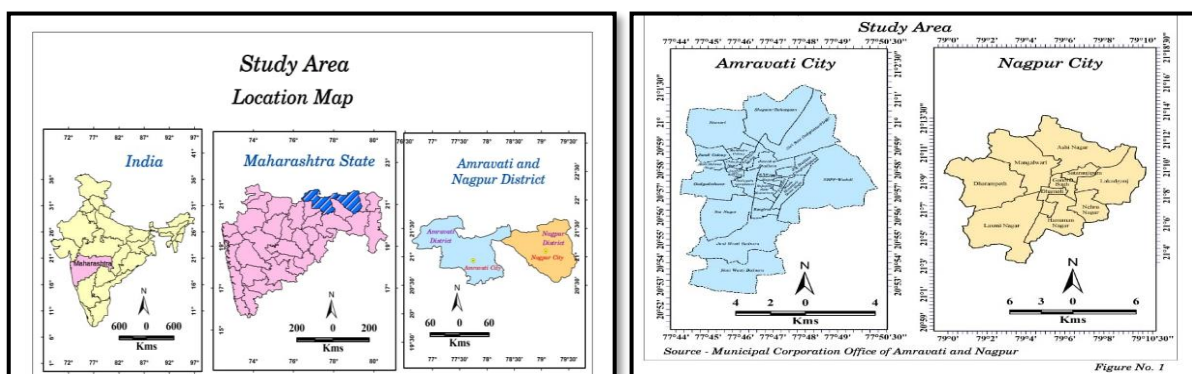
Keywords: Seasonal Variation, Crime Rates, Geographical Perspective, Amravati, Nagpur, GIS.

Introduction

Seasonal patterns in crime can be comprehended so that crime trends can be anticipated and public safety can become better. This study is conducted based on the two most salient cities of Maharashtra, namely Amravati and Nagpur, located in India. Based on some observed overall trends of seasonal variation, this study aims to investigate the seasonal patterns in crime rates in Amravati and Nagpur. The research will take five years; it cuts across various categories of crime and distribution per season. The aim is to locate ways through and by which seasons contribute to the crime wave and come up with ways of effecting crime management.

Study Region

This study focuses on Amravati and Nagpur, two significant cities in Maharashtra, India. Amravati, located in the Vidarbha region, is an important administrative center with a tropical climate featuring hot summers, a monsoon season, and mild winters. Nagpur, also in Vidarbha, serves as a major economic and political hub with similar climatic conditions. The research will examine how seasonal variations in these cities influence crime rates, leveraging their comparable geographic and climatic contexts for a comprehensive analysis.



Objectives

1. To analyze seasonal patterns in crime rates
2. To examine the relationship between climatic factors
3. To identify specific crimes that peak during certain seasons

4. To compare seasonal crime trends between Amravati and Nagpur
5. To provide actionable recommendations for law enforcement

Methodology

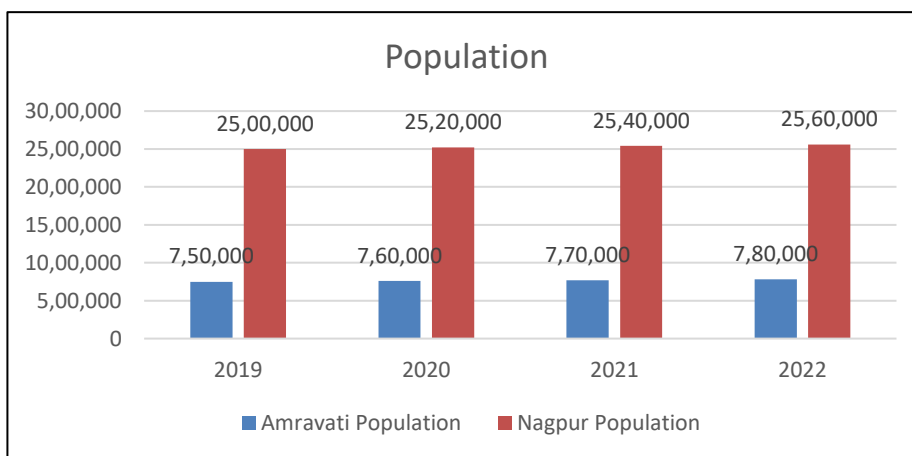
Crime data will be sourced from police records and relevant authorities for the period from 2019 to 2023, encompassing various crime categories such as theft, assault, domestic violence, property crimes, sexual offenses, and drug-related crimes. Weather data, including temperature, rainfall, and relative humidity, will be obtained from the India Meteorological Department for the same period. Additionally, demographic data will be gathered from Census India and local municipal records to provide context on population size and density, which will aid in understanding the relationship between crime rates and environmental factors.

Population :

Years	Amravati Population	Nagpur Population
2019	750,000	2,500,000
2020	760,000	2,520,000
2021	770,000	2,540,000
2022	780,000	2,560,000
2023	790,000	2,580,000

Table 1: Population Data for Amravati and Nagpur.

From 2019 to 2023, Amravati's population grew from 750,000 to 790,000, reflecting a consistent annual growth rate of 1.3%, indicative of dynamic urban development. In contrast, Nagpur's population increased from 2,500,000 to 2,580,000, at a slower rate of 0.8%, suggesting more stable growth due to its larger base and established infrastructure. These differing growth rates highlight Amravati's rapid expansion compared to Nagpur's steady development, providing a contextual backdrop for analyzing crime rate trends in relation to population changes in both cities.

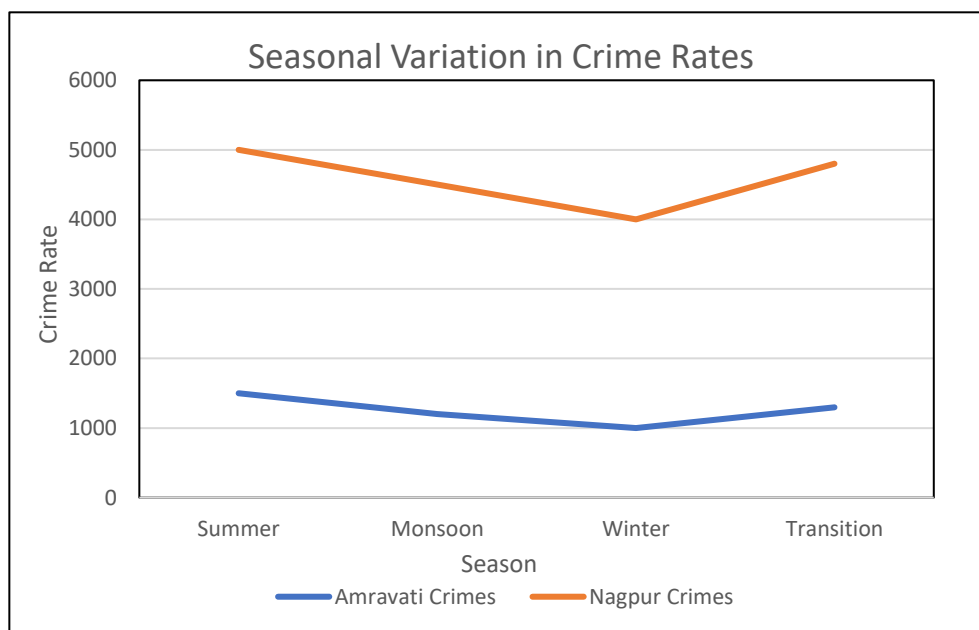


Seasonal Trends:

Season	Amravati Crimes	Nagpur Crimes
Summer	1500	5000
Monsoon	1200	4500
Winter	1000	4000
Transition	1300	4800

Table 2: Seasonal variation in crime rates for Amravati and Nagpur.

From 2019 to 2023, both Amravati and Nagpur show a consistent seasonal pattern in crime rates. In Amravati, crime peaks in summer with 1,500 incidents, drops to 1,200 during the monsoons, and further decreases to 1,000 in winter, with a rise to 1,300 during transitional periods. Nagpur follows a similar trend but on a larger scale, with summer peaks at 5,000 incidents, falling to 4,500 in the monsoons, 4,000 in winter, and rising to 4,800 during transitions. The data highlights that both cities experience the highest crime rates in summer due to increased outdoor activities and stress, while winter sees a drop, likely due to adverse weather. This pattern underscores the impact of seasonal factors on crime rates, regardless of city size, offering valuable insights for law enforcement and urban planning.

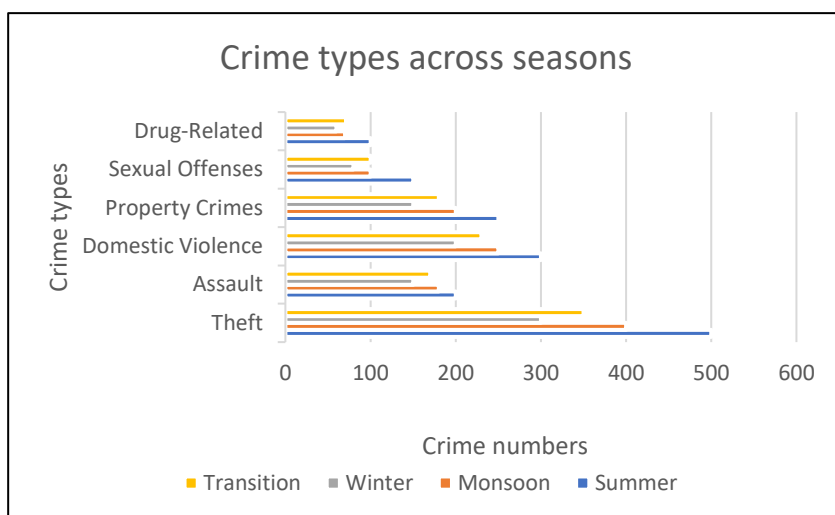


Crime Types:

Crime types	Summer	Monsoon	Winter	Transition
Theft	500	400	300	350
Assault	200	180	150	170
Domestic Violence	300	250	200	230
Property Crimes	250	200	150	180
Sexual Offenses	150	100	80	100
Drug-Related	100	70	60	71

Table 3: Breakdown of crime types across seasons.

Seasonal analysis reveals distinct crime trends: in summer, thefts peak at 500, domestic violence at 300, and property crimes at 250, likely due to increased outdoor activity and higher stress levels. During the monsoon, crime rates drop significantly—thefts to 400, domestic violence to 250, and property crimes to 200—likely due to restricted outdoor movement. Winter sees the lowest crime rates, with thefts falling to 300 and domestic violence to 200, attributed to colder weather and more indoor activity. Spring and autumn experience a slight uptick in crime compared to winter but remain lower than summer. Overall, the data highlights a clear seasonal influence on crime rates, with increased activity in warmer months and a reduction during colder, wetter periods.



Results and Discussions

Crime data from 2019 to 2023 shows that both Amravati and Nagpur experience peak crime rates during the summer, with declines in monsoon and winter months, and slight increases in transitional periods. Key factors influencing these patterns include socio-economic conditions, cultural behaviors, and weather-related changes. Higher temperatures and increased outdoor activity in summer lead to more theft and violence, while adverse weather in monsoon and winter reduces crime opportunities. To address these patterns, targeted seasonal strategies for law enforcement and community safety are recommended, including focused patrolling during peak times and public awareness campaigns to mitigate seasonal crime influences.

Conclusion

From 2019 to 2023, both Amravati and Nagpur experienced rising populations and similar seasonal crime trends. Crime rates peaked in summer, dropped in the monsoon and winter, and rose slightly during transitional periods. The patterns showed that theft, property crimes, domestic violence, and assaults were highest in summer, while sexual offenses and drug-related crimes followed the same trend. These trends highlight the need for seasonal strategies in law enforcement to improve safety and resource allocation in both cities.

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Impact of Social Media on E-Commerce

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Abstract:

Social media is now spreading its roots in every aspect of life, it has overtook our daily source of entertainment. Social media has so much hold on our life, with this increasing hold of social media on us has cajoled the major brands to understand the online customer behaviour and efficient ways to use social media for their advantage. Brands are aware about the customer interactions and transparency that comes with social media. This has changed the scenario of e-commerce completely. The purpose of this research is to study how social media is affecting the workings of e-commerce, the advent of social media has changed the face of e-commerce and has made it more accessible. In the last decade social media has gained radical attention from people around the globe, with the increasing use of social media sites like Facebook, Twitter, Instagram, LinkedIn, YouTube almost everyone is using on or the other social media to communicate. To promote and advertise the products instead of using older sources like TV or radio or spreading the word in the community social media provides greater ease and convenience. The brands are at an advantage to increase their customers with suitable marketing strategies, social media has helped maintaining transparency between brand and the customers, it has helped the brands to communicate with their customers and understand their needs better. Along with that social media has changed the way traditional e-commerce worked. This paper deals with closely studying the changes in e-commerce and workings of social media commerce.

Keyword:

E-Commerce, Social Media, Marketing Strategies, Twitter Analytics.

Introduction

Over the past decade, media has witnessed a huge transformation; consumers are progressively using social networking sites to look for information regarding various products and services, instead of relying on traditional methods such as television, radio, and magazines etc. Every seventh person in the world now owns a Facebook profile and nearly four in five Internet users are associated with at least one social media site. With the ever-increasing number of internet and social media users, it has become inevitable for major brands to understand online customer behavior. The emergence of social media has led to a subsequent change in media consumption which is pushing companies and organizations to adopt social media as one of their marketing strategies and public relation tools [2]. Therefore, social media has become an increasingly familiar platform employed in E-Commerce to market services and resources to current and prospective customers.

Social media and e-commerce

In order to understand customers in a better way and finding their inclination towards different products, the marketers and advertisers are always looking for a number of ways. This requires a lot of information to be gathered about the customers and their preferred mode of buying products. This information could be gathered from social media about online users which could be further analyzed to trace the behavior of consumers. The various businesses are using social networks like Twitter and Facebook to help them sell more products and service. The use of social media in e-commerce, has become an attractive means for companies to generate business value from consumers' online social interactions. However, many e-commerce companies today are still trying to understand which factors drive consumers to participate in social commerce. While first empirical studies have examined one or more factors that influence

consumers' adoption of social commerce, the findings of these studies are scattered across the literature base, sometimes not transparent, and not straightforwardly comparable. To synthesize these findings, we conduct a systematic literature review. After analyzing 38 academic publications, we contribute a comprehensive and structured list of factors that influence consumers' adoption of social commerce. The results of our work provide implications for future research to develop a more complete understanding of consumers' adoption of social commerce. Practitioners can use our results to improve the effectiveness of their social commerce initiatives.

Social networks and social media

The term social network was first coined to differentiate between networks that were used for business purposes from those used for socializing amongst people. The definition of social networking has been extended to include grouping of individuals into specific groups especially in workplace, universities and high schools, however the most popular accepted definition of social networks relates to the interactive websites which provides users with message boards, chat rooms, and the ability to leave comments and have a discussion with other people. Alternatively social networks is also referred to as a virtual community website that brings people together to talk, share ideas and interests, or make friends. This type of collaboration and sharing on social networking sites is known as social media. Unlike traditional media that is typically created and controlled by only a bunch of people, the social media allows users to share their opinions, views and encourages interactions and community building shaped by consumers. The term "Social Media" has been derived from the words, "Social" and "Media" which are discussed as follows: Social: the term 'Social' refers to interacting with other people for exchange of information characterized by the friendly companionship or relations. Media: the term 'Media' refers to the instrument of the communication such as radios, television, newspapers, magazines, internet etc. that reach people widely.

Objective of the Study

The main objective of this research is to study the impact of social media on e-commerce. To study how social media is changing workings of e-commerce. To study if e-commerce has seen any surge in sales due to social media. To study if the social media has helped with the outreach of e-commerce.

- To identify the impact of social media marketing strategies of e-retailing companies of the buying behavior of customers.
- To study the effectiveness of Social Media tools like Face book, Twitter, Instagram, You tube etc.
- To determine the demographic profile of customers who purchase products online from e-retailers.
- To study on-line purchasing behavior of customers in Bhopal
- To identify factors motivating customers to shop online.

Types of social media platforms

The various areas which have had a lasting and permanent effect of social media are as follows.

Whatsapp

Most users use Whatsapp for private conversations through texting, voice, video call, share images, documents, user locations, and other content. Besides private conversations, there is always the option of using the app in a more public setting like group chats. Users can access the app from their smartphones or their desktop computers.

Facebook

Facebook is the largest social network on the web with respect to name recognition as well as total number of users. It has approximately 1.8 billion active users and it acts as a wonderful platform for connecting people across the globe with your business. Since the last decade, Facebook has evolved from a basic website into a multi-dimensional

network and a mobile platform where anyone can connect with anybody across the world. Keeping in mind, the Pages feature of Facebook, it can really help a lot in one's business.

Twitter

Twitter is a platform where one can express one's views with short text messages along with other media. Twitter is a great interface to communicate with literally anyone in the world just by mentioning their usernames in their posts. This social networking site is a great way to advertise and market one's business. It is also an effective channel for handling customer service

Instagram.

Instagram is a visual social media platform that is totally based on photos and videos posts only. It is also owned by Facebook and is different from others with respect to various filters provided and other photo editing options provided.

Advantages of social media marketing

- Social media may help to build real producer consumer relationship as the tweets on Twitter and posts on Facebook get an insight into the daily lives of their customers and thus help them build better marketing strategies. Social media posts can be used to drive targeted traffic to a specific audience of people.
- Social media can act as a very useful tool for boosting the business site's SEO. The traffic building on social media pages of one's business will help their websites get better search engine results.
- Marketing to the social web is not only for the largest multinational corporations; It may be smaller and more effective, argues Webber (2009) for a relatively small or medium-size company to take maximum advantages of the social media.
- While maximum users take, Twitter and Facebook as simple social networks and not as advertising and marketing platforms which makes them respond to one's business idea in a more open way.

Conclusion

It can be concluded that the daily usage of content generation "Apps" such as Facebook builds

engagement between customers and firms. Once this relationship has been established through these techniques, loyalty will follow.

In addition, the study concludes that e-commerce accelerates ordering, delivery and payment for goods and services while reducing operating and inventory costs for most firms.

Lastly, It is concluded that social media can be used to increase customer loyalty through its ability to communicate directly with customers. In this project, we performed an analysis on Twitter data of Samsung Mobile available from public twitters API to study the impact of tweets related to Samsung Mobile on its brand building, customer satisfaction of Samsung Mobile products and its sales per quarter. The findings and the results of our study clearly signifies that social media marketing influences the building of brands as well as influence the sales of the business. Moreover, the feedback obtained from the customers in form of tweets about their products further help to design the marketing strategy of their products.

This project can be further enhanced to fetch similar findings and deductions for the other brands besides Samsung Mobile. Also, the data on which the analysis has been done in this study is recent data, so, the project could be enhanced to do a detailed study on previous years data in order to see the pattern and trends that has been evolved with respect to consumer behavior.

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विष्णुशास्त्री चिपळूणकर :

प्रखर राष्ट्रवादी आणि भाषाप्रेमी समाजसुधारक

डॉ. वीरा पवन मांडवकर

सहायक प्राध्यापक

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गोषवारा :

'आधुनिक मराठी गद्याचे जनक' विष्णुशास्त्री चिपळूणकर यांनी मराठी भाषेस प्रतिष्ठेचे व योग्य स्थान मिळावे म्हणून प्रथम आवाज उठविला; म्हणून त्यांना 'मराठी भाषेचे शिवाजी' असेही म्हटले जाते. राष्ट्रवादी विचारांचा प्रसार करणारे महाराष्ट्रातील ते थोर समाजसुधारक होते. 'निबंधमाला'कार विष्णुशास्त्री चिपळूणकर यांनी 'निबंध' या साहित्यप्रकाराचा समर्थ आविष्कार केला. स्वदेश, स्वभाषा, स्वसंस्कृती आणि स्वइतिहास प्रचारासाठी त्यांनी आपली लेखणी वापरली. डॉ. जॅक्सन, मेकॉले, सिडन यांच्या साहित्यातील विचारांचा प्रभाव विष्णुशास्त्री चिपळूणकर यांच्यावर पडलेला होता. सामाजिक परिवर्तन घडविणारी परखड आणि रोखठोक विचारसरणी निबंधमालेतील विविध लेखातून विष्णुशास्त्री चिपळूणकरांनी मांडलेली दिसून येते.

प्रस्तावना :

विष्णुशास्त्री चिपळूणकर हे कृष्णशास्त्री चिपळूणकरांचे सुपुत्र होत. 'आधुनिक मराठी गद्याचे जनक' म्हणून ते ओळखले जातात. त्यांनी मराठी गद्याला अधिक प्रभावी स्वरूप प्राप्त करून दिले. विष्णुशास्त्रींना मराठी भाषेविषयी प्रखर अभिमान होता. मराठी भाषेस प्रतिष्ठेचे व योग्य स्थान मिळावे म्हणून त्यांनीच प्रथम आवाज उठविला; म्हणून त्यांना 'मराठी भाषेचे शिवाजी' असे म्हटले जाते. राष्ट्रवादी विचारांचा प्रसार करणारे महाराष्ट्रातील समाजसुधारक म्हणजे 'निबंधमाला'कार विष्णुशास्त्री चिपळूणकर होय. निबंधमालेचे बंगालीसारख्या अभिजात भाषेमध्ये 'देशरथकथा' या नावाने भाषांतर झालेले होते.

बीजशब्द : भाषा, राष्ट्रवाद, विद्वान, मासिक, संस्कार, लेख, इतिहास, ज्ञान, प्रभाव, उपहास, चळवळ

विषयविवेचन :

विष्णुशास्त्रींचे बालपण

आधुनिक मराठी गद्याचे जनक आणि मराठी भाषेतील श्रेष्ठ ग्रंथकार विष्णुशास्त्री चिपळूणकर यांचा जन्म २० मे, १८५० साली पुणे येथे झाला. मराठी भाषेचे शिवाजी म्हणून ओळखल्या जाणाऱ्या विष्णुशास्त्री चिपळूणकर यांचे संपूर्ण शिक्षण आणि एक-दोन वर्षे रत्नागिरीतील सेवा वगळता सर्व आयुष्य पुणे येथे गेले. इसवी सन सतराव्या शतकात चिपळूणकर कुटुंब रत्नागिरी सोडून नाशिक जिल्ह्यातील

श्रीक्षेत्र त्र्यंबकेश्वर या ठिकाणी स्थायिक झालेले होते. १८१८ साली पेशवाईचा अस्त झाल्यानंतर चिपळूणकर कुटुंबाची खूप होरपळ आणि वाताहत झालेली होती.

विष्णुशास्त्री यांचे वडील पुण्यातील नावाजलेले विद्वान पंडित होते. त्यांच्या कुशाग्र आणि चाणाक्ष बुद्धिमत्तेचे वर्णन करताना संस्कृत विद्वान मोरशास्त्री साठे म्हणतात, "कृष्णशास्त्री चिपळूणकर म्हणजे पुणे पाठशाळेतील संस्कृतचे बृहस्पती आहेत." महात्मा फुले यांनी पुणे या ठिकाणी स्थापन केलेल्या भारतातील पहिल्या मुलींच्या शाळेतील ते व्यवस्थापक सभासद होते. त्यांनी सुरु केलेल्या 'शालापत्रक' या मासिकाचे विष्णुशास्त्री चिपळूणकर यांनी त्यांच्यानंतर पुढे संपादक म्हणून काम सांभाळले होते.

घरात विद्वत्ता असल्यामुळे लहानपणापासून त्याचे संस्कार विष्णुशास्त्री चिपळूणकर यांच्यावर झालेले दिसून येतात. वडील कृष्णशास्त्री आणि आजोबा हरिपंत यांनी केलेल्या संस्कारांचा पगडा त्यांच्यावर पडलेला होता. विष्णुशास्त्री चिपळूणकर यांचे बालपण सर्वाधिक काळ आईवडिलांपेक्षा आजी भागीरथीबाई आणि आजोबा हरिपंत यांच्या सहवासात गेले. विष्णुशास्त्री यांना आजोबांनी वयाच्या सातव्या वर्षापासून उजळणी, वाचन आणि लिहिणे शिकविले. विष्णुशास्त्री चिपळूणकर यांचे शालेय शिक्षण इन्फंट स्कूल आणि पूना हायस्कूल या शाळांमध्ये झालेले होते.

प्राथमिक शिक्षणाच्या काळात नागनाथ अण्णांच्या वाड्यात भरणाच्या शाळेत मोडी अक्षर, मोडी वाचन, तोंडी हिशोब ते शिकले होते. पूना हायस्कूलमध्ये शिकत असताना अनेक चांगले शिक्षक विष्णुशास्त्री यांना मिळालेले होते. पूना हायस्कूलमध्ये कृष्णशास्त्री वैजापूरकर या शास्त्रींकडून ते संस्कृत विषय उत्तम प्रकारे शिकलेले होते. शाळेत असताना विष्णुशास्त्रींनी गोल्डस्मिथचे "The Deserted Village" हे दीर्घकाव्य बिनचूक पाठ करून चिमणाजी महादेव या शिक्षकांकडून हातरुमाल बक्षीस म्हणून मिळविलेला होता.

इसवी सन १८६५ साली मॅट्रिक झाल्यानंतर त्यांचा विवाह काशीबाई गोगटे यांच्याशी झाला. त्यानंतर त्यांनी मुंबई विद्यापीठातील बी.ए.ची पदवी पुणे येथील डेक्कन महाविद्यालयातून मिळविलेली होती. महाविद्यालयीन शिक्षणाच्या काळात त्यांना अनेक व्यासंगी अध्यापकांचा सहवास लाभलेला होता. पाश्चिमात्य साहित्यिक वर्डस्वर्थ सरांच्या शिकविण्याच्या पद्धतीमुळे विष्णुशास्त्री प्रभावित झालेले होते. वर्डस्वर्थ यांच्यामुळे विष्णुशास्त्री यांनी हिरोडोटस, झेनोप्लेन, प्लुटार्क हे ग्रीक व रोमन इतिहासकार आणि गिबन, मेकॉले या इंग्रजी इतिहासकारांचे ग्रंथ वाचून काढलेले होते. डॉ. जॅक्सन, मेकॉले, सिडन यांच्या साहित्यातील विचारांचा प्रभाव विष्णुशास्त्री चिपळूणकर यांच्यावर पडलेला दिसून येतो. सॅम्युअल जॉन्सन यांच्या "Vanity of Human wishes" या ग्रंथांचा प्रभाव विष्णुशास्त्री चिपळूणकर यांच्या निबंधमालेतील अनेक लेखांवर आढळून येतो.

डॉ. किलहॉर्नसारख्या जर्मनीतील संस्कृत प्राध्यापकांनी त्यांच्यात संस्कृत भाषा आणि साहित्याची खूप गोडी निर्माण केलेली होती. कोणत्याही प्रकारचा केलेला अभ्यास आणि मिळविलेलं ज्ञान कधीही वाया जात नाही. अशा विचारांचा प्रभाव विष्णुशास्त्री यांच्यावरही झालेला दिसून येतो.

निबंधमालेत अकराव्या अंकात 'वाचन' या विषयावर विष्णुशास्त्री चिपळूणकर यांनी दीर्घ निबंध लिहिलेला होता. त्यामध्ये वाचनाची सवय कशी लावावी याविषयी विचार त्यांनी सखोलपणे मांडलेला आहे. वाचनामुळे केवळ मनोरंजन होते असे नाही, तर सखोल ज्ञानसुद्धा मिळते. म्हणून लहान वयात वाचण्याची सवय मुलांमध्ये वाढविली तर ती त्यांच्या आयुष्याच्या शेवटपर्यंत तशीच टिकून राहते. विष्णुशास्त्री चिपळूणकर यांनी डॉ. सॅम्युअल जॉन्सन, ऑडिसन, ज्युनिअस, मेकॉले, जोसेफ • यांसारख्या पाश्चिमात्य लेखकांचे ग्रंथ व साहित्य मोठ्या प्रमाणात वाचल्यामुळे त्यांच्या विचारसरणीचा प्रभाव त्यांच्या लेखणीवर

आणि विचारांवर झालेला दिसून येतो. सॅम्युअल जॉन्सन यांच्या साहित्यामध्ये त्यांनी स्वतःचे प्रतिबिंब पाहिले होते. मेकॉलेसारखा कडवा राष्ट्रवाद त्यांच्या लेखणीतून दिसून येतो. ओरिसनसारख्या पाश्चिमात्य लेखकाचा प्रभाव विष्णुशास्त्रींच्या लेखणीवर इतका पडला होता की, समाजसुधारक गोपाळ गणेश आगरकर यांनी विष्णुशास्त्री चिपळूणकरांना 'मराठी भाषेतील ऑडिसन' म्हणून उपमा दिलेली आहे. ऑडिसनप्रमाणे उपहास, वक्रोक्ती, उपहासात्मक भाषाशैलीचा उपयोग करून विष्णुशास्त्री यांनी लोकांमध्ये राष्ट्रवादाविषयी जागरूकता निर्माण केलेली होती.

विष्णुशास्त्री चिपळूणकर यांचे मराठी भाषा व साहित्यातील योगदान

विष्णुशास्त्री चिपळूणकर यांनी स्वतःला 'मराठी भाषेतील शिवाजी' अशी उपमा दिलेली आहे. रूपक, उपमा, दृष्टांत आणि विरोधाभास इत्यादी अलंकाराच्या साहाय्याने त्यांनी आपली मातृभाषा मराठीला साजशृंगार चढविलेला होता. विष्णुशास्त्री चिपळूणकरांनी मराठी साहित्यात विनोद आणि वैचारिक अंगाने विपुल लेखन केलेले दिसून येते. त्यांच्या साहित्यकृतीतील विनोद हा केवळ मनोरंजनाच्या दृष्टीने किंवा सात्त्विक स्वरूपात नव्हता, तर करवतीच्या धारेप्रमाणे प्रतिपक्षाला कोंडीत पकडणारा असे.

२५ जानेवारी १८७४ साली 'ज्ञानप्रकाश' या छापखान्यातून विष्णुशास्त्री चिपळूणकर यांनी निबंधमालेतील पहिला लेख 'मराठी भाषेची सांप्रतची स्थिती' हा लिहिला. या निबंधात मराठी भाषा बुद्ध दयायची नसेल तर काय करावे हे सुचविले आहे. मातृभाषेची अभिवृद्धी देशाच्या उत्कर्षाचे एक मोठे साधन असते. स्वभाषेविषयी उपेक्षाबुद्धी जोपर्यंत लोकांच्या मनात असते तोपर्यंत इतर उपायांना यश येणार नाही असे परखड मत त्यांनी या लेखात नोंदविलेले आहे. सद्यस्थितीत इंग्रजी भाषेचा मराठी भाषकांवर पडलेला पगडा आणि त्यांचे दुष्परिणाम याचे भाकीत विष्णुशास्त्री यांनी भविष्यकाळाचा वेध ओळखून १८७४ मध्ये लिहून ठेवलेले होते. त्यांनी कधीही इंग्रजी भाषेचा द्वेष केलेला नव्हता. परंतु इंग्रजी भाषेतील ज्ञानभांडार यांचा उपयोग मराठी भाषेच्या उत्कर्षासाठी करावा, हे करताना मात्र आपल्या भाषेचे सत्त्व म्हणजे निराळेपणा कायम राहिला पाहिजे, इंग्रजी भाषेचे आपण गुलाम होता कामा नये अशी शिकवण विष्णुशास्त्री चिपळूणकरांनी निबंधमालेतील पहिल्या लेखातून दिलेली आहे.

मराठी भाषा संवर्धनासाठी विष्णुशास्त्री चिपळूणकर असे उपाय सुचवतात की, लोकांनी स्वभाषेची उपेक्षा थांबवावी. शाळेत मराठी भाषा विषय अनिवार्य करणे आणि विद्यापीठात मराठी भाषा विषय सक्तीचा करणे. तसेच प्रत्येक मराठी व्यक्तीने आपले विचार दुसऱ्या कोणत्याही भाषेतील व्यक्ती समोर असली तरीसुद्धा आपल्या मराठी भाषेतूनच व्यक्त करण्यास सुरुवात करावी. अशी चळवळ प्रत्येक व्यक्तीने सुरु केली तर मराठी भाषा सामर्थ्यवान व्हायला वेळ लागणार नाही. मराठी भाषेविषयी काळाची पावले ओळखून त्या काळात विष्णुशास्त्री चिपळूणकरांनी व्यक्त केलेली मते आजच्या काळात मराठी मातृभाषा असणाऱ्या पिढीला तंतोतंत लागू पडतात. विष्णुशास्त्री चिपळूणकर यांनी केवळ मराठी भाषेचे जतन आणि संवर्धन याविषयी लिखाण केलेले नाही, तर मराठी साहित्याला विष्णुशास्त्री चिपळूणकरांनी मोठे योगदान दिलेले आहे. विष्णुशास्त्री चिपळूणकर यांनी विपुल साहित्यसंपदा लिहिलेली आहे. विष्णुशास्त्री चिपळूणकर यांनी इतिहास, अर्थशास्त्र, तर्कशास्त्र, नीतिशास्त्र, इंग्रजी, संस्कृत आणि मराठी अशा विविध भाषेतील ग्रंथांचा सखोल अभ्यास करून लेखन केलेले आहे. अरबी भाषेतील सुरस व चमत्कारिक गोष्टी, आमच्या देशाची स्थिती, विष्णुपदी, सुभाषिते, हरगोविंद अशा विषयावर लिखाण केलेले आहे. बाणभट्ट यांच्या कादंबरीचे आणि डॉ. जॉन्सन यांच्या 'रासलेस' या कादंबरीचा मराठी भाषेत अनुवाद त्यांनी केलेला आहे.

विष्णुशास्त्री चिपळूणकर यांचे सामाजिक कार्य

बालवयात सामाजिक संस्काराचे बीज रुजल्यामुळे विष्णुशास्त्री चिपळूणकरांनी आपल्या वैयक्तिक आणि सामाजिक आयुष्यात आलेल्या कठीण प्रसंगावर मात करून सामाजिक कार्याची धुरा संभाळलेली होती. अल्प आयुष्य लाभलेल्या विष्णुशास्त्री चिपळूणकरांना देशाविषयी सतत ओढ आणि तळमळ होती. ते मराठी निबंधकार, लेखक, पत्रकार, थोर देशभक्त होते. महाविद्यालयीन शिक्षण पूर्ण झाल्यानंतर त्यांनी पुणे आणि रत्नागिरी येथे अध्यापनाचे कार्य केले.

१८७५ मध्ये मराठी भाषकांना प्रेरित करण्यासाठी आणि वाचनसमृद्धी वाढविण्यासाठी विपुल प्रमाणात साहित्य उपलब्ध व्हावे म्हणून 'किताबखाना' नावाचे पुस्तकाचे दुकान पुणे या ठिकाणी सुरु केले. उमलत्या नवोदित पिढीला राष्ट्रीय शिक्षण देण्याच्या उद्देशाने १८८० साली लोकमान्य टिळक आणि गोपाळ गणेश आगरकर यांच्या सहकार्याने पुणे येथे 'न्यू इंग्लिश स्कूलची' स्थापना केली. पराक्रमी आणि मुत्सद्दी लोकांच्या तसबिरी लोकांपुढे आल्या तर लोकांमध्ये स्वइतिहास, स्वदेश यांविषयी अभिमान निर्माण होईल या दृष्टीने प्रेरित होऊन १८७८ मध्ये त्यांनी पुणे येथे चित्रशाळा सुरु केली. महाविद्यालयीन शिक्षणाची सोय व्हावी म्हणून 'फर्ग्युसन महाविद्यालय' सुरु केले. विविध पुस्तकांची छपाई करता यावी म्हणून आर्यभूषण. छापखान्याची स्थापना केली. लोकमान्य टिळक यांच्या सहकार्याने 'केसरी' आणि 'मराठा' ही वर्तमानपत्रे छापण्यास सुरुवात केली. राष्ट्रवाद वाढविणारे विविध लेख त्यांनी या वर्तमानपत्रातून लिहिले. विविध समाजोपयोगी कार्यामुळे विष्णुशास्त्री चिपळूणकर यांना 'सामाजिक सुधारणेचा वाहता झरा' ही उपमा योग्य वाटते. राष्ट्रवादाची उभारणी करणारे सच्चे समाजसुधारक आणि इंग्रजांवर परखड शब्दांत टीका करणारे ते भाष्यकार होते.

निबंधमाला : एक दृष्टिक्षेप

बहुश्रुतता व योग्य पुस्तकांची लोकांना माहिती देऊन मराठी भाषा समृद्ध करण्याच्या उद्देशाने विष्णुशास्त्री चिपळूणकरांनी निबंधमाला सुरु केली. "निबंधमाला हे विष्णुशास्त्र्यांचे प्रमुख जीवितकार्य. निबंधमालेच्या सात वर्षांच्या कारकीर्दीत निघालेल्या सर्वच्या सर्व म्हणजे ८४ अंकांतील लेखन विष्णुशास्त्र्यांनी जवळजवळ एकटाकी केले. निबंधमालेत विविध विषयांवर लिहिलेल्या त्यांच्या निबंधानी मराठी निबंधाला सामर्थ्य दिले आणि त्याच्या विकासाचा एक महत्त्वाचा टप्पा गाठला." २५ जानेवारी, १८७४ साली 'मराठी भाषेची सांप्रतची स्थिती' या मातृभाषेविषयीच्या लेखापासून त्यांनी निबंधमाला लेखनास सुरुवात केली. सलग आठ वर्षे निबंधमालेतून सकस, वैचारिक आणि दर्जेदार लेखांचे लेखन करून १८८१ सालापर्यंत विविध छापखान्यातून ८४ अंक छापून प्रसिद्ध केले. निबंधमालेतील 'निबंध' या साहित्यप्रकाराचा समर्थ आविष्कार त्यांनी केला. स्वदेश, स्वभाषा, स्वसंस्कृती आणि स्वइतिहास प्रचारासाठी त्यांनी आपली लेखणी वापरली. विष्णुशास्त्री यांनी निबंधमालेतून मनोरंजन न करता लोकजागृती, विचारक्रांती आणि मराठी भाषेच्या अभिव्यक्तीचे दर्शन घडविले. व्हॉल्टेअरच्या लेखणीने देशी भाषेच्याद्वारे लोकांची मने जागृत केली, व परिणामी फ्रान्समध्ये राज्यक्रांती झाली. पीटर द ग्रेट ने लेखणीच्या बळावर रशियाचा चेहरामोहरा बदलून टाकला, त्याप्रमाणे विष्णुशास्त्री चिपळूणकरांच्या लेखणीने महाराष्ट्रात राष्ट्रवाद जागृत झाला: म्हणून विष्णुशास्त्री चिपळूणकरांना 'भारतातील व्हॉल्टेअर' अशी उपमा दिली जाते.

विष्णुशास्त्री यांनी निबंधमालेतील कोणत्याही विषयांना सचोटीने वर्तमान परिस्थितीशी जोडण्याचे कौशल्य वापरून तत्कालीन परिस्थितीत असणाऱ्या अनेक गंभीर विषयांना जिवंतपणा आणला. विष्णुशास्त्री

चिपळूणकरांनी निबंधमालेमध्ये विविध प्रकारच्या विषयांची हाताळणी केलेली दिसून येते. लोकभ्रम, मोरोपंतांच्या कविता, धर्मचिंतन, आचारधर्म, भाषाभूषण, लेखनशुद्धी, भाषापद्धती, भाषासंशोधन, वक्तृत्व, वाचन, शकुन-अपशकुन, डॉ. जॅक्सनचे चरित्र, लोकहितवाणी आणि भाषांतर अशा विविध विषयांवर सातत्याने लिखाण केले. आजच्या आधुनिक काळामध्ये भेडसावणाऱ्या ज्वलंत समस्यांना विष्णुशास्त्री चिपळूणकरांनी एकोणिसाव्या शतकामध्ये मूर्त रूप दिलेले दिसून येते.

निबंधमालेतील सहाव्या ते आठव्या अंकामध्ये त्यांनी इतिहासाविषयी प्रखरपणे लेखन केलेले आहे. पाश्चिमात्य इतिहासकारांना भारताविषयी कोणत्याही प्रकारचे ज्ञान नसल्यामुळे आणि पूर्वग्रहदूषितपणामुळे त्यांनी आपल्या देशाचा इतिहास कशा पद्धतीने चुकीचा लिहिलेला आहे, यावर तिखटपणे भाष्य केले. त्यांनी लिहिलेल्या - इतिहासविषयक लेखांनी इंग्रजी साम्राज्यामध्ये खळबळ उडवून दिली होती. इंग्रजी राज्यकर्त्यांच्या जीवाला लागेल अशी जहरी टीका त्यामध्ये केलेली होती. त्याचे कारण असे होते आसेतुहिमालय पसरलेल्या इंग्रजी सत्तेला आव्हान देणारे लिखाण भारतात कोणत्याही भाषेमध्ये किंवा प्रांतामध्ये झालेले नव्हते.

निबंधमालेतील एक लेख शालेय आणि महाविद्यालयीन विद्यार्थ्यांसाठी आवश्यक असणाऱ्या वक्तृत्व' या विषयावर आधारित आहेत. वक्तृत्वाविषयी विष्णुशास्त्री चिपळूणकर यांचे असे मत आहे, की 'वक्तृत्व म्हणजे नुसते बोलणे नव्हे, तर उंच व मनोवेधक स्वर, अंगविक्षेपाचा रोखझोक, चेहऱ्यावर निरनिराळ्या मनोवृत्तीचा आविर्भाव व आणखीनही कित्येक बारीक-सारीक गोष्टी या सर्वांचे संमेलन म्हणजे वक्तृत्व होय.' वक्तृत्वाचा व्यक्तींवर किती मोठा प्रभाव पडतो. त्यासाठी वक्तृत्व खूप उच्च दर्जाचे असावे हे सांगताना विष्णुशास्त्री चिपळूणकरांनी संत तुकाराम आणि रामदासांनी कथा, कीर्तन, प्रवचन या वक्तृत्वाच्या प्रकाराद्वारे केलेल्या कार्याची आठवण करून दिलेली आहे.

अशा प्रकारचे सामाजिक परिवर्तन घडविणारी परखड आणि रोखठोक विचारसरणी निबंधमालेतील विविध लेखातून विष्णुशास्त्री चिपळूणकरांनी मांडलेली दिसून येते. निबंधमालेविषयी असेही म्हटले जाते की, His range is wide, and includes subjects such as the contemporary status of the Marathi language contrasted with that of English, Sanskrit and Marathi poetry, and the propriety of using foreign words in Marathi.² विष्णुशास्त्री चिपळूणकर यांनी लिहिलेल्या निबंधमालेचे बंगालीसारख्या अभिजात भाषेमध्ये 'देशरथकथा' या नावाने भाषांतर झालेले होते. बंगालीमध्ये भाषांतरित झालेल्या निबंधमालेचे वाचन करताना भारताच्या स्वातंत्र्यलढ्यातील क्रांतिकारक योगी अरविंद घोष भारावून गेले होते. 'या पुस्तकाच्या तोडीचे बंगाली भाषेत दुसरे पुस्तक नाही'. अशा शब्दात त्यांनी निबंधमालेची स्तुती केली. विष्णुशास्त्री चिपळूणकरांची निबंधमाला मराठी साहित्य व संस्कृतीमध्ये तसेच भारताच्या प्राचीन इतिहासामध्ये महत्त्वपूर्ण आहे. एकविसाव्या शतकातील महाराष्ट्राच्या सामाजिक व राजकीय विचारांच्या क्षेत्रांत निबंधमाला खूप महत्त्वाची आहे. निबंधमालेने महाराष्ट्राला नवी वळणे आणि दिशा दिलेली आहे. विष्णुशास्त्री चिपळूणकर यांचे लिखाण ज्ञानप्रसार, समाज सुधारक, वैज्ञानिक दृष्टीकोन, जातिभेद निर्मूलन अशा कार्यासाठी खूप उपयुक्त आहे. भूक लागली म्हणजे व्याकरण खाता येत नाही आणि तहान लागली म्हणजे काव्यरस पिता येत नाही. मेलेल्या माणसांना जिवंत करण्याची कला म्हणजे रसिक कला होय. पुढील येणाऱ्या प्रसंगाच्या सावल्या अगोदर पडतात. अशी सखोल विचारप्रवर्तक आणि व्यापक विचारसरणी समाजमनावर रुजविणारा या थोर समाजसुधारकाला शेवटपर्यंत परिस्थितीने सोडलेले नव्हते. स्वतःच्या शरीराकडे दुर्लक्ष केल्यामुळे अल्पशा आजाराने वयाच्या बत्तिसाव्या वर्षी म्हणजे १७ मार्च

१८८२ साली त्यांचे निधन झाले. त्यांच्या निधनाची वार्ता ऐकून अनेकांना शोक अनावरण झाला. त्यांच्या निधनाविषयी शोक व्यक्त करताना महादेव गोविंद रानडे यांनी 'He had no businesses to die so soon' या शब्दांत आपली भावना व्यक्त केली. सुप्रसिद्ध कथालेखक हरी नारायण आपटे यांनी विष्णुशास्त्री चिपळूणकरांच्या निधनानंतर पुढील शब्दात भावना व्यक्त केली आहे. 'झाला झाला अस्त... जनहो घात झाला महान नेला नेला हरुनि विधीने सर्व देशाभिमान' बुद्धिमान, प्रतिभावान व्यक्तिमत्त्वाचा आणि चारित्र्याचा अभ्यास नेहमीच प्रेरणादायी असतो. त्यांच्या कार्यामधून आपल्याला स्फूर्ती मिळते. विष्णुशास्त्री चिपळूणकर यांचे चरित्र आणि कार्य असेच मार्गदर्शक ठरणारे आहे.

निष्कर्ष :

- 1) विष्णुशास्त्री चिपळूणकर हे 'आधुनिक मराठी गद्याचे जनक' म्हणून ते ओळखले जातात.
- 2) मराठी भाषेस प्रतिष्ठेचे व योग्य स्थान मिळावे म्हणून त्यांनीच प्रथम आवाज उठविला; म्हणून त्यांना 'मराठी भाषेचे शिवाजी' असे म्हटले जाते
- 3) विष्णुशास्त्री चिपळूणकर यांचा जन्म २० मे, १८५० साली पुणे येथे झाला.
- 4) डॉ. जॅक्सन, मेकॉले, सिडन यांच्या साहित्यातील विचारांचा प्रभाव विष्णुशास्त्री चिपळूणकर यांच्यावर पडलेला होता.
- 5) विष्णुशास्त्री चिपळूणकरांची निबंधमाला मराठी साहित्य व संस्कृतीमध्ये तसेच भारताच्या प्राचीन इतिहासामध्ये महत्त्वपूर्ण आहे.
- 6) ते मराठी निबंधकार, लेखक, पत्रकार, थोर देशभक्त होते.

संदर्भ:

- 1) जोशी, तर्कतीर्थ लक्ष्मणशास्त्री, मराठी विश्वकोश, प्रथमावृत्ती, महाराष्ट्र राज्य मराठी विश्वकोश निर्मिती मंडळा, वाई 1976
- 2) विकीपिडिया https://en.wikipedia.org/wiki/Vishnushastri_Krushnashastri_Chiplunkar

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२. जोशी, लक्ष्मणशास्त्री, आधुनिक मराठी साहित्याची समीक्षा आणि रससिद्धांत, पुणे, प्रथमावृत्ती, १९७२.
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४. माडखोलकर, ग. त्र्यं. चिपळूणकर काल आणि कर्तृत्व, अमरावती, प्रथमावृत्ती, १९५४.



स्वातंत्र्यवीर कवी विनायक दामोदर सावरकर यांच्या कवितेचे स्वरूप विशेष

डॉ. लालबा चां. दुमटकर

मराठी विभाग

गो. सी. टोम्पे कला, वाणिज्य व विज्ञान महाविद्यालय, चांदूरबाजार जि. अमरावती

1985 ते 1920 या कालखंडात अभिजातवादाचा प्रभाव असलेले कवी म्हणून कवी चंद्रशेखर, कवी गोविंद, कवी विनायक आणि कवी स्वातंत्र्यवीर सावरकर हे चार महत्वाचे कवी म्हणून ओळखले जातात. या चारही कवींची कविता ही वैशिष्ट्यपूर्ण अशी आहे. या चारही कवींचा मूळपिंड हा जुन्या परंपरेकडे असल्याचा दिसतो; म्हणजेच अभिजातवादी परंपरेकडे आहे. या चारही कवींच्या कवितेवर संस्कृत भाषेचा फार मोठा प्रभाव आहे. आपल्या परंपरेवर आणि परंपरेतल्या मूल्य व्यवस्थेवर त्यांची नितांत श्रद्धा आहे. त्याचबरोबर आधुनिक कवितेचेही काही ठळक घटकही त्यांच्या कवितेमध्ये आपणाला स्पष्टपणे पाहायला मिळतात. केशवसुतांनी जी नवी कविता, नवी प्रवृत्ती मराठी साहित्यात आणली, त्या प्रवृत्तीचा कमी अधिक प्रभाव या कवींच्या कवितेवर पडलेला दिसतो. त्यातीलच एक महत्त्वाचे कवी म्हणजे कवी स्वातंत्र्यवीर विनायक दामोदर सावरकर हे आहेत.

कवी विनायक दामोदर सावरकर याच कालखंडातील अखेरच्या टप्प्यावरचे कवी म्हणून यांचा उल्लेख केला जातो. प्रत्यक्षात सावरकरांचे लेखन 1920 नंतरही अव्याहतपणे चालू होते; पण प्रवृत्तीच्या दृष्टीने त्यांचा याच कालखंडात उल्लेख करावा लागतो. मराठी कवितेत राष्ट्रीय वृत्तीची म्हणून जी कविता ओळखली जाते त्या कवितेचे आग्रही असणारे कवी सावरकर आहेत. इ.स.1883 ते 1966 हा सावरकरांच्या साहित्य लेखनाचा कालखंड आहे. त्यांच्या या काव्य लेखनाचा काळ अंदाजे इ.स.1900 पासून सुरू होतो. सावरकरांनी बरेचशी कविता बंदीवासात असताना लिहिली आणि कवितेबरोबर नाटक, कादंबरी, चरित्र, आत्मचरित्र अशा विविध साहित्य प्रकारात त्यांनी उल्लेखनीय लेखनही केलेले आहे. सावरकरांच्या लेखनामागे राष्ट्रभक्ती हे महत्त्वाचे सूत्र आपणाला पाहायला मिळते. प्रवृत्तीच्या दृष्टीने सावरकरांची ही कविता अभिजातवादाचेच नातं सांगणारी आहे. सावरकरांचा संस्कृत भाषेचा फार मोठा अभ्यास होता. त्यांच्या जोडीला विलक्षण कल्पकता त्यांच्याकडे होती. अलौकिक अशी प्रतिभा होती आणि त्याचबरोबर त्यागवृत्ती आणि अर्पणवृत्तीही त्यांच्याकडे होती. सावरकरांचे जीवन हे एक महान काव्य होतं असं म्हटलं जाते. त्यांच्या जीवनचरित्राची थोडी ओळख करून घेतली तर सावरकरांच्या व्यक्तित्वात किती मोठा आत्मविश्वास होता. याचा आपल्याला प्रत्यय येईल. खरं म्हणजे राष्ट्रकार्य सावरकरांच्या जीवनाचं सर्वश्रेष्ठ ध्येय होतं. राष्ट्रकार्य हेच त्यांच्या जीवनाचे सर्वश्रेष्ठ ध्येय होते आणि या ध्येय प्राप्तीसाठीच ते एक साधन म्हणून साहित्याकडे पाहत होते; तेव्हा त्यांच्या समग्र साहित्यात राष्ट्रप्रेम हा घटक ठळकपणे अभिव्यक्त होताना दिसतो. लहानपणापासूनच सावरकरांना महाकवी बनण्याचे स्वप्न पडत होते. उपजतच त्यांच्याकडे कवी प्रतिभा होती. आपण एखादे महाकाव्य लिहावे अशी लहानपणापासूनच त्यांची इच्छा होती, पण काळाची गरज ओळखून सावरकरांनी आपली इच्छा दडवून ठेवली आणि स्वातंत्र्य चळवळीमध्ये भाग घेतला. विसाव्या शतकाचं पहिलं दशक हा सावरकरांच्या तारुण्याचा काळ होता. या काळामध्ये सर्वच

तरुणांचे जीवन संघर्षमय बनलेलं होतं. सावरकरांनी या संघर्षामध्ये आपल्या सर्व इच्छा बाजूला सारून या स्वातंत्र्य चळवळीत उडी घेतली. अनेक वर्षे काळ्यापाण्याची शिक्षा भोगली. कौटुंबिक सगळं जीवन उध्वस्त करून घेतले. यानंतरच सावरकरांचे सगळे जीवन हे संघर्षमय जीवन होते. या संघर्षमय जीवनामध्ये सुद्धा सावरकरांनी अत्यंत उत्कटतेने आपली ही कविता लिहिली. ही पार्श्वभूमी जर आपण संपूर्णपणे लक्षात घेतली तर सावरकरांच्या साहित्याचा विशेषतः त्यांच्या कवितेचे मूल्य आपल्या लक्षात येईल. तुरुंगात असताना त्यांना कविता सुचत असत पण या सुचलेल्या कविता लिहून ठेवण्यासाठी इंग्रज सरकार त्यांना कागद, पेन पुरवत नव्हते. त्यावेळी त्यांनी भिंतीवर विटकरानी आपली कविता लिहून काढले. तेव्हा सावरकरांच्या कवितेचा आढावा किंवा स्वरूप पाहण्यापूर्वी त्यांची कविता ज्या पार्श्वभूमीवर जन्माला आली ही पार्श्वभूमी लक्षात घेणे आवश्यक होते ती पाहायल्यानंतर सावरकरांच्या कवितेचे स्वरूप विशेष पुढीलप्रमाणे सांगता येतील.

1) कथनपर कविता :

सावरकरांची सगळी कविता ही कथनपर कविता आहे. मध्ययुगीन काळात जी आख्यान काव्याची परंपरा होती, त्या परंपरेचा प्रभाव सावरकरांच्या कवितेवर पडलेला दिसतो. या आख्यान कवितेत जसे पांडित्य आणि बहुश्रुतता व्यक्त होत होती, तशी सावरकरांच्या व्यक्तित्वात होती. त्यामुळे त्यांच्या बहुतेक कविता कथनपर म्हणजेच एखादा कथानक असलेल्या अशा होत्या. केशवसुतांनी जी भावगीत मराठीत रूढ केले, तसे भावगीत लिहिणे ही सावरकरांची मुळात प्रवृत्ती नव्हती. अर्थात भावगीतात्मकता असलेल्या काही निवडक कविता त्यांच्या संग्रहात आहेत; पण ती मुळात त्यांच्या कवीप्रतिभेची प्रवृत्ती नव्हती. हे लक्षात आपण घेतले पाहिजे. पण असे असले तरी आत्मविष्कार हा घटक त्यांच्या कवितेत आपणाला ठळकपणे पाहायला मिळतो.

2) आत्मवृत्तिनिष्ठ कविता :

काही अभ्यासक त्यांच्या कवितेला आत्मवृत्तिनिष्ठ कविता असे म्हणतात. याचा अर्थ असा सावरकरांनी आपल्या वास्तव जीवनातल्या एक एका संघर्षमय जीवनाचे कथन केलेला आहे. त्यांची वृत्ती ही चिंतनशील होती. जीवनामध्ये राष्ट्रीय प्रेम हे त्यांनी पुण्य मानलेले असे मूल्य होते. या मूल्यासाठी असामान्य असे संघर्ष सावरकरांनी अनुभवलेले होते. या असामान्य संघर्षाच्या घटना प्रसंगाचे निवेदन सावरकर आपल्या कवितेतून करतात. ज्या ध्येयवादासाठी स्फोटक असे अनुभव सावरकरांनी घेतले. त्या ध्येयवादाची जाणीव त्यांच्या प्रत्येक कवितेमध्ये आपणाला दिसते आणि म्हणूनच सावरकरांची कविता ही दाहकतेचा हव्यास होता असेही म्हटले जाते.

3) दाहकतेचा हव्यास :

जणू काही स्वतः जाळून घेण्याचा छंद स्वतःला असावा. जाणीवपूर्वक सावरकर स्वतःला यात झोकून देतात. ही दाहकतेची प्रवृत्ती सावरकरांच्या सर्व कवितेतून आपणाला पाहायला मिळते. त्यांचा आत्मविश्वास आणि त्यांचं मनोबल हे विलक्षण असं दांडगं होतं. प्रत्यक्ष मृत्यूशी सुद्धा झुंज द्यायला ते मागेपुढे पाहत नाहीत. एका कवितेत सावरकरांनी अत्यंत प्रखरपणे मृत्यू विषयी ही भावना व्यक्त केली, मृत्यू हा त्यांना जीवनाचा अंत वाटत नाही. मृत्यू हे त्यांना संकट वाटत नाही तर उलट मृत्यू हे त्यांना

मुक्ती वाटते आणि जो माणूस मृत्यूशी सुद्धा तडजोड करायला तयार नसतो; त्याच्या व्यक्तिमत्त्वाची उत्तुंगता आणि विद्वत्ता किती विलक्षण असेल आपण याचा विचारही करू शकत नाही. त्यांची समग्र कविता अशी ही उत्तुंग स्वरूपाची आहे.

"अनादि मी, अनंत मी, अवध्य मी

मला मारील रिपु जगति, असा कवण जन्माला"

असे ते स्वतः त्यांच्या कवितेत म्हणतात. आपला आत्मा हे अनंत काळ टिकणारा आहे. तो कधी नष्ट होऊ शकत नाही तेव्हा आपल्याला मारू शकेल असा शत्रू या जगात कोणीही नाही. सावरकरांच्या समग्र कवितेत ही मनाची प्रखर वृत्ती दिसून येते.

4) वीररसाचे आव्हान :

सावरकरांची कविता ही वीररसाचे आव्हान करते. वीररसाच्या चित्रणातच त्यांची प्रतिभा मनापासून रमते. याव्यतिरिक्त इतर रसाची चित्रण त्यांनी केलेले दिसते. उदाहरणार्थ 'सागरास' या कवितेत करुण रसाचे प्रभावी असे दर्शन ते घडवतात. ही सावरकरांची कविता करुण रसाने ओतप्रोत भरलेली आहे. काही कवितातून त्यांनी रुद्ररस, भयानरस, शृंगाररस या रसाची निर्मिती ही केलेली आपणाला पाहायला मिळते; पण हे सर्व रस गौण स्वरूपाचे आहेत सावरकर खऱ्या अर्थाने रमतात ते वीररसामध्ये. सावरकरांच्या कवितेचे महत्त्वाचे वैशिष्ट्य असं की त्यांच्या कवितेतून कल्पनेची भव्यता दिसून येते.

5) कल्पनेची भव्यता :

सावरकरांच्या कवितेतून आपणाला जागोजागी कल्पनेची भव्यता पाहायला मिळते. त्यांची कविता अतिशय भव्य आणि विशाल स्वरूपाची आहे आणि ही कल्पकतासाठी त्यांनी ह्या उपमा ज्या कवितेत वापरलेल्या आहेत त्यावरून असे लक्षात येते की, या उपमा त्यांचा अत्यंत आवडता असा अलंकार आहे आणि जो उत्तुंग प्रकारचा आहे. असे सावरकर आपल्या कवितेतून व्यक्त करतात. तशाच प्रकारचा उत्तुंग स्वरूपाच्या उपमा सावरकरांनी आपल्या कवितेतून वापरलेले आहेत. उदाहरणार्थ "शतसूर्य मालिकांच्या..... दीपावली विझाल्या" निराशेची किंवा सभोवताल असलेल्या दुःखाची जाणीव शेकडो सूर्याची दीपावली विझाल्यासारखी आहे असे सावरकरांनी म्हटले आहे. सावरकरांच्या या समग्र कवितेतून ही कल्पनेची भव्यता जागोजागी आपल्याला पाहायला मिळते.

6) वैनायक वृत्त :

याला त्यांनी स्वतःच्या नावावरून वैनायक असे नाव दिले. इंग्रजीमध्ये ब्लॉक वर्स नावाचा एक काव्यप्रकार आहे. या ब्लॉकवर्सवरची एक नवी काव्यरचना सावरकरांनी मराठी साहित्यात रूढ केली. आणि आपल्या अनेक कवितातून या वैनायक वृत्ताचा त्यांनी योग्य वापर केला. अर्थात हे वैनायक वृत्त फारसे प्रभावीपणे त्यांना कवितेत रूढ करता आले नसले तरी वैनायक वृत्ताची रचना ही थोडीशी मुक्तछंदासारखी असते. आधीच्या छंदरचनेत यमकाचे बंधन हे मुख्य बंधन असायचे. वैनायक वृत्तामध्ये यमकाचे बंधन नाही म्हणून त्यांना निर्यमक रचना असे म्हणतात. ओळी किती असाव्यात याचेही काही बंधन नाही. अशा प्रकारची नवी रचना पद्धती सावरकरांनी कवितेत रूढ केल्या अर्थात सावरकरांचा हा प्रयत्न यशस्वी ठरलेला नाही.

7) संस्कृत प्रचुरता :

सावरकरांच्या कवितेचे संस्कृत प्रचुरता हे सुद्धा महत्त्वाचे वैशिष्ट्य आहे. सावरकरांची भाषा ही संस्कृत प्रचुर आहे. पंडित्यपूर्ण आहे. अनेक वेळा त्यांनी अपरिचित शब्द आपल्या कवितेत वापरतात तर कधी कधी संदीग्ध शब्दांचा वापरही ते कवितेत करतात. त्यामुळे त्यांची कविता ही काही ठिकाणी क्लिष्ट बनत जाते. सावरकरांच्या कवितेचा त्यामुळे अर्थ समजून घेणे हे अनेक ठिकाणी अनेक वेळा कठीण जाते. सावरकरांची कविता या संस्कृत प्रचुरतेमुळे भारदस्त आणि अवजड स्वरूपाची बनली आहे. उदाहरणार्थ "प्रवेशतेच्या नभात तुची....आकाशी होशी... स्वतंत्र ते भगवते, चांदणे चमचम लखलखती" हे स्त्रोत त्यांचे सगळ्यांच्या परिचयाचे आहे; पण या ओळीत नभात हा शब्द वापरल्यामुळे नभ म्हणजे मराठीत आकाश असा त्याचा अर्थ होतो. अशा प्रकारची संस्कृतता त्यांच्या कवितेत पाहायला मिळते.

सारांश एकंदरीत सावरकरांच्या कवितेचे मूल्यमापन करताना सावरकर यांची ही कविता राष्ट्रीय प्रवृत्तीचे शिक्षण आपल्या कवितेतून ते देताना दिसतात. तिचे फार मोठे महत्त्व आहे. सावरकरांचे हे राष्ट्रीय वृत्तीचे प्रभाव मराठी कवीवर पुढच्या काळात झालेला दिसून येतो. उदाहरणात वा.रा.कांत, श्रीकृष्ण पोवळे, यासारखे पुढच्या काळातील कवी यांच्यावर सावरकरांच्या राष्ट्रीय वृत्तीचा प्रभाव पडलेला आपणाला पाहायला मिळतो. तेव्हा 1885 ते 1920 या कालखंडातील एक प्रभावी आणि महत्त्वाचे कवी म्हणून सावरकरांचा उल्लेख काव्य क्षेत्रात आपणाला करता येतो .

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केसरी प्रकाशन, पुणे 1969



Form IV
(See Rule 8)

Statement about ownership and other particular about the Journal

Research Journal of India

1. Place of Publication - Dr. Bhau Mandavkar Research Centre (DBMRC),
Indira Mahavidyalaya, Kalamb, Dist. Yavatmal 445401
2. Periodicity - Annual
3. Printer's Name - Seva Prakashan, Vijay Colony, Amravati 444606 (M.S.)
4. Publisher's Name - Dr. Mrs. Veera Mandavkar
- Nationality - Indian
- Address - Director, Dr. Bhau Mandavkar Research Centre
Indira Mahavidyalaya, Kalamb, Dist. Yavatmal 445401
5. Editor's Name - Dr. Pavan Mandavkar
- Nationality - Indian
- Address - Principal, Indira Mahavidyalaya, Kalamb, Dist. Yavatmal

We, Dr. Pavan Mandavkar & Dr. Mrs. Veera Mandavkar hereby declare that the particulars given above are true to the best of our knowledge and belief.

Dr. Y.M. Donde Sarwajanik Shaikshanik Trust's (1974)

INDIRA MAHAVIDYALAYA

KALAMB, DIST. YAVATMAL, MAHARASHTRA 445401

☎ 07201-226147, 226129 (Fax)

Web.: www.indiramahavidyalaya.com

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For Research centre: researchjournalofindia@gmail.com

marathipradhyapak@gmail.com

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NAAC RE-ACCREDITED WITH 'B+' GRADE

Multi-Faculty College Estd. in 1983



- Annual Subscription - Individual / Institutional
- Account Details : Bank - Bank of Maharashtra
- Branch - Azad Maidan Road, Yavatmal
- IFSC code - MAHB0000047
- MICR code - 445014001
- A/c No. - 60175373000
- A/C Name - Director, Dr. Bhau Mandavkar Research Centre

₹ 500/-

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p - ISSN 2349-9370



9 772349 937002

e - ISSN 2582-4848



9 772582 484004